

TechnoBusiness Forum -- 2005

Open Innovation

-- Enterprise Transformation --



Nanotechnology Business Focus

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Nanotechnology Business Issues

- All New Business Innovations *Must Have An Effective Business Model Or Failure Will Be Certain*
- Solid Technology Success Alone Will Not Create Transforming Industry Successes
 - ✓ *Are We Once Again To Be Guilty Of The “Build It And They Shall Come” Failed Philosophy?*
- Industry Needs To Develop The *Vision, Mission, Strategy And Tactics* Concepts For Nanotechnology – Assuring A *Business Plan Approach*

Nanotechnology Business Issues

- **The Major Current Lagging/Missing Ingredient In Nanotechnology *Involves Product Platforms***
 - ✓ ***What Products Will The Consumer Want?***
 - ✓ ***Can We Produce And Deliver Them In An Economic Fashion To Both The Consumer And The Producer Across Time?***
 - ✓ ***Who Is Going To Take And Drive The Product Development Lead?***
 - ✓ ***Does Reliance On An Open Innovation Process Undercut The Needed Intellectual Property Rights Issues Here . . . ?***

Nanotechnology Business Issues

- Nanotechnology has great potential for industries, firms, and society
- But –
 - ✓ *Can Industries and firms achieve the true potential alone?*
 - ✓ *What will be the business model that will both attract investors and fuel societies needs?*
 - ✓ *What is the business process required to both develop a sound nanotechnology outcome for society and needed business success for industries and firms?*