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FOR IMMEDIATE RELEASE

KNOWLEDGE CLINIC SELECTED AS REGIONAL FINALIST IN THE SEEDCORN COMPETITION SPONSORED BY INTERTRADE IRELAND

13 October 2011, Westport, Ireland. Intertrade Ireland today announced the regional finalists in the Seedcorn Competition. The competition is based on a rigorous examination of business plans for investment potential by venture capitalists. Knowledge Clinic is one of three companies from the western region shortlisted in the high potential category for its innovative Best Patient health education system.

Seedcorn 2011 Regional Finalists

Northern Ireland High Growth	Cirdan Imaging Limited Transen Sustainable Energy Systems Limited Raltus Limited
Northern Ireland Emerging	Digital Advertising Solutions NI Limited Tour Talk D-Stone (NI) Limited
Dublin High Growth	Kinesense Limited Tethras Technology Limited Innovapeak Limited
Dublin Emerging	VideoPil Clever Box Club Zinc Software

Munster High Growth	ALR Innovations Datagrid International Limited Instidia Limited t/a Tweekaboo
Munster Emerging	SurgaColl Technologies Limited Working Analytics Air Dryer Systems
Connacht & Leinster Emerging	Hodgson Moore Pathology Services Intellehealth Limited Advance Scence
Connacht & Leinster High Growth	Adesco Nutronics The Oriel Sea Salt Company Knowledge Clinic Limited

Congratulations to all those selected. The scorers of the plans asked me to advise everyone that the quality of the plans this year was extremely high and that it was a difficult choice selecting the companies above.

Once again, congratulations to the winners and I am looking forward to seeing the presentations at the regionals.

Regional Finals

In November 2011 the selected regional finalists in each category will be invited to make an investment pitch to a [panel of judges](#). Each of the short-listed entrants will be provided with 15 minutes to present their pitch. This will be followed by a 20 minutes Q&A session with the judges. Following their pitch at the regional finals, two winners will be selected for each of the four regions (one from each category). These eight will be asked to make their pitch again to a separate panel of judges at the final on Wednesday 30th November 2011. The [panel](#) will select the overall winner in each category.

Prizes

Overall winners will receive their prize (either €50,000 or €100,000). Six regional winners will each receive €20,000 to finance the early stages of their ventures. The €10,000 prize will also be awarded for the best venture stemming from University spinouts and platform programme.

Connor Sweeney ACA

InterTradelreland

Seedcorn Project Manager / Finance Equity Advisor



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InterTradeIreland is the only organisation which supports SMEs across the island to develop North/South trade and business development opportunities for the mutual benefit of both economies.

We encourage better use of our collective resources to accelerate trade and business growth across the island and create an environment where it is easier to do business. We achieve this through co-operative business, policy and research [programmes](#), partnerships and networks.

A small organisation making a big difference:

14,000 SMEs have benefited from our cross-border information
1,500 have taken part in our cross-border programmes
£540 million worth of trade and business development generated
800 new jobs created

About Knowledge Clinic

Knowledge Clinic has two goals based on current e-learning technologies:

- To disseminate knowledge in varied subjects such as marketing, communications, advertising and cultural competence to targeted, geographically spread out individuals in interactive web seminars otherwise known as webinars, (www.knowledgeclinic.com) and



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- To help people diagnosed with chronic conditions to manage their health better long term and rewarding them for doing so consistently over time. (www.bestpatient.com)

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