

The International Small Technology Network:

Nanotechnology.com

<http://www.nanotechnology.com/>

**This is the ‘About us’ directly off of the website:**

*Nanotechnology.com is a wholly-owned subsidiary of The Nanotech Company, LLC. In 2001, investment executive, Darrell Brookstein and eminent research scientist, Erkki Ruoslahti, MD, PhD began collaborating to build a first tier investment and advisory firm in nanotech and other small technologies. The company’s respected Scientific Advisory Board is composed of world-renowned scientists, and the Corporate Development Team lists the most, well-regarded professional practitioners. The Nanotech Company also publishes The Best of the NanoWeek link e-digest of international small technology news and commentary, Nanotech Fortunes: Make Yours in the Boom; Winning Strategies, the premier book on successful investing in nanotechnology.*

This website was one of the more interesting ones that I found. The reason I thought this is because it is not like every other site out there; focusing on the just one area/field that nanotechnology has infiltrated. The site has a blog spot, financial area, a nano marketplace, government involvement, and research. The site seems to provide facts about nanotechnology and is really not biased towards one view.

The website also provides up to date news on nanotechnology. The research section provides article regarding different studies that are occurring in the field. Many of the articles are very pertinent to the focus of our aim in the IPRO. There are articles about public perception, applications, and current/future research.

Off the main page one can find some information about nanotechnology. There is a link to a section called “New to Nanotechnogloy?” This section provides the user with an adobe file about nanotechnology. I looked at the file and found it to be very useful and understandable. The article does not use main scientific terms and talks about the

important fields nanotechnology will be affecting in addition to providing good background information on the new technology.

Another thing that they site offers is multimedia. The multimedia that it offers is mostly videos of interviews. The interviews are of specialists in the field; doctors, CEOs, researchers, etc. It also provides videos of roundtable discussions.

The site also offers information on upcoming seminars and conferences. In addition there is a section that allows users to search for job in the field of nanotechnology.

The financial section of the website deals with current companies in nanotechnology. It provides information about the company and provides their quote just in case investors decide they want to invest in the company. The government section talks about the National Nanotechnology Initiative along with breaking down the levels of government into state, federal, international. The marketplace section is a developing section in which the company wants to provide space for products that use nanotechnology.

Although many of the article and videos are free there is a membership required if one wants to access the financial section. Also the target audience seems to be young adults and up. The site seems to incorporate a lot of areas of nanotechnology that there really isn't much that you can't find on the site. The site was easily found thorough a simple google search. I think this is a really good website for people who are new to the field of nanotechnology.

**References:**

<http://www.nanotechnology.com/blogs/blognano/>  
<http://www.nanotechnology.com/financial/>

<http://www.nanotechnology.com/multimedia/>

<http://www.nanotechnology.com/docs/wtd015798.pdf>

<http://www.nanotechnology.com/research/>

<http://www.nanotechnology.com/books/>

<http://www.nanotechnology.com/marketplace/>

<http://www.nanotechnology.com/government/>

[http://www.google.com/search?q=nanotechnology&hl=en&hs=Fy1&lr=&client=firefox-a&rls=org.mozilla:en-US:official\\_s&start=10&sa=N](http://www.google.com/search?q=nanotechnology&hl=en&hs=Fy1&lr=&client=firefox-a&rls=org.mozilla:en-US:official_s&start=10&sa=N)

The Institute of Nanotechnology:  
<http://www.nano.org.uk/index.html>

**This is a little bit of information about the institute directly off of the website:**

*The Institute of Nanotechnology (originally the Centre for Nanotechnology founded by Ottilia Saxl in 1994) was one of the world's first nanotechnology information providers, and is now a global leader.*

*The IoN works closely with governments, universities, researchers, and companies worldwide on developing and promoting all aspects of nanotechnology. It also serves as a key organizer of international scientific events, conferences, and educational courses designed to encourage nanotechnology takeup by industry, as well as stimulating interest in less developed countries.*

The 'About us' statement really sums up the website. This website provides information on current research in nanotechnology. However, after going through most of the site, I did not really see any direct paragraphs or points on the site that exposed possible risks of the emerging technology. The site does have multiple articles about current research that may point out the pitfalls and obstacles of the technology. Therefore we can speculate that the website has some sort of bias to promoting nanotechnology. The website also provides information on upcoming seminars and conference concerning nanotechnology. This information would not really be relevant to our IPRO team unless a seminar/ conference were held in Illinois. However the current news on the site about the technology would provide our group with a lot of the information the newest findings in nanotechnology.

As the above information states, the website was created in 1994 and was formally known as the Centre for Nanotechnology. Since the website is about 12 years old, it can be assumed that company is an established organization and did not just spring up because of the growing popularity in nanotechnology.

The website provides three levels of membership; associate, professional, and corporate. The associate membership is free and provides its members with free access to current news and discounts on certain conferences. This is good for our group because the site would provide us with current news that could be very beneficial for what we want to achieve in this IPRO. The other two levels of membership require a fee and provide the members with case studies on Nanotechnology companies, country reports regarding nanotechnology, and other research news. Some of the case studies would be useful to us but other than that the fee based membership doesn't offer us much in terms of our goal.

The site seems to be mainly targeted to companies and institutions that are researching in nanotechnology. This is because of the commissioned reports regarding companies and funding opportunities. Also this can be concluded because of the various seminars and conference it is advertising. This site is great for people who will be diving deep into the world of nanotechnology not just the average consumer that wants to learn a bit about the emerging technology.

The site can easily be found by doing a google search of nanotechnology. In addition the website seems to be based in the United Kingdom but it reports on global happenings of nanotechnology. This shows that nanotechnology is not just a phenomenon that is occurring in the U.S. but also around the world as well. There was also a brief section in the website that explained the basics of nanotechnology in addition to some ethical concerns surrounding the emerging technology.

**References:**

<http://www.nano.org.uk/index.html>

<http://www.nano.org.uk/links.htm>

<http://www.nano.org.uk/uk3.htm>

<http://www.nano.org.uk/images.htm>

<http://www.nano.org.uk/ion.htm>

<http://www.nano.org.uk/events.htm>

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[http://www.google.com/search?client=firefox-a&rls=org.mozilla%3Aen-US%3Aofficial\\_s&hl=en&q=nanotechnology&btnG=Google+Search](http://www.google.com/search?client=firefox-a&rls=org.mozilla%3Aen-US%3Aofficial_s&hl=en&q=nanotechnology&btnG=Google+Search)