

Commercializing Nanotechnology: Setting Expectations After the Hype Has Gone

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Presentation

Abstract: The luster of nanotechnology as a ‘can’t-lose’ theme has been and gone, with some winners but a growing selection of losers. Start-ups are going under, corporations now see nanotech as a tool rather than a goal, and private investment is consolidating rather than broadening. Meanwhile, centralized nanotechnology efforts at the country level are growing, fueled by cross-border collaboration, and the opportunistic vision that a final push towards commercialization will set a global hierarchy for innovation and economic prosperity.

Given the diverse range of participants and outcomes, the nanotechnology landscape remains dynamic and complicated. To make rational decisions with respect to nanotechnology commercialization and the requisite manufacturing capability that entails, it is critical to understand how nanotechnology has penetrated some applications and stalled in others, who is prospering and why, and what the future will look like. In attacking this, key questions will be addressed including:

- What is the underlying structure of the nanotechnology value chain?
- What are the themes that have influenced successful nanotechnology commercialization, and how will they change?
- Does the value that nanotechnology brings to the energy and environment sector justify the attention?
- How will the impact of nanotechnology grow in the coming years?