

## **Nanotechnology, from technology push to market pull**

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### **Abstract**

Since the year 2001 Nanotechnology has captured the attention of the Governments all around the world. The reason is simple: Its ability to modify the industrial competitiveness rules. Nanotechnology is able to confer new functionalities to products, which in turn can be produced in a more effective way, using less raw materials and consuming less energy. Consequently, a big effort on nanotechnology-related research is under way. The European Commission selected in its 2009 Communication [1], six Key Enabling Technologies (KETs) and nanotechnology was included among them. Furthermore, the High-level Expert Group on Key Enabling Technologies [2] highlighted that those nations and regions mastering KETs will be at the forefront of future advanced and sustainable economies.

To transform this vision into a reality the acquired knowledge must be transferred to industry. The nature of nanotechnology offers a wide action field for entrepreneurship: New products that provide solutions to unsolved problems in an efficient way, which entail a great deal of new business opportunities. This presentation is related to this specific subject. More precisely, it is focused on the start-up generation process, from the achievement of a discovery to the negotiation with investors.

### **References**

- [1] Commission Communication COM(2009)512: "Preparing for our future: Developing a common strategy for key enabling technologies in the EU".
- [2] European Commission High-level Expert Group on Key Enabling Technologies, Final Report, June 2011.