

## APJeT

For a new company, it can always be useful to get a little help, especially when help comes from the bright young minds of the MBA Interns from the Technology Transfer Division at Los Alamos National Laboratory.

APJeT is a spinoff company based in Santa Fe, launched to commercialize the Atmospheric-Pressure Plasma Jet, or APPJ. Dr. Gary S. Selwyn, CEO and the former Los Alamos scientist who invented APPJ, established his spinoff company in 2000 and now has nine employees.

The APPJ technology, which won an R&D 100 Award in 1999, produces a high-flux gas stream of reactive chemical species that can clean, decontaminate, etch, or coat surfaces—at atmospheric pressure and low temperatures. APPJ has numerous applications including removing graffiti, decontaminating surfaces exposed to chemical or biological warfare agents, fabric treatments and many others.

APJeT has worked with interns since 1999 on three different projects including market segmentation analysis and development of a go-to-market strategy, interns have also worked on everything from a start-up business plan for the company to market analyses of multiple industries and predictions of long term financial success.

“The program can be very beneficial because it provides entrepreneurial companies with the added benefit of supplementing their staff with key business capabilities,” said Alex Padilla, director of business development at APJeT. “In our case it was in the marketing and sales area.”

APJeT’s strongest market is in textile manufacturing and their TextJet system for treating large bolts of fabric very quickly. However, interns from 2005 were asked to research the polyethylene terephthalate, or PET, film market in order to provide APJeT with information to evaluate venturing into a new market. PET films are commonly used in the food and beverage packaging industries, a very different market than textiles.

The team, led by Vishal Pahwa from the McCombs School of Business at the University of Texas, investigated the PET film market, determined major applications in the field, researched growth



*APJeT’s textile and plastic coating machine treats a bolt of fabric using the APPJ® technology.*

trends and the competition, and analyzed the advantages and disadvantages of PET films to determine a proper market for APJeT to invest in.

“My internship at LANL was a chance to get exposure to technologies I would rarely get to see or work with anywhere else,” said Pahwa – who now works at 3M in strategic business development. “We chose to work with APJeT because their technology was so interesting and it has a real chance to revolutionize that space.”

“I learned a lot about Small Business Innovation Research grants and I learned to quickly analyze markets for new technologies.”

By doing business research, the MBA interns helped APJeT understand its competition in a different industry sector by providing useful market information.

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*Vishal Pahwa 2005 MBA intern from the McCombs School of Business at the University of Texas*