

Taking polymer research to the marketplace The challenges of initiating reactions

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Universities around the world are hotbeds of innovative research in the field of polymer science, and new techniques and technologies continue to push the boundaries of what is possible. But having cutting-edge technology is not the only criterion for success in the marketplace, and the things that attract commercial interest are many and varied. Drawing on his experiences with the University of Melbourne, Charlie will discuss some of the common themes he has observed in taking polymer technologies to market, highlighting some of the tools, tips, and pitfalls of which all researchers should be aware.