Can Good Science Always Make It to Application?

Science is the search of the unknown, pushing the boundaries of knowledge “via systematic study of the structure and behaviour of the physical and natural world through observation and experiment”. Everything we use in our daily life is a result of scientific study that was translated/transferred into application taking into account a myriad of things that a person in industry must consider for a successful business outcome. This is one of the reasons, why otherwise brilliant scientific results have never been used in a practical application, or at least not near the time of their discovery.

In this presentation, I will share two examples of scientific discoveries\(^1\)\(^2\) in the field of colloidal science, that attracted a lot of attention resulting in numerous publications and yet they did not make it to “a bottle on the shelf” in the supermarket. Despite the fascinating science behind the phenomena other factors such as cost, scaling up, market readiness, regulatory, etc. play significant role whether a discovery would result into a sought after product in the market.
