

SBIR: PATHWAY TO EQUITY FINANCING

SMALL BUSINESS INNOVATION RESEARCH PROGRAM

SPRING 2008 TRAINING PROGRAMS

SPONSORED BY:



SECRETS OF WINNING SBIR/STTR PROPOSALS

Tuesday, May 13, 2008, NJEDA Waterfront Technology Center, Camden

Thursday, June 5, Picatinny Technology Innovation Center, Dover

CO-SPONSORS:

- THE NEW JERSEY SMALL BUSINESS DEVELOPMENT CENTERS-**
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The New Jersey Commission on Science and Technology is focusing investments on effective programs to create new technology businesses and jobs in New Jersey. Call 609-984-1671 or visit www.nj.gov/scitech for more information about:

- SBIR Bridge Grants
- New Jersey Technology Fellowships
- Edison Innovation R&D Fund
- Technology Incubators
- University Technology Transfer Assistance

New Jersey's spring 2008 SBIR/STTR training series is being held to provide science and technology entrepreneurs and small businesses with information that is intended to help them compete more effectively for SBIR/STTR grants and contracts. One-to-one counseling assistance will be available at each program. **New for 2008, follow-on proposal preparation assistance will be available help attendees complete and submit competitive proposals**

The Small Business Innovation Research Program, SBIR, is the Federal government's largest R&D grants program targeted to the small business community. More than \$2.5 billion was available during 2007. It is the best source of early stage risk capital available to help fund the development of promising new technologies and can serve as a pathway to equity financing. Through a two Phase competitive solicitation and review process, entrepreneurs can be awarded up to \$850,000 and sometimes more over approximately 3-4 years to develop a new technology.

SECRETS OF WINNING SBIR/STTR PROPOSALS

Tuesday, May 13, 2008, 8:30 am-1:00, pm

**Hosted by: The ACIN Camden Center for Entrepreneurship in Technology
& The Rutgers Camden Technology Campus**

This half-day seminar is intended to provide participants with an introduction to and overview of the SBIR and STTR programs followed by instruction on how to search for solicitations and topics that may fit their technologies and core technical competencies. Participants will also receive instruction intended to help them prepare competitive grant proposals.

The seminar will also feature participation by the U.S. Army Communications & Electronics Research, Development and Engineering Center (CERDEC), at Fort Monmouth. CERDEC initiates many of the Army's SBIR and STTR solicitation topics and welcomes collaborations with entrepreneurs.

8:00- 8:30 am	Registration, Continental Breakfast
8:30- 9:55 am	Welcome, Introduction and Overview -NJ Commission on Science and Technology -Overview of the SBIR Program -Overview of the STTR Program
9:55-10:15 am	Solicitation/Topic Search and Selection &Broad Area Announcements (BAA)
10:15-10:25 am	Break
10:25-12:00 pm	Preparing Competitive Proposals -Proposal Format and Structure -Defining the Feasibility Study -Crafting the Abstract -Proposal Evaluation -Introduction to Cost Proposals

12:00-12:30 pm	CERDEC/U.S. Army SBIR/STTR Programs Collaborative Opportunities with CERDEC
12:30-12:40 pm	SBIR/STTR Legal Issues, Lowenstein Sandler,
12:40- 1:00 pm	Final Q&A followed by one-to-one time with speakers upon completion of program

The 5/13 and 6/5 seminars will be delivered by:

- Randy Harmon, NJSBDC Technology Commercialization Consultant and co-founder of Foundations Business Development Group, LLC and
- Roger Cohen, Principal of Cohen International and an NJSBDC consultant specializing in government procurement and proposal development

Following the 5/13 and 6/05 programs, follow-on assistance will be available to attendees to help them search for SBIR/STTR solicitations and topics that fit their technology and core technical competencies and to help prepare proposals.

Secrets Of Winning SBIR/STTR Proposals
Thursday, June 5, 8:30 am-1:00, pm
Hosted by: the Picatinny Technology Innovation Center

This seminar will cover the same core content as the May program. It will also feature a presentation by representatives of the U.S. Army Armament Research, Development and Engineering Center (ARDEC), at the Picatinny Arsenal. ARDEC like CERDEC at Fort Monmouth initiates many of the Army's SBIR and STTR solicitation topics and welcomes collaborations with entrepreneurs.

8:00- 8:30 am	Registration, Continental Breakfast
8:30- 9:45 am	Welcome, Introduction and Overview -NJ Commission on Science and Technology -Overview of the SBIR Program -Overview of the STTR Program
9:45-10:05 am	Solicitation/Topic Search and Selection &Broad Area Announcements (BAA)
10:05-10:15 am	Break
10:15-11:45 am	Preparing Competitive Proposals -Proposal Format and Structure -Defining the Feasibility Study -Crafting the Abstract -Proposal Evaluation -Introduction to Cost Proposals
11:45-12:15 pm	Picatinny Arsenal/U.S. Army SBIR/STTR Programs Collaborative Opportunities with Picatinny
12:15-12:35 pm	Picatinny Innovation Center SBIR Entrepreneur Success Story -Jerry Chung, Founder & President, Frontier performance Polymers
12:35-12:45 pm	SBIR/STTR Legal Issues, Lowenstein Sandler,
12:45- 1:00 pm	Final Q&A followed by one-to-one time with speakers upon completion of program

8TH ANNUAL NJ SBIR/STTR CONFERENCE
NOVEMBER 2008

SBIR/STTR Phase I Proposal Development
Wednesday, November 19

This full- day 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.

**SBIR Cost Proposal Preparation
Thursday, November 20**

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.

**SBIR/STTR Phase II Proposal Preparation
Thursday, November 21**

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.

The November 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. **Attendees will be eligible to receive a complimentary proposal critique by the Greenwoods within one year of the programs.**

REGISTRATION:

5/13 or 6/5 Seminar; \$30 in advance, \$40 at the door

**Please complete the form below and mail it with a check made payable to Rutgers University to:
NJSBDC Technology Commercialization Center: 49 Bleeker Street, Newark, NJ 07102-1913,
For Online Registration and Directions visit www.NJSBDC.com/SciTech**

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NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

CIRCLE DATE ATTENDING: 5/13 6/5 AMOUNT ENCLOSED: \$ _____