

Nanoforum
www.nanoforum.org

This is the statement about nanoforum directly from the site:

Nanoforum is a pan-European nanotechnology network funded by the European Union under the Fifth Framework Programme (FP5) to provide information on European nanotechnology efforts and support to the European nanotechnology community. On the Nanoforum website (www.nanoforum.org), all users (whether they are members of the public, industry, R&D, government or business communities) can freely access and search a comprehensive database of European nanoscience and nanotechnology (N&N) organisations, and find out the latest on news, events and other relevant information (including education tools, further training, jobs, and other EU projects). In addition, Nanoforum publishes its own specially commissioned reports on nanotechnology and key market sectors, the economical and societal impacts of nanotechnology, as well as organising events throughout the EU to inform, network and support European expertise.

In this statement, we can see a slight bias. This site publishes its own special reports on nanotechnology and key market sectors. Also, organizes events to network, support, and inform European expertise. If a website is in support to the nanotechnology community, I highly doubt the site would want to expose too many risks if they want to promote the technology. One more interesting thing we can pull from this statement is that this is a European site. This shows how big nanotechnology is globally, and that it just isn't the US in this race.

Membership appears to be free to access the community part of this website, which is a good sign that they are not out to just make money, however if you are company looking to advertise through their newsletter, or on the site, prices can get a little steep. One of the tabs shows a link to the sites partners, which all appear to be either a consulting place or a research center, which again shows their bias toward nanotechnology being a good thing.

I could not find anywhere on the site when it started unless I overlooked it, but I couldn't find anything. The stakeholders I'm assuming are the businesses that are advertising on the site, and have job offers posted on the site. They are the ones who are paying advertising fees, hoping the public will read on nanotechnology, and want to get involved. I cannot tell if it is a not-for-profit site or not. The general public could find this site by an online search. The site boasts in the advertising section how many hits it gets, to show the companies, that their site/products will be shown to that many people that come on the site.

Nanotechnology Now – Your center for everything nanotechnology
www.nanotech-now.com

This is the mission statement directly from the site:

“NN was created to serve the information needs of business, government, academic, and public communities. And with the intention of becoming the most informative and current free collection of "nano" reference material. We will cover: related future sciences, issues, news, events, and general information, and make this a place to come for information, stimulating debate, and research info.

Very much like a White Paper, we seek to provide a forum and format that helps clarify nanotechnology and nanoscale science, to laymen, general business persons, non-specialists, highly skilled technicians, professionals, and academics. Our most basic intentions are to stimulate public debate, and to provide a single-source information point. Other goals are to: provide an introduction to nanoscale technologies; describe the basics regarding potential changes in technology, business, and society; educate the general reader; and to contain in one site all relevant information, and/or links to it.”

This mission statement looks to not have much bias at all. It seems like a good resource, they want to stimulate debate, as well as provide news and information. If anything, the slight bias here would be that they are for the advance of nanotechnology since it seems they want to point out the potential changes in technology, business and society. The site also claims they are committed to do an honest, informative, and constructive day's work, as well as be the most comprehensive and informative website dedicated to science, technology, and engineering.

It seems that they are fairly upfront in their mission statement. There is an About us button right on the side, with a link to their mission, the people who run the site, as well as a page of comments left by various other organizations and researchers in the field, some of whom are fairly well known in the industry. There is a decent amount of information to be found on this site; however there are also publications that you can sign up for. These run something around the line of close to 20 dollars per issue, or a monthly fee to access current issues. As far as I can tell, it is just a newsletter type publication

about the current news in nanotechnology. Another service the site offers is a consulting service. This is where you find that they have partners, but don't specify who, taken from the site:

Strategic Partnership: Connecting with the right partners who make it their business to know what's going on in all aspects of disruptive technologies may be critical to the future success of your business. A small investment of time and energy now can have a profound impact on where your business, industry or agency ends up five or 10 years from now.

Looking farther down the clickable buttons, we see their Partners and Friends. Tiny Tech jobs and Nano Water are classified as their Partners, and they have an assortment of friends from Foresight to Barnes and Noble to ITT Tech, and many more. So, as far as I can tell, it seems this is not a not-for-profit organization, yet a consulting firm disguised as an independent site where one can go find some information on nanotechnology, and once they have you in there, offer to help you finance, or improve your nanotech investments.

As far as I can tell, the site has been up since 1999. This is about 7 years, which in terms of this material is a fairly long time. It's not like this site sprung up over night. The stakeholders I would assume would be the researchers who are willing to help consult you on a one on one basis about nanotechnology, bringing it into your business, and helping your idea grow. Also, the site sells banner/ ad space for a fairly steep price. This means any business can advertise on the site, which leads me to believe there are more stakeholders, the ones paying for the ad space. They get exposure on this site, and would cause more people to maybe stop by their site.

The site is very easy to find from a simple Google search, and through several other nanotech organization sites. As a matter of fact, they pride themselves in being

number one on many different search sites. Below is a quick table taken right from their site:

For the first quarter of 2005, Nanotechnology Now experienced over 332,000 unique visits, and generated over 2.5 million impressions. As of May 12th, 2005, we have seen over 3.5 million unique visits (since Sept. 2001).

For nearly 5 years we have ranked at the top of all the most used search engines, for all the key nanotechnology search terms. For instance, on May 9th, 2005 we held the following rankings:

Google:

- *#1 nanotech*
- *#1 nanotechnology news*
- *#1 nanotechnology white paper*
- *#2 nanotechnology*
- *#5 nanotechnology company*

MSN:

- *#1 nanotechnology*
- *#1 nanotechnology information*
- *#2 nanotechnology white paper*
- *#3 nanotechnology investing*

Yahoo Directory (edited by humans):

- *#1 nanotechnology information*
- *#1 nanotechnology news*
- *#5 nanotech*
- *#5 nanotechnology*

Online Directory Project (ODP - edited by humans):

- *#1 nanotech*

- *#1 nanotechnology research*
- *#2 nanotechnology*
- *#2 nanotechnology information*
- *#2 nanotechnology company*

AOL:

- *#1 nanotech*
- *#1 nanotechnology news*
- *#1 nanotechnology white paper*
- *#3 nanotechnology*
- *#5 nanotechnology company*

Lycos:

- *#1 nanotechnology information*
- *#1 nanotechnology research*
- *#2 nanotechnology news*
- *#2 nanotechnology white paper*
- *#4 nanotech*
- *#4 nanotechnology investing*
- *#6 nanotechnology*

We hold 82 #1 positions, 201 Top 5, and 254 Top 10 across the 11 largest search engines (which in total account for over 95% of all internet searches).