

# The Way Forward

Sunwon Park

ICCF-18, Columbia, MO

2013-7-26

# The Planet Earth





# Beautiful nature



# Modern civilization, New York





# Modern Civilization, Seoul



# Modern Transportation

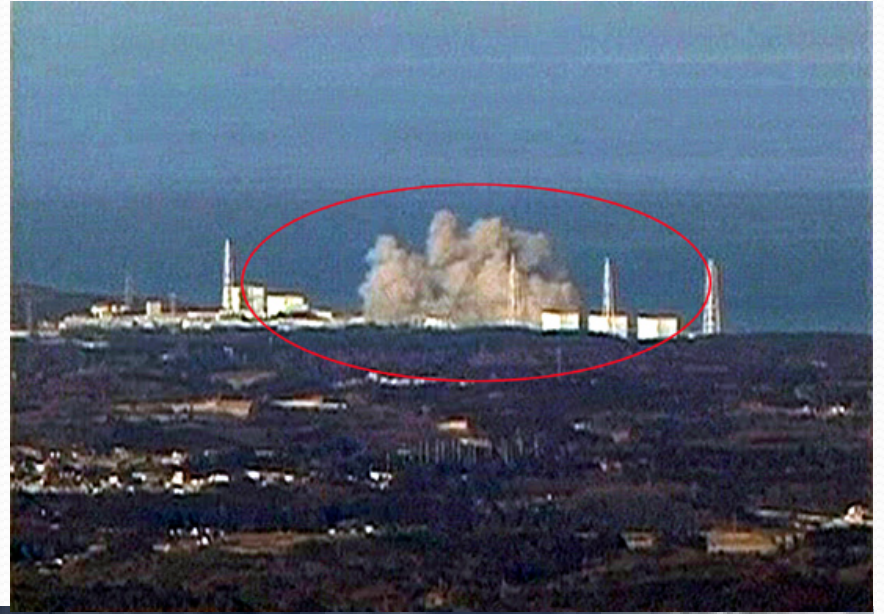




# Smart Phones



# Global Warming & Nuclear Accident





# 39<sup>th</sup> Anniversary



# With grandchildren





# Global fundamentals

- Our world runs on energy – it is fundamental to our way of life and growing economy.
- Energy is essential for everything: fueling our cars; cooling/heating our homes; powering the appliances; making the products we need.
- The energy demand is increasing due to expanding population, economic growth, new technologies and changes.
- We need to move to cleaner fuels, and at the same time, we need to make energy more affordable while satisfying the increasing energy demand.

# From 7 billion to 9 billion

**The world's population will rise by more than 25 percent from 2010 to 2040, reaching nearly 9 billion.**



# ICCF-17


August 12-17, 2012



# ICCF-17 at Daejeon, 2012-8-16







“The objective of ICCF-17 is to allow international groups of scientists to present their data to further the collective understanding of scientists working in the field, and so that skeptical members of the mainstream scientific community, the media and the public will see the evidence that ‘cold fusion’ is real.”

“Ultimately, the reality of cold fusion will be determined by the public acceptance of commercial devices. People and companies who continue to deny the existence of cold fusion will become irrelevant as the applications are placed into service.”

# Themes and Highlights

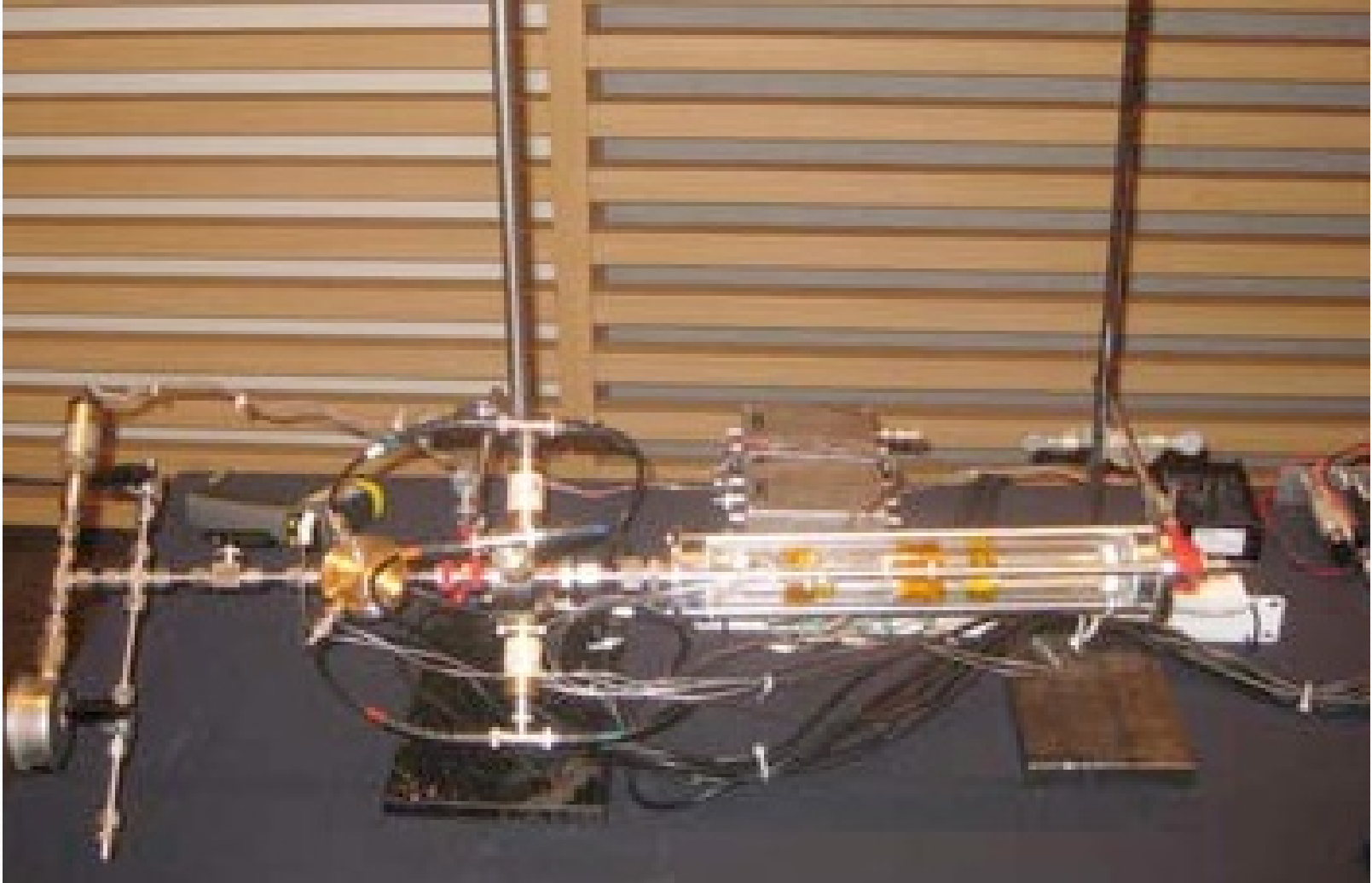
## ICCF-17

- Cold Fusion –  
From Laboratory to the World
- We invited all leading “LENR” companies .
- Live Demo by Dr. Celani
- Panel session on  
Commercialization and  
Worldwide Impact

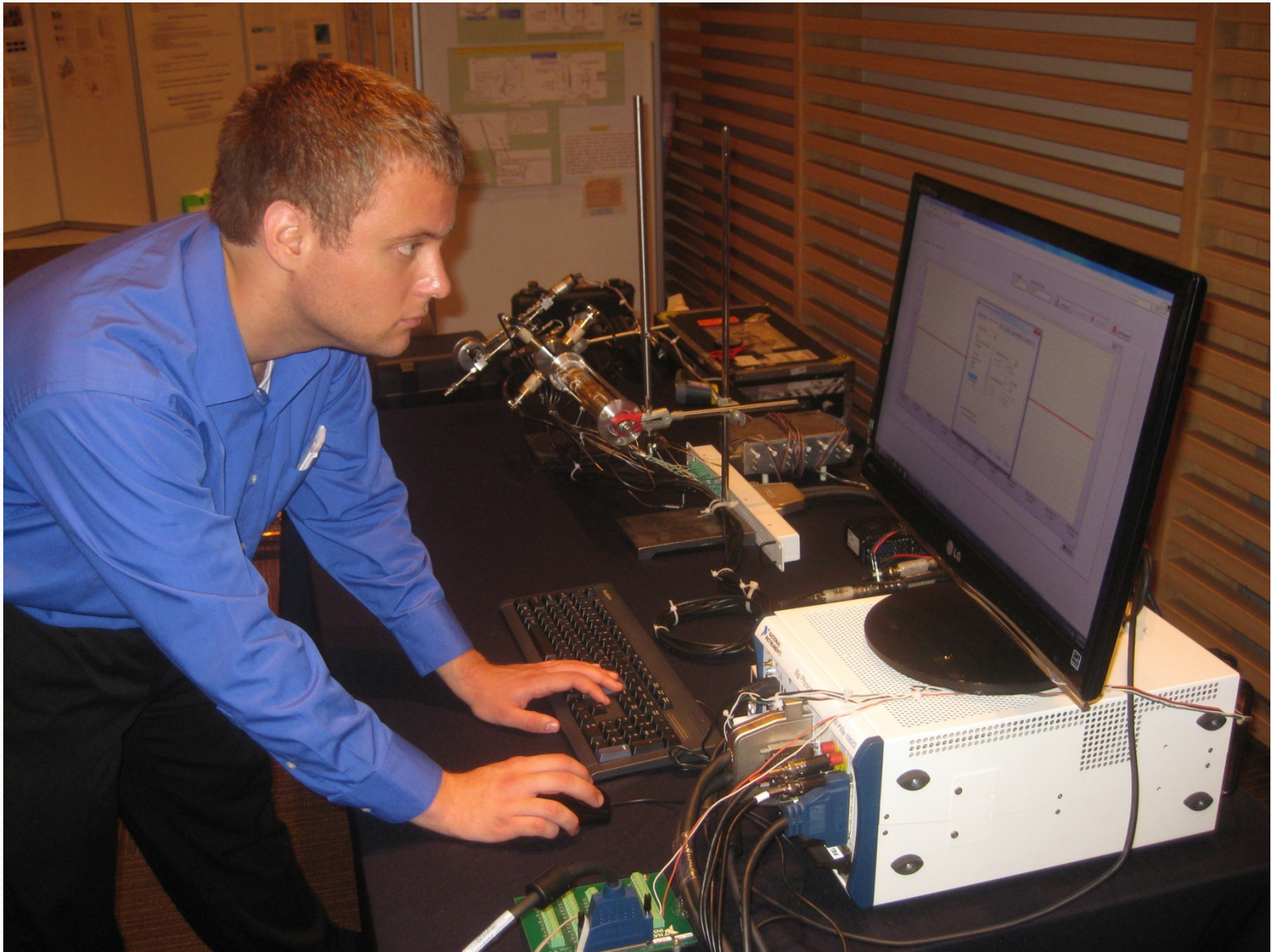
## ICCF-18

- Applying the Scientific Method to Understanding Anomalous Heat Effects: Opportunities and Challenges
- Demo by Defkalion
- Oral session on  
Entrepreneurial Efforts and  
Panel session on  
Entrepreneurship and  
Innovation

# Dr. Celani's live demo at ICCF-17







# S.W.O.T Analysis for Cold Fusion

<b>(Strength)</b>	<b>(Weakness)</b>
<ul style="list-style-type: none"><li>▶ Unfailing dedication of the members of the community</li><li>▶ Ultimate solution to the energy and environmental problem</li><li>▶ Imminent realization of working cold fusion devices</li></ul>	<ul style="list-style-type: none"><li>▶ Lack of public funding</li><li>▶ Lack of consensus on theory</li><li>▶ Low repeatability</li><li>▶ Difficult to control</li><li>▶ Lack of public acceptance</li></ul>
<b>(Opportunity)</b>	<b>(Threat)</b>
<ul style="list-style-type: none"><li>▶ Increasing energy demand</li><li>▶ Increasing need for clean energy</li><li>▶ Great new business opportunities on the verge of energy revolution</li></ul>	<ul style="list-style-type: none"><li>▶ Ignorance of the mainstream scientific community</li><li>▶ Resistance of the existing energy related research and business communities</li><li>▶ Disruption of the current economy</li></ul>

# The Reality of Cold Fusion

- Even though most of us in this community believe “LENR is Real,” most people who are considered as prominent scientists and engineers have been strongly against it.
- The people involved in existing energy industries are against funding cold fusion projects.
- Less than one out of one million people believes in cold fusion.
- All public funding decision makings are based on majority vote in committees. It has been difficult to get governmental funding in most countries.



# Status of Cold Fusion in Korea

- In 2009, the premier office got interested in cold fusion and formed a review team. The team hosted ICCF-17 in Daejeon, Korea.
- Since ICCF-17 more professors and researchers are getting interested in Cold Fusion.
- Big companies in Korea are beginning to look into Cold Fusion.
- After ICCF-18, more active participations in Cold Fusion field from both academia and industry are expected.

# Winning Strategies

Become the decision makers.



Secretary of DOE , or Business Owner

Develop LENR energy systems and get customer acceptance.



Self-sustaining energy device

Make concerted effort to expedite the development.



Global LENR Community: Scientific and Commercial

# Deserts can be transformed to meadows and farmlands.





One day, we can fly like birds.



# Conclusions

- **Cold Fusion is the best way to save the planet earth and human civilization.**
- **Now we have the most exciting investment opportunity at the verge of the energy revolution.**
- **The impact of cold fusion will be greater than that of the semiconductor which created IT revolution.**
- **If we work together, we will prevail.**