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PRESS RELEASE

MULTIMEDIA STUDENTS PICK UP €4K CIT ENTREPRENEUR OF THE YEAR PRIZE

The 2013 Cork County and City Enterprise Boards CIT Prize for Innovation Awards Ceremony awarded €10,000 in prizes today [**Friday 8th March**] at a ceremony which featured a keynote address from Olympic athlete **Olive Loughnane**, who recently retired as an Irish race walker.

First Prize, and title of **CIT Entrepreneur of the Year** with a prize fund of €4,000, went to 'Mapr', a software innovation created by CIT multimedia students Paul Shannon, Mark Fitzsimons and Ronan De Lacy, all from Cork City. The games developed will enable stroke patients to perform exercises prescribed by their physiotherapists. This is the first time that students from the Department of Media Communications have won the title of CIT Entrepreneurs of the Year

The **Most Technically Innovative Award** of €2,000 went Project Bird, an award winning software studio focusing on windows and web 2.0 developments. The team is made up Robert Gabriel and Tadhg Foley, both students in Computing (IT Management), at CIT.

Best Business Plan and a prize of €1,000 was awarded to "The No Nonsense Food Company" consisting of Matthew Brownie, Robert Farrow and Hazel Burke all students from Culinary Arts in the Department of Tourism and Hospitality Studies for their development of "Scratch my Pork, a quality, Irish, hand cooked, natural snack that is unique to the Irish market, and produced in a dedicated nut and gluten free facility.

Best Concept and a prize of €1,000 went to Cryostenz (Haemogenics) with students from Mechanical Engineering, Biomedical Engineering and Accounting and Information Systems, James King, Jeremiah Brennan, Damien Ahern, Tim Murphy, Aoife O'Donovan and Michael Aherne.

The €1,000 prize for **Best Presentation Pitch** went to 123 Fitness, a team of Mechanical Engineering and Biomedical Engineering students, Eoghan McEnery, Brian Hand, Aidan O'Sullivan, David Waterman, David Linehan, James Fogarty and Donagh Good. The final award, **Best Exhibition Stand** at CIT Innovation Day went to Breathe Easy, made up of CIT Accounting and Information Systems students Paul McCarthy, Eoghan Carroll, Jerry Hoare and Darragh Toomey.

This year the competition received 30 entries comprising of 130 students of which 16 teams were shortlisted. The adjudication panel included Paul Healy, CIT Rubicon Centre Manager, Kieran Moynihan, Entrepreneur in Residence, CIT, Ita Murphy, Acting Assistant CEO of Cork City Enterprise Board and Ronan Coleman, Commercialization Specialist, CIT. According to the adjudication panel the standard of entries was excellent and is improving year on year. Cork County and City Enterprise Boards CIT Prize for Innovation is open to all departments within CIT and awards cash prizes to those whose inventions and business ideas are judged most creative, innovative, and most likely to succeed in the marketplace.

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