

Name of Co: Nanomas Technologies, Inc.

Technology on which company is based: Nanoparticle based conductive inks

Funding Stage: A-round

Business and Business Model

1. **Inception:** When was your company created?

2006

2. **Value Proposition:** What is the company's key value proposition (e.g. low cost producer, highest reliability)?

Nanomas has developed silver nanoparticle inks for high resolution metallization of photovoltaic cells with a non-contact printing process, such as aerosol jet printing and inkjet printing.

3. **Current Structure:** What is the current structure and ownership?

Nanomas has been invested by BASF Venture, Earthrise Venture, Angel Group. The investors together have 60% or so of the company and the founders have about 40%.

4. **General Description:** The description of your business. Describe how your business makes money and how will it assure great & long term profits for the future.

Product

1. **Product:**

Various low curing temperature conductive inks (including nanosilver, nanogold, nanoplatinum and nanopalladium) for printed electronics, electronics packaging materials, and solar metallization.

2. **Function and Benefit:** Define and quantify key benefits to customers (cost/technical/etc)

Low temperature sintering conductive inks with low cost are very important for flexible electronics and solar cell applications.

3. **Development Stage:** Where is the product in its evolution (e.g. fully tested prototype; in initial production and markets; etc.).

Products are still used in customers' R&D programs.

Competitive Position

1. **Competitors:** Who is your competition?

Conductive inks producers such as Cabot

2. **Edge over competition:** What makes you better than other firms out there?

The cost of nanomas conductive inks is lower, and nanoparticles in the inks are smaller than competitors.

3. **Sustainability:** Is this competitive position sustainable?

Yes.

4. **IP Protection:** How will you protect your proprietary information?

Nanomas' process to make uniform nanoparticles with a cheap way has been protected by patents. Nanomas has applied for several patents to protect its IP on synthesis and formulation.

Markets

1. **Target Market:** What markets and market segments are you going after? How big is this market and how can you sustainably capture it?

Nanomas materials could be used in three major areas including printable electronics, electronic packaging materials, and solar cell metallization. The market for these three areas is huge and Nanomas is working very close with partners to develop turn-key solutions for these three areas.

2. **Barriers to Entry:** What are the key market barriers that will lend to your success?

Nanomas products are new to the customers, and need lots of tests to qualify these products in customers' side.

Customers

Customers are the key to strong profits. Who are the specific customers that you are pursuing or will pursue?

Conventional silicon solar cell companies, various thin film solar cell companies, electronics integrators, and printable electronics companies.

Do you have any letters of intent to purchase?

Yes, we have over a hundred potential customers.

Name of Company:	NanoMas Technologies Inc.
City, State Zip:	Vestal, NY 13850
Name and Title of Presenter:	Tom Xu
Fax:	866-367-1128
Address:	ITC Suite 2110, 85 Murray Hill Road
Phone:	781-234-8250
Email:	tom.xu@nanomastech.com