



Nanotechnology: Business Applications and Commercialization (Nano and Energy)

Sherron Sparks

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No longer the hidden genius of scientists, nanotechnology is now appearing in products manufactured for everyday life—products that can heal, save lives, be more durable, and last longer. It is also attracting the attention of investors interested in participating in this nano revolution.

Nanotechnology: Business Applications and Commercialization is a guide for businesses, investors, and research universities who want to bring nanotechnology products to the commercial market. Showing how academia and business can partner to commercialize nanomaterial research, it delineates business aspects for scientists and highlights opportunities for business professionals.

Some of the key topics covered include:

- Questions to ask before writing a business plan
- Products consumers are currently using
- Grant and funding options
- Standardization that will affect domestic and international production
- Dangers that must be managed to ensure the safety of nanotechnology
- Commercialization centers and organizations that provide support
- Barriers to nanotechnology commercialization
- Competitive factors that can help bring the international economy more stability
- Areas where nanotechnology is expanding

This timely book outlines how to harness nanotechnology innovations through the application of strong business principles, drive the standards and development, and take the knowledge to the commercial level with business applications. Filled with case studies and useful resources, it helps readers bridge the "valley of

death"—the gap period in capital financing that exists between research and the market adoption of new technologies.

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