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Keys to Taking Your Nanotech Inventions to the Market

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Although many scientists and engineers may wish to be an owner of something they invented, and then take that something to the market, there are many obstacles to do so. Many of these roadblocks are self-imposed, and many more are there because most of us are not aware of the very strict rules that exist in the world of marketing, selling, and manufacturing in the United States. This lecture will identify a small subset of these obstacles and discuss some ways to overcome them. Belief in your goals is most important, and this belief must be shared by others, or you cannot succeed. Believe it or not, no one wants to steal your ideas or inventions. They would much rather have you take it to market yourself. This really is a lecture about winning.