

Microcommercialization: Pitfalls and Challenges on this journey

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The development of materials technology does not follow the routes of other 'high tech' innovations. In fact, the venture world regards high tech as that being bio and software based, while material innovations follows along the routes of the chemical industry. The challenge with this is to then differentiate the technology, not between other micro or nano innovations, but from other chemical based products, which is problematic. Taking technology from a bench top to the store front does not only need good research but is also a journey from technology to products that is not a linear progression. I will discuss the experiences we have had in taking what we have developed in a lab to the consumer and the pitfalls, alternative perceptions of what we have done and the funding challenges that are not so apparent when looking to develop a material based innovation.

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