



The Novelis Innovation Hub at Georgia Tech serves as the focal point for enterprise-level collaboration between Novelis and the university, connecting Novelis' technical and business innovators with Georgia Tech students and faculty.

The Novelis Innovation Hub at Georgia Tech was established in August 2019 to initiate basic and applied research collaboration in areas of strategic interest to Novelis, and provide faculty, student and educational program support. Over the years, Novelis has expanded its investment and partnership with Georgia Tech faculty, researchers and students through focused research and development (R&D) projects and workshops, scholarships for students, senior executive engagement, business incubation exploration, and more.

Vision

To build a strong, long-term partnership between Novelis and Georgia Tech in support of Novelis' Purpose of Shaping a Sustainable World Together:

1. Make a step change toward sustainability
2. Accelerate time to market for Novelis' core business
3. Open new market opportunities

Mission

- Develop a specific, targeted, 5 to 10 year roadmap and portfolio of R&D initiatives to fill the pipeline of innovation and accelerate the pace of innovation
- Provide expanded opportunities for students and faculty to access and deliver breakthrough research through partnerships

The collaboration aims to promote basic and applied research in the areas of sustainability, advanced materials discovery, applications of AI and machine learning, surface functionality, additive manufacturing and business model innovation. Hub-supported basic and applied research projects in several of these areas are currently under way and involve academic/research faculty and graduate students from various schools in the College of Engineering and the Georgia Tech Research Institute (GTRI).

The Novelis Innovation Hub has also contributed to research infrastructure development at Georgia Tech, most recently co-investing in additive manufacturing in the Advanced Manufacturing Pilot Facility.

In addition, through the Novelis Scholars Program, the Hub provides scholarships for students, supports capstone projects and student competitions, and creates internship opportunities.

Shreyes Melkote from Georgia Tech and Raj Gopaldaswamy from Novelis lead the Novelis Innovation Hub and work as a team to advance the mission of the partnership.