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Graphene's Commercialization Begins with a Novel Production Process and a Collaborative Industrial Strategy that leads to Affordable, Innovative Applications: The Grafoid Story

Grafoid provides capital markets with a broader understanding of graphene's long-term potential for sustainable profitability from a diverse range of industrial-scale applications. Its design and implementation of a strategic, expansionary business plan highlights Grafoid's graduated and systematic contributions to the graphene revolution. Its corporate accomplishments through its trademark suite of Mesograf products have attracted the attention of industry, governments, academia, and money markets.

Managing graphene's pathways to broad commercialization means finding the shortest distance between good ideas and markets by eliminating bottlenecks in end-user thinking, and; by capturing the interest of mercantile investors seeking low-risk, high-return, long-term opportunities. There is a need to create quality standards among graphene producers to permit industry stakeholders to understand the properties of our products. But ultimately consumers drive the adoption of graphene into the marketplace. There are three challenges for graphene-enhanced products to enter the marketplace: they have to outcompete traditional products, they must be at least as reliable as traditional products and offer a price point advantage to consumers as compared to traditional products