

The Commercialization of Nanobiotechnology: A Road Trip without a Map

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Abstract

As Lori Pressman, former Associate Director of the MIT Technology Licensing Office once said, "The process of getting to market is like going on a road trip without a MAP- you look for points of interest that others have pointed out along the way."

This presentation will discuss several points of interest that are important in nanobiotechnology commercialization:

1. How do you evaluate a technology's commercial potential?
2. Is forming a company the best strategy?
3. Resources needed to implement the business plan
4. How will China and India affect the future of the pharmaceutical and biopharmaceutical industries?
5. How does this landscape change suggest a business strategy?
6. Lessons learned

Key words: nanobiotechnology, intradermal drug delivery, nanotechnology

Biography

Graduated from University of Paris, Dr. Xu's professional activity focuses mainly on the development of micro-electro-mechanical systems, popularly known as MEMS. MEMS technology is the integration of sensors, actuators, together with electronics on a single silicon or other substrate to enable a dramatic improvement in system performance. Dr. Xu was SEMI task force leader and co-leader for MEMS fluidic interface standards. He also served at the Editorial Board of "Nanomedicine: Nanotechnology, Biology and Medicine". Before he devoted his full effort to Nanomed Devices, Inc., an intradermal drug repositioning company he co-founded, he was a founding faculty of the world's first college exclusively dedicated to nanotechnology research and education: College of Nanoscale Science and Technology (CNSE) at University at Albany. He served as Senator in CNSE Faculty Senate and committee member of CNSE Curriculum Committee, Qualifying Exam Committee and Faculty and Professional Staff Search Committee.