



# Spark Innovation in your business with **FUSION**



# Business Academic Graduate Partnership

## FUSION Programme

Through our FUSION programme, support packages are available for you to undertake an 18 month project worth up to £44,250/€52,800 typically in the area of new product/service development or a 12 month project worth £31,000/€37,000 typically in the area of process improvement.

You will be partnered with a third-level institution with the specialist expertise you need and a high calibre science, engineering or technology graduate.

The graduate is employed by you and is based in your company throughout the project with mentoring from the academic partner and an InterTradeIreland FUSION consultant.

## Benefits

On average, each company taking part on the FUSION programme benefits from **over £1 million worth of sales, efficiency savings or investments** in the three years following the project.

The programme can help your business to:

- Develop or improve products, processes or services
- Streamline business processes to increase efficiency and performance
- Develop and implement new technologies, systems or processes
- Improve capabilities in innovation, design and technology
- Reduce costs
- Increase sales.

## Am I eligible?

To qualify for financial support through our FUSION programme your business must be:

- Located on the Island of Ireland (North or South)
- Financially viable
- Able to demonstrate the need for InterTradeIreland FUSION support
- Demonstrate the capacity and commitment to support a FUSION project at senior management level.

**Note:** As this is an all-island programme, the third level institution which you are partnered with will be based in the opposite jurisdiction to your business.

## Financial support package

A comprehensive support package will be made available to each company to fund 50% of the graduate's employment costs. Financial assistance for eligible costs is claimed quarterly in arrears from InterTradelreland.

A full breakdown of the package available is shown below:

Company	12 mths		18 mths	
	£ Stg	€ Euro	£ Stg	€ Euro
Grad. Employment Costs 50%	11,000	13,000	16,500	19,500
Grad. Training and Development	1,500	1,800	1,500	1,800
* Expenses	2,500	3,000	3,000	3,600
<b>Total</b>	<b>15,000</b>	<b>17,800</b>	<b>21,000</b>	<b>24,900</b>

\* Project related Travel & Subsistence/Equipment.

Knowledge Centre	12 mths		18 mths	
	£ Stg	€ Euro	£ Stg	€ Euro
Joint Bid Completion	1,500	1,800	1,500	1,800
Academic support	12,500	15,000	18,750	22,500
Academic Travel & Subsistence	2,000	2,400	3,000	3,600
<b>Total</b>	<b>16,000</b>	<b>19,200</b>	<b>23,250</b>	<b>27,900</b>

Funding amounts as of June 2012 and may be subject to change.

## Companies we have helped



**Glantreo**  
Pharmaceuticals  
Cork, Co. Cork  
[www.glantreo.com](http://www.glantreo.com)

Through InterTradelreland's FUSION Programme Glantreo was partnered with Queen's University Belfast and graduate Joseph Tobin to develop and commercialise a manufacturing process for the production of monodispersed porous silica particles with applications in chemical separation and purification.

*"I would recommend the FUSION programme because it enabled the hiring of a highly qualified graduate. The programme also facilitated access to a highly skilled academic partner."*

**John Hanrahan**  
Chief Technical Officer, Glantreo



**Silver Hill Foods**  
Textiles and Design  
Emyvale, Co. Monaghan  
[www.silverhillfoods.com](http://www.silverhillfoods.com)

Through the InterTradelreland FUSION Programme Silver Hill Foods were partnered with the University of Ulster to help address the problem of waste management. Reducing waste and disposal costs created an opportunity to develop new, innovative, quality products for high-end markets using sustainable bi-products from duck farming.

*'I would highly recommend the FUSION programme because it provides financial and intellectual support to companies to pursue an innovative technological project. The programme is very well structured, ensuring project outcomes are met through consistent monitoring at each stage of our project.'*

**Helen Steele**  
Company Director, Silver Hill Foods



**Media Lightbox**  
ICT  
Newry, Co. Down  
[www.medialightbox.com](http://www.medialightbox.com)

Through the InterTradeIreland FUSION programme Media Lightbox were partnered with Dundalk Institute of Technology to develop and integrate a media playback feature into the current Media Lightbox system. Media Lightbox is a simple to use solution for storing and sharing, large volumes of images and digital media assets.

The FUSION programme enabled them to speed up their innovative product development plans and allowed the product to compete on a global stage.

*"The FUSION project brought new skills to Media Lightbox which helped improve our testing procedures and greatly enhanced our user interface. Our graduate, Ben, played an important role in the launch of our new digital asset management system which is now used by over 25,000 users worldwide. FUSION is much more than a graduate programme, and I recommend it to any companies seeking to improve their product or processes."*

**Shane Meehan**  
Company Director, Media Lightbox

## FUSION

### How it works

#### Step 1: Initial assessment

Contact our team to discuss your particular business needs and find out how the programme could help you. If you are eligible for support, one of our consultants will arrange a meeting to understand your particular needs in more detail.

#### Step 2: Business-Academic Partnership formed

We will work with you to discuss your specific innovation needs and identify potential university or college partners with the expertise that you require. Alternatively, you may already have an academic partner in mind that you would like to work with on your FUSION project.

**Note:** As this is an all-island programme, the third-level institution which you are partnered with must be based in the opposite jurisdiction to your business.

#### Contact

**FUSION Team**  
Tel: 028 3026 0700 (048 from Ireland)  
Email: [fusion@intertradeireland.com](mailto:fusion@intertradeireland.com)  
Web: [intertradeireland.com/fusion](http://intertradeireland.com/fusion)

#### Step 3: Complete a joint application

Together with your academic partner, you will submit a joint application for support. The application sets out the project plan, objectives, milestones and the support your company needs. You will also scope the graduate skills/experience you require to help manage the project. Your FUSION consultant will help you to complete your application and you can also attend an application workshop.

#### Step 4: Approval

The application will be considered at a monthly meeting and if approved, you will be notified immediately. Next, we will work with you to help you recruit your graduate project manager.

#### Step 5: Graduate recruitment

You will supply a job/personnel description for the graduate position and we will advertise the position on your behalf. Applications are initially shortlisted by your FUSION consultant and suitable candidate applications are then reviewed by you and your academic partner for interview and selection.

#### Step 6: Project Implementation

Throughout the duration of the project, your company will work in partnership with the graduate project manager and the academic institute. InterTradeIreland will assist in co-ordinating the project by providing a FUSION consultant to oversee its successful implementation.

As part of the programme support package, the graduate will be funded by InterTradeIreland to complete a Post-Graduate Diploma in Business and Management, delivered on a part-time basis by Queen's University, Belfast. They may also be funded to complete specific training courses to improve their capabilities and expertise in delivering your project.

## About us

InterTradelreland is the only organisation which has been given responsibility by both Governments to boost North/South economic co-operation to the mutual benefit of Northern Ireland and Ireland. By encouraging better use of our collective resources we help to expedite trade and business growth across the island and create an environment where it is easier to do business.

We support SMEs across the island to identify and develop North/South trade and innovation opportunities. We do this through:

- **Business programmes**
- **Research and statistics**
- **Networks and partnerships**

InterTradelreland will endeavour to facilitate requests for alternative formats of this publication including Irish Language, Ulster Scots, Braille, disk and audio cassette.

For more information, please contact:  
Communications Department  
Telephone: 028 3083 4100 (048 from Ireland)  
Textphone: 028 3083 4169 (048 from Ireland)  
Email: [equality@intertradeireland.com](mailto:equality@intertradeireland.com)



The Trade and Business Development Body  
The Old Gasworks Business Park  
Kilmorey Street  
Newry  
Co. Down  
BT34 2DE

Tel: 028 3083 4100 (048 from Ireland)  
Fax: 028 3083 4155 (048 from Ireland)  
Textphone: 028 3083 4169 (048 from Ireland)  
Email: [info@intertradeireland.com](mailto:info@intertradeireland.com)  
Web: [intertradeireland.com](http://intertradeireland.com)



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