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Abstract for an Invited Paper
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Thinking and doing, a long way to the top in commercialisation

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A university's primary role is to educate and produce research results, mostly funded by the common weal. A business's primary role is to survive. Generally business wants ideas that help with their immediate problems into a 3 month foreseeable future. Universities are used to timescales at least an order of magnitude longer. The speaker's experience as lead guitar in a rock and roll band, building cars, running an offset printing firm, the helicon source and interacting with a Large American Manufacturer will be presented. His university research and development of a plasma source focussed ion beam, the creation of a start-up "Oregon Physics," the subsequent industrial development and commercialisation, the distasteful legal wrangles about IP and the eventual emergence of OP into the sunshine of a successful operation will be described.