

Nano Terra: Creating Function at Surfaces Through the Application of Chemistry and Structure. A New Business Model for a Platform Technology.

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Presentation

Abstract: Nano-Terra's technology platform is centered on the precise and localized application of chemistry and structure at the nano- and micro-scales to improve or enable function at surfaces; Professor George Whitesides of Harvard developed this technology. This technology platform is unique over other competing technologies in that it has the potential to deploy over large areas, at low cost, on curved or flexible surfaces, and at high speed. In the transition from the microscale to the nanoscale, as engineering approaches reach certain limits, chemistry and its interplay with structure are critical to achieving higher function. Such a powerful portfolio cannot be commercialized through a conventional vertically integrated business model. We have developed a collaborative model that leverages our core technical strengths to develop new products and processes with partners who manufacture and market the proposed solutions. Incentives are aligned through deal structures and co-investments. We will review our business model and our core science along with examples of how we have created value for our partners.