

# Spinning science: Nanotechnology and financial news

Mary Ebeling, University of Surrey

Jim Giles, Nature

Christopher Spink, Growth Company Investor

Jonathon Rees, Proof Communication

Chair: Steve Rayner, Director ESRC Science in Society Programme



# Spinning Science: The Nanotech Industry and Financial News

Mary Ebeling  
Sociology  
University of Surrey  
m.ebeling@surrey.ac.uk

22 November 2005

London

The Dana Centre

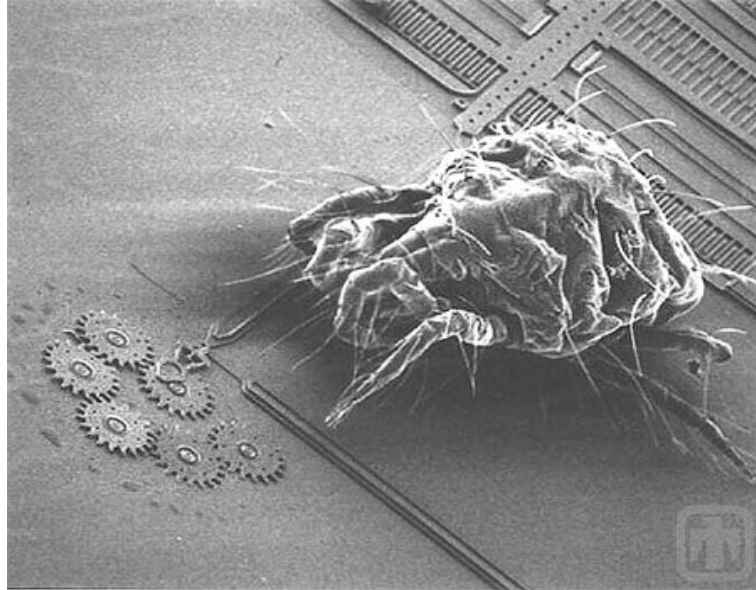
BA/ESRC Science in  
Society seminar series

# Spinning Science

- What is nanotechnology
- Commercialisation
- Project background and objectives
- Stages of project
- Where it fits in
- Input from experts working in these areas

BA/ESRC seminar  
Dana Centre  
22 Nov 2005



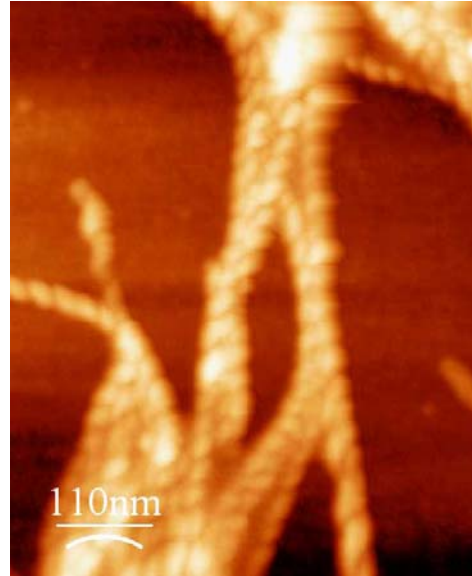


*Courtesy: Sandia National Laboratories,  
SUMMITT Technologies*

[www.mems.sandia.gov](http://www.mems.sandia.gov)

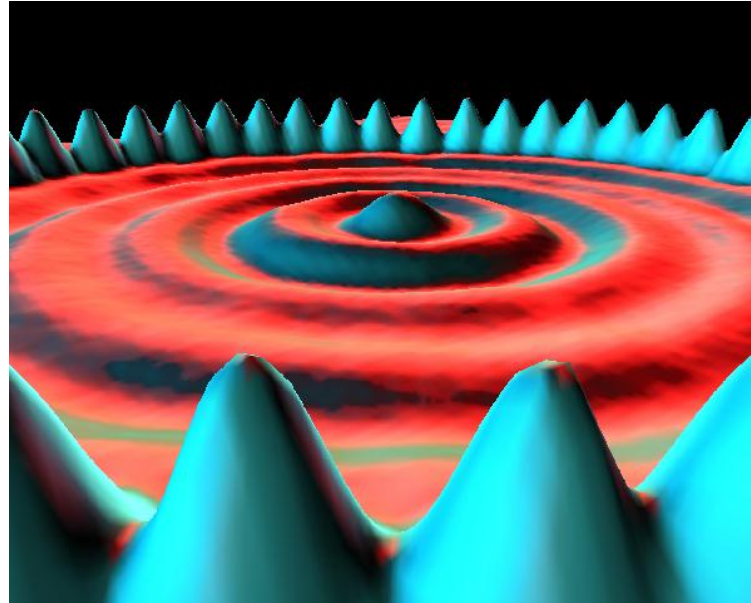
BA/ESRC seminar  
Dana Centre  
22 Nov 2005





*DNA on silicon*

*Courtesy of Dr. E. Mendoza and C. Jaynes  
[NanoElectronics Centre](#), University of Surrey*



Source: M.F. Crommie, C.P. Lutz, D.M. Eigler.

**Confinement of electrons to quantum corrals on a metal surface.**

*Science* 262, 218-220 (1993).

<http://www.almaden.ibm.com/vis/stm/corral.html> (Accessed on 7 Nov 05)

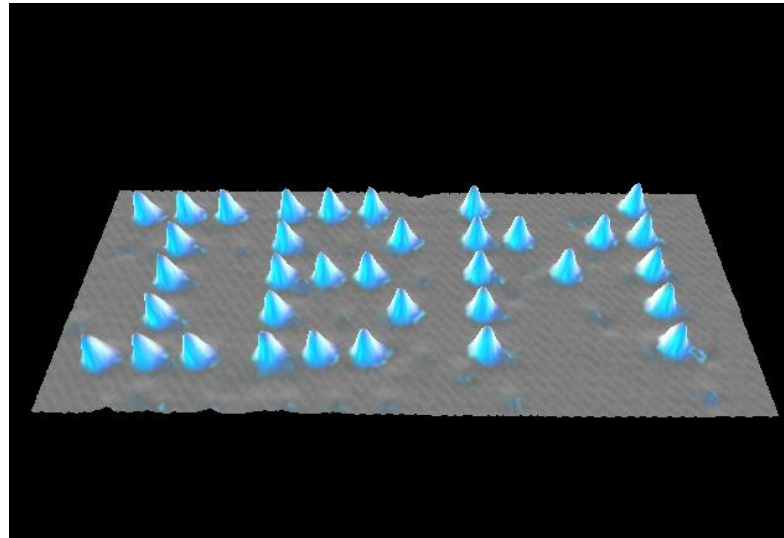


Source: Dr. David Cox, [NanoElectronics Centre](http://www.ati.surrey.ac.uk/news/POTM) (NEC) used the FEI dual beam Focused Ion Beam (FIB) machine at the Advanced Technology Institute (University of Surrey), which is capable of both etching and depositing features of dimensions down to a few nanometers.

BA/ESRC seminar  
Dana Centre  
22 Nov 2005

<http://www.ati.surrey.ac.uk/news/POTM> (accessed: 7 Nov 05)



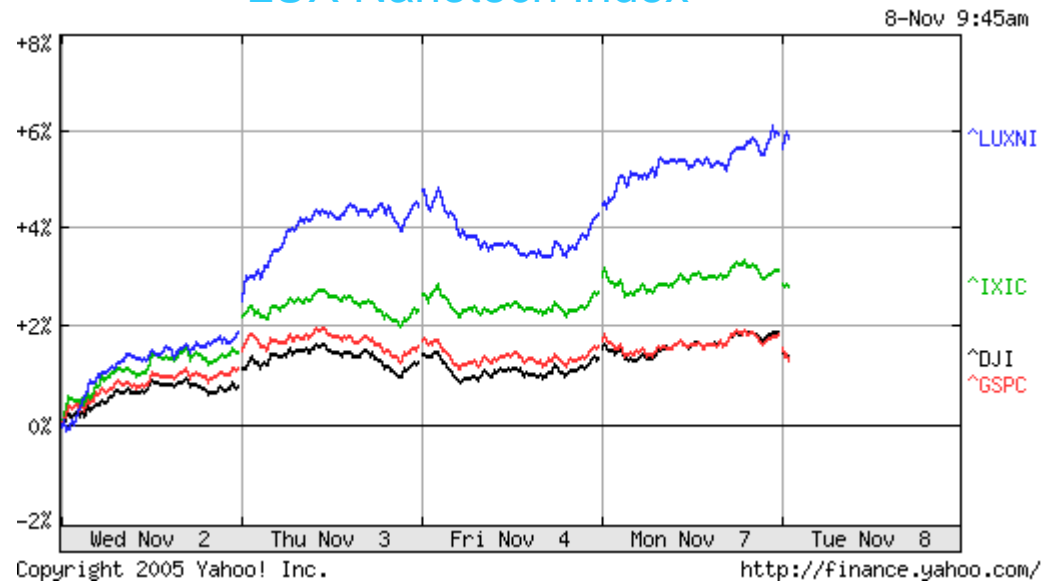


'The Beginning' IBM logo, constructed from xenon atoms on nickel (110), 1989

Source: D.M. Eigler, E.K. Schweizer. **Positioning single atoms with a scanning tunneling microscope.** *Nature* 344, 524-526 (1990).

<http://www.almaden.ibm.com/vis/stm/atomo.html> (accessed: 4 Nov 05)

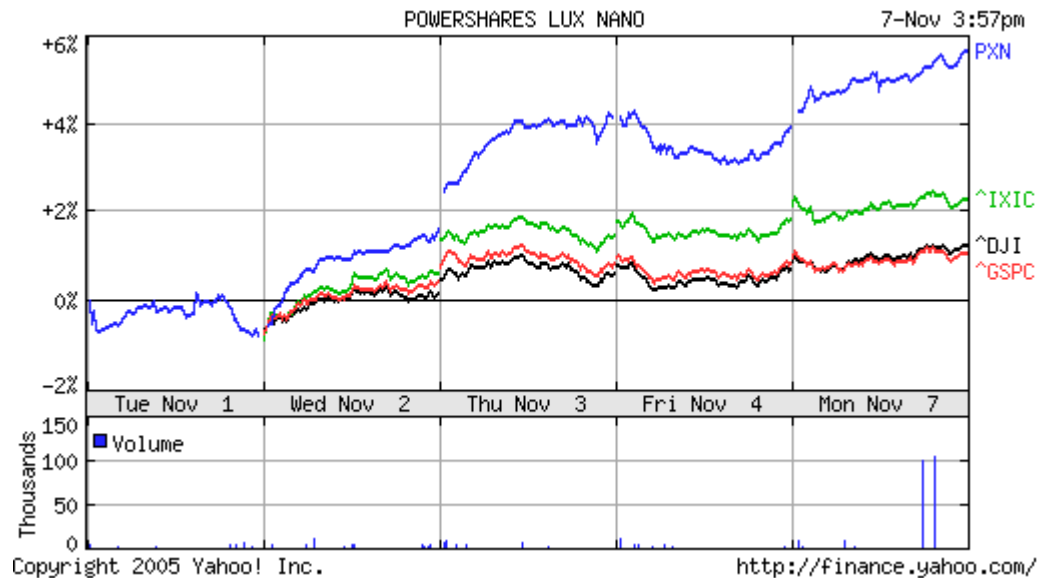
## LUX Nanotech Index



BA/ESRC seminar  
Dana Centre  
22 Nov 2005



## Powershares LUX Nano (PNX) (AMEX)



## Providers of news information ... or?

The screenshot displays the Nanotechnology.com website. At the top, it features the title "The International Small Technology Network" and the site name "Nanotechnology.com". A navigation bar includes links for "Blog | Nano", "Financial", "Research", "Executives", "Marketplace", and "Government".

The main content area is divided into several sections:

- Left Sidebar:** Contains links for "NanoInsider Members", "Best of the NanoWeek Newsletter", "Multimedia", "Directories", "White Papers", "Jobs", "Events", "Our Company", and "RSS XML".
- Main Content:** Displays three news items:
  - 2005-11-08 08:23:06:** "Nanodevices Can 'Hear' Cancer" - Two engineering professors at the University of California, Riverside are...
  - 2005-11-08 02:55:59:** "Nanotech breakthrough aids quest for viable alternative energy sources" - At a time when oil prices are reaching record highs and people are bracing for...
  - 2005-11-07 13:40:27:** "Fast and totally secure communication in quantum" - A new era of totally secure communication and information sharing is within...
- Market Watch:** A table provided by "theFinancials.com" showing "SMALL TECH ISSUES":
 

ANSS	43.18	+1.08
JDSU	2.34	+0.10
TRW	24.71	-0.93
FCS	16.54	+0.35
- TECH BRIEFS:** Promotes "NANO2005 BOSTON" as "America's Premier Nano Engineering Conference" at "The Marriott Boston Newton, MA" from "Nov. 10-11, 2005".
- Bottom Channels:** Six columns representing different news feeds: "Blog | Nano" (Latest Posts), "Financial Channel" (nano-financial authority), "Research Channel" (scientific and academic specific news feeds), "Executives Channel" (executive matching module), "Marketplace" (featured new nano-product to hit market), and "Government" (NNI feature, state initiatives).

**The Nanotech Company**

[Main](#)
[About Us](#)
[Services](#)
[Publications](#)
[Resources](#)
[Press Room](#)
[Contact Us](#)
[Login](#)

### Mission Statement

The Nanotech Company, LLC is the leading, independent advisory firm that assists emerging nanotech companies achieve their corporate development goals by accessing its significant scientific, corporate development, and financial advisory resources.

Managing Director, Darrell Brookstein, a 30 year financial executive, and Erkki Ruoslahti, MD, PhD, a Distinguished Professor and bionanoscientist, have assembled an eminent team of award winning nanoscientists, professional services specialists, and corporate/financial development experts to enhance and accelerate the intelligent growth of private and public nanotech companies.

Among other benefits, the firm helps its nanotech corporate clients succeed by using its assets to:

- Attract Respected Directors and Scientific Advisory Board Members
- Enlist Strategic Investors
- Refine Business and Marketing Models
- Make Warm Introductions to Nanotech-Oriented Professional Firms
- Draw Key Employees

### Nanotech Fortunes

This is *The Source* for investing in nanotechnology and nanotech companies like a pro. Seasoned financial executive, and The Nanotech Company and Nanotechnology.com's Managing Director, Darrell Brookstein, leads the reader, step-by-step, through exactly what it takes to identify, and invest in winning, *profit-exploding*, nanotech companies.

[More on the Book!](#)

### The Best of the NanoWeek - Free

This is guaranteed to be the most efficient way to obtain all your important nanotech news. Our easy to understand scientific and

## Where it fits in

### The sociology of ...

- Financial risks
- Financial journalism

BA/ESRC seminar  
Dana Centre  
22 Nov 2005



## Project objectives

- To develop a better understanding of how news sources control media messages on the financial potential of nanotechnology
- To produce an ethnography of news sources and financial news media
- To understand the role the financial media play in shaping the market in nanotechnology private equity investment and securities
- To help enable the investing public to become more critical readers of financial journalism and corporate messages

BA/ESRC seminar  
Dana Centre  
22 Nov 2005



## Who I'm are talking to ...

- Scientists/entrepreneurs
- Investment firms specialising in commercialising nanotech
- Venture capital firms
- PR departments and firms
- Journalists

BA/ESRC seminar  
Dana Centre  
22 Nov 2005



## First stage

- Understanding the field of private and public equity investment
- Nanoscience and technology, its commercialisation
- Learning about the players in the pr and information fields around the commercialisation of nanotechnology

BA/ESRC seminar  
Dana Centre  
22 Nov 2005



## Possible outcomes

- Better understanding of perceived financial and technological risk
- Map the process of mediation between all the nanotech players
- Deeper insights into the networks of stakeholders and how these networks mutually shape the technology

# Spinning Science

Science in Society

[www.sci-soc.net](http://www.sci-soc.net)

Mary Ebeling

[m.ebeling@surrey.ac.uk](mailto:m.ebeling@surrey.ac.uk)

Dr. Geoff Cooper

[g.cooper@surrey.ac.uk](mailto:g.cooper@surrey.ac.uk)

BA/ESRC seminar  
Dana Centre  
22 Nov 2005



# Spinning science: Nanotechnology and financial news

Mary Ebeling, University of Surrey

Jim Giles, Nature

Christopher Spink, Growth Company Investor

Jonathon Rees, Proof Communication

Chair: Steve Rayner, Director ESRC Science in Society Programme

