

Commercialization Potential for Nanotechnology: Lessons from MEMS

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Nanotechnology has now entered the popular lexicon and is the focus of much publicly funded research. Yet, much research is publicly funded for a reason: there are multiple beneficiaries, it is difficult to keep private or to protect, and it is often not explicitly designed to be commercially significant. In fact, it may never be of commercial significance or, if so, still may not be suitable for a startup. Important questions include: Where is the market need? What is the compelling requirement for the technology? Should the route to market be as a technology, a process, a tool, or a product? What is the role for an entrepreneurial startup? Drawing on examples in the marketplace in the micro-electro-mechanical systems (MEMs) area, observations will be used to attempt to identify certain key drivers for success and implications for commercial development, with particular focus on the environment and opportunity in Oregon.