

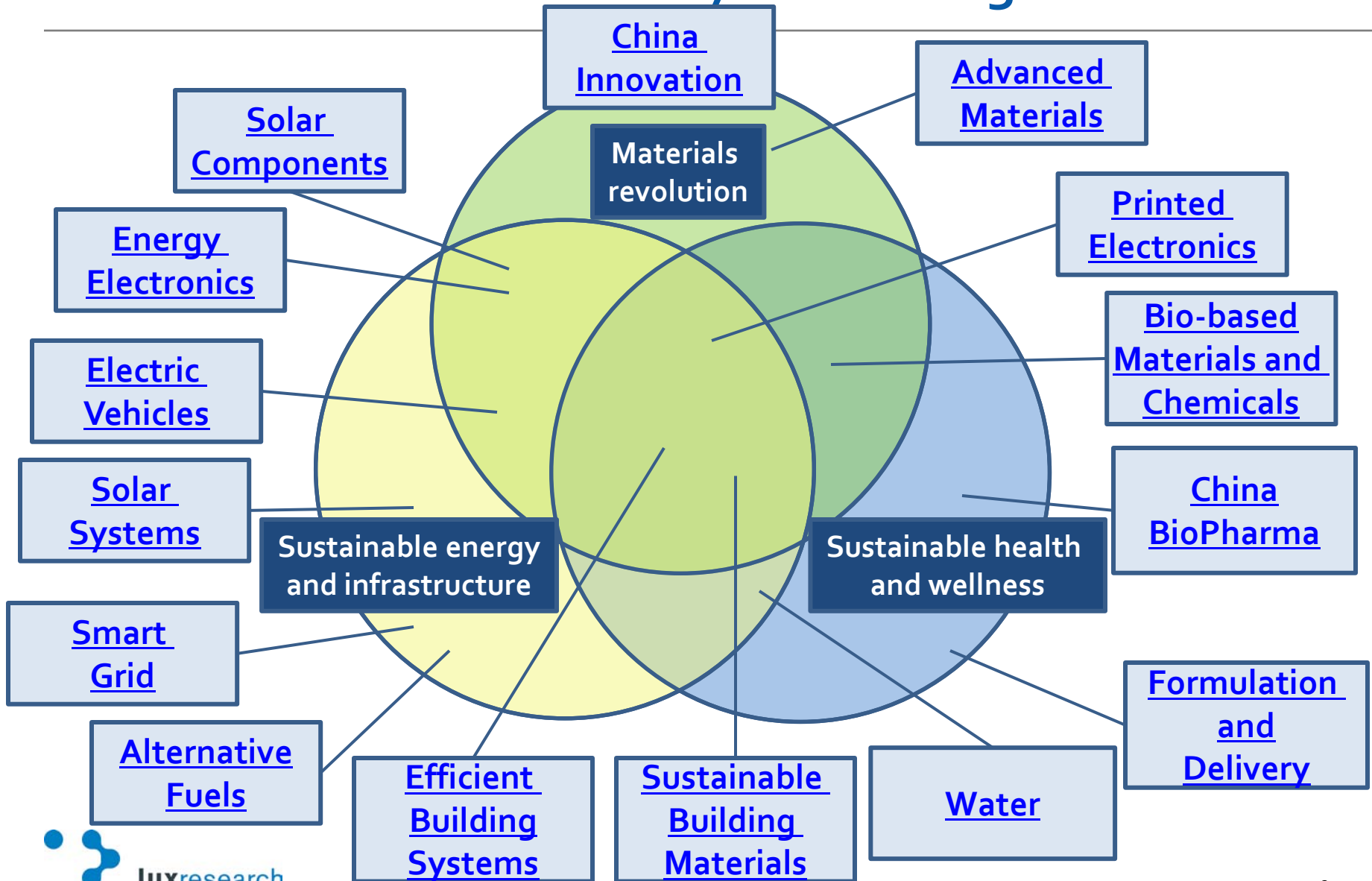


# How to Combine Nanotech with Business Success

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# Lux Research Addresses Key Global Megatrends



# Nano is not enough: nanomaterials are just materials and need to compete with incumbent solutions

- Nanotechnologies need to compete on cost, performance, availability, recyclability, reliability, EHS, compatibility with existing infrastructure, etc.
- Value chain positioning is critical
- Nanotech developers need to become intimate with their target markets
- There is a huge and profitable opportunity to incorporate proprietary nanotechnologies into existing manufacturing lines; incremental improvements within existing value chains have much greater chance of success than total overhauls
- Industry specific dynamics both spur and slow adoption – developers need to strike the right balance between building brand and driving volumes
- Partnerships are critical:
  - Assure a customer base at every step of development
  - Consider alternative models such as first focusing on end applications and then working backwards