

## **Commercialization of Shape Memory Alloy Technologies: From Innovation to Invoice**

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Since its discovery in the 1960's, the unique properties of shape memory alloys (SMA's) continue to make an enormous impact on mankind, from lifesaving medical devices to space exploration. Compared to conventional materials such as bronze and steel that have existed for centuries, SMA's are in their infancy. New advances in composition, functionality and application are rapidly being developed in commercial and academic labs around the world. To realize the potential impact SMA's can have on humanity; commercial adoption is a crucial step. Commercialisation is a time-critical and complex process with constantly changing variables that don't seemingly adhere to scientific principles. Hence, embarking on such a journey can be daunting; however, a successful completion can be highly rewarding. The current presentation will detail some of the intricacies involved in commercialising SMA technologies while drawing on Smarter Alloys experience through this process.