

## NIH/NCI SBIR Program and Proposal Preparation

Friday, October 9, 2009

Sponsoring Organizations: BioNJ, NJ Technology Council  
Hosted by NJEDA Commercialization Center for Innovative Technologies, North Brunswick

This half-day seminar is intended to provide participants with an introduction to and overview of the SBIR and STTR programs with a focus on the National Institutes of Health (NIH) and the National Cancer Institute (NCI). The seminar will feature participation by David Beylin who serves as SBIR/STTR Program Director at NCI. The program will also include instruction on identifying topics that fit your technology and the preparation of competitive grant proposals, as well as the presentation of an SBIR success story.

8:00 - 8:30 am	Registration, Continental Breakfast
8:30 - 8:45 am	Welcomes & Introductions -NJ Commission on Science and Technology
8:45 - 9:30 am	Overview of the SBIR and STTR Programs
9:30 - 10:15 am	NIH and NCI SBIR/STTR Program
10:15 - 10:30 am	Solicitation and Topic Search and Selection
10:30 - 10:45 am	Break
10:45 - 12:15 pm	Preparing Competitive Proposals -Proposal Format and Structure -Defining the Feasibility Study -Crafting the Abstract -Proposal Evaluation -Introduction to Cost Proposals -Lessons From the Field
12:15 - 12:45 pm	Entrepreneur Success Story: Rick Weiss, Founder and CEO, Viocare
12:45 - 1:00 pm	Final Q&A
1:00 - 2:00 pm	Networking lunch

The seminar will be delivered by:

- David Beylin, Program Director, NCI SBIR Development Center
- Roger Cohen, Principal of Cohen International & NJSBDC consultant
- Randy Harmon, NJSBDC Technology Commercialization Consultant and co-founder of Foundations Business Development Group, LLC
- Anthony Faugno, Amper, Politziner & Mattia, LLP

From 1:30 until 4:30 David Beylin will be available for individual discussions with companies specifically targeting NCI. If you are interested in reserving one of these 20-minute slots, send an E-message to [rgharmon@njsbdc.com](mailto:rgharmon@njsbdc.com) along with no more than a 1-page overview of the technology, including the specific objectives for what you would like to accomplish with SBIR funding.

## SBIR/STTR PHASE I Proposal Development

Wednesday, November 18, 2009

Hosted by NJIT Enterprise Development Center, Newark

This program will address the basics of the SBIR and STTR programs, cover the recent changes in each program, and go through a simple four step process for writing a competitive Phase I proposal.

8:00- 8:30 am	Registration, Continental Breakfast
8:30- 8:45 am	Welcome & Introductions -NJ Commission on Science and Technology
8:45- 9:45 am	Overview of the SBIR & STTR Programs
9:45-10:15 am	Proposal Strategy: Part 1
10:15-10:30 am	Break
10:30-12:15 pm	Proposal Strategy: Part 2
12:15- 1:30 pm	Lunch: Phase I Success Story
1:30- 3:30 pm	Proposal Draft, Critique, Debriefing
3:30- 3:45 pm	Break
3:45- 4:30 pm	Critique of Actual SBIR Proposal
4:30- 4:45 pm	Federal Laboratory Consortium (FLC)
4:45- 5:00 pm	Q&A, Evaluation

## SBIR Cost Proposal Preparation

Thursday, November 19, 2009

Hosted by NJIT Enterprise Development Center, Newark

This program will focus on the important topic of cost proposals and government accounting requirements for SBIR and similar projects. Applicants who are not well versed in these areas risk losing money on their SBIR grant or contract, being penalized for charging the government too much, or being unable to justify certain expenses. Attendees will learn about indirect costs, audits and record keeping requirements. They will also see how to prepare a simple but defensible indirect cost rate.

8:00- 8:30 am	Registration and Continental Breakfast
8:30- 8:45 am	Welcome & Introductions -NJ Commission on Science and Technology
8:45-10:00 am	Basic Government Accounting Concepts
10:00-10:15 am	Break
10:15-10:45 am	The FAR & Its Importance
10:45-11:45 am	Format of the Cost Proposal
11:45-12:45 pm	Keeping Track of Your Expenses & Estimating Costs
12:45- 1:30 pm	Lunch
1:30- 2:30 pm	Cost Proposal Formats of Different SBIR/STTR Agencies
2:30- 3:45 pm	Exercise: Preparing a Basic Phase I SBIR Cost Proposal
3:45- 4:00 pm	Break
4:00- 4:30 pm	A Word About Audits of SBIR/STTR Projects
4:30- 5:00 pm	Lessons From the Field -Anthony Faugno, Matthew Herdman Amper, Politziner, & Mattia, LLP

## SBIR/STTR Phase II Proposal Preparation

Friday, November 20, 2009

Hosted by NJEDA Commercialization Center for Innovative Technologies, North Brunswick

This program is designed primarily for Phase I winners and applicants who want to learn more about the second phase of the SBIR/STTR programs. Participants will learn how Phase II differs from Phase I, how the Phase II programs vary tremendously among the agencies, and how to prepare the Phase II proposal.

8:00- 8:30 am	Registration, Continental Breakfast
8:30- 8:45 am	Welcome & Introductions -NJ Commission on Science and Technology
8:45-10:30 am	SBIR Phase II Basics
10:30-10:45 am	Break
10:45-11:30 am	Differences Among the Phase II Agencies
11:30-12:00 pm	Phase II Proposal Preparation Process-Part 1
12:00- 1:15 pm	Lunch: Phase II Success Story -Michael Dazio, Datatek Applications
1:15- 2:15 pm	Phase II Proposal Preparation Process-Part 2
2:15- 3:15 pm	The Technology Commercialization Process & Phase II
3:15- 3:30 pm	Break
3:30- 4:00 pm	Critique of a Phase II Proposal
4:00- 4:15 pm	A Word About Phase II Cost Proposals and Audits
4:15- 4:45 pm	Lessons From the Field -Anthony Faugno, Matthew Herdman Amper, Politziner, & Mattia, LLP

The November 18, 19, and 20 programs will be delivered by the **Greenwood Consulting Group, Inc.** Gail and Jim Greenwood have been active in SBIR since the program's inception making firms aware of SBIR and its opportunities and teaching them how to write competitive technical and cost proposals. They have critiqued hundreds of SBIR and STTR proposals for firms throughout the United States. **Phase I and II program attendees will be eligible to receive a complimentary proposal critique by the Greenwoods within one year of the programs.**

Past attendees of one of the Greenwood seminars can repeat it within 3 years for half price. Send an E-message to [rgharmon@njsbdc.com](mailto:rgharmon@njsbdc.com) to arrange.



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



**REGISTRATION:** 10/9 Seminar-\$40 in advance, \$50 at the door  
11/18, 11/19, or 11/20 alone-\$85 in advance, \$95 at the door  
2 days - \$145 in advance; 3 days-\$190 in advance  
Please complete the form below and mail it with a check made payable to Rutgers University to:  
NJSBDC, Rutgers Business School: 1 Washington Park, Newark, NJ 07102  
For Online Registration and Directions visit [www.njsbdc.com/SciTech](http://www.njsbdc.com/SciTech)

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CIRCLE DATES ATTENDING: 10/9 11/78 11/79 11/20 AMOUNT ENCLOSED: \_\_\_\_\_