

1:30 PM talk #1: Commercialization Forum (45 min)

Title: The Role of the Entrepreneur Specialist Materials Supplier in Promoting Innovation

Presenter: Joseph D. Lichtenhan

Hybrid Plastics Inc., 55 WL Runnels Industrial Drive, Hattiesburg, MS 39401

Abstract:

Incremental technology improvements drive the US gross national product while radical technology improvements create new markets and increase profit margins. The US enjoys an abundant (near saturation) level of new technology that can afford both incremental and radical improvement in products. Despite these facts, the process of introducing industry to new technology is painfully slow as is the process of its refinement into meaningful and commercially viable consumer products. Hybrid Plastics will discuss the timelines and hurdles it has experienced in achieving successful adoptions for POSS[®]. A special emphasis will be placed on the business model utilized and strategies for launch and growth.

3:00 PM talk #2: Technical Seminar (45 min)

Title: Unique Materials Science Attributes of POSS[®] Per Commercial Product Adoptions

Presenter: Joseph D. Lichtenhan

Hybrid Plastics Inc., 55 WL Runnels Industrial Drive, Hattiesburg, MS 39401

Abstract:

This talk will describe the unique material science attributes of POSS[®]. Several commercial product examples will be presented to illustrate how the unique attributes of POSS[®] rendered a marketable product. Examples will include POSS[®] dispersion aids, POSS[®] flow aids, POSS[®] monomers, and POSS[®] surface modification. Product highlights will include: tissue scaffolds, dental and ophthalmic materials, industrial coatings, microelectronic polymers, and food packaging.



Joseph D. Lichtenhan, Ph.D. Co-founder of Hybrid Plastics and serves as President, and Chief Executive Officer. Dr. Lichtenhan is a pioneer and world authority in the field of POSS[®] Nanostructured[®] Chemicals. POSS has been hailed as the first entirely new chemical class of monomers to be developed since 1955. His insights into their commercial utility launched the global sales for POSS[®] in 1998. Prior to starting Hybrid Plastics, he served for seven years as a Technical and Business Area Director for the Polymeric Components Program at the Air Force Research Laboratory Rocket Propulsion lab. He received his BS from Kansas State University and a Ph.D. from the University of California at

Irvine.

He has personally received numerous awards including:

National Research Center Approved Graduate Student Research Advisor

Star Team Research Award given by the Air Force Office of Scientific Research

The United States Air Force Basic Research Award (*this is their highest honor for civilians*)

Advisory Board Member for the Department of Commerce Advanced Technology Program

The Technology Transfer Award given by the Federal Laboratory Consortium

Under his leadership Hybrid Plastics has received numerous awards including:

Future Technology Award given by Marrow Publications

2000 R&D 100 Award for POSS[®] Nanostructured[®] Chemicals

2008 R&D 100 Award for POSS[®] Flow Aids

Collaboration Success Award given by the Counsel of Chemical Research

Best of Small-Tech Award given by Small Times Publications

Los Angeles Nanorepublic Most Promising Application Award

2005 United States Presidential Determination for POSS[®] as US Critical Technology

2009 Frost & Sullivan Customer Support and Technical Assistance Award

2010 Mississippi Leadership and Innovation Award