

Perspectives, Possibilities, and Pitfalls in Approaching Sustainability

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ABSTRACT

Attaining sustainability at first seems as simple as replacing a grant revenue stream with a user based revenue stream. This would imply selling to a different audience. However, it is more than just selling the same capabilities that initially won grant funding. Users who one would expect to pay are likely not the same type of user that might have been interested in using free capabilities. Their concerns are different, the way they want to achieve value is different, their willingness to find free or lower cost alternatives increases, and their perceptions of time and value are different. One may argue that grant funding has the potential to take us in a direction opposite to that which is required to become sustainable. Several examples of the tension between satisfying a grant enabled audience and providing revenue earning value to a potentially different audience will be discussed.

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