

## **SBIR/STTR SEPTEMBER 2008 UPDATE**

To subscribe to this approximately monthly newsletter, send an E-mail message to [rqharmon@njsbdc.com](mailto:rqharmon@njsbdc.com) with the words **SUBSCRIBE SBIR UPDATE** in the title.

**Greetings.** I hope that you had a pleasant summer. You are receiving this Update because you have either attended an SBIR/STTR training program sponsored by the NJ Commission on Science & Technology and coordinated by NJSBDC, or are thought to have a possible interest in these programs. In addition to SBIR/STTR information, it includes other information that companies interested in SBIR are also likely to be interested in. This month's update includes information about:

- Temporary SBIR Extension Through 3/20/2009
- Biotech 2008 \$100 Exhibit Opportunity, 11/10, 11, Philadelphia
- NJIT Enterprise Development Center Angel Forum 2008, 9/23, 24, Newark
- VANJ Entrepreneur Expo and Elevator Pitch Olympics, 10/24, Whippany
- 2008 National SBIR Conference, November 12-14, Hartford, Connecticut
- New Jersey Knowledge Initiative returns
- NJCST Fall Proposal Submission Schedule

## **SMALL BUSINESS INNOVATION RESEARCH PROGRAM FALL 2008 TRAINING**

### **SPONSORED BY:**

**-NEW JERSEY COMMISSION ON SCIENCE & TECHNOLOGY-**

### **COSPONSORS:**

**-THE NEW JERSEY SMALL BUSINESS DEVELOPMENT CENTERS-  
-AMPER, POLITZINER & MATTIA, LLP-  
-LOWENSTEIN SANDLER PC-**

### **SECRETS OF NIH SBIR AND STTR GRANT APPLICATIONS**

Friday, October 24, 11:30 am-3:00 pm

Hosted by: PRISM & MIRTHE, Bowen Hall, Princeton University

### **SECRETS OF WINNING SBIR/STTR PROPOSALS**

Friday, November 7, 8:30 am-1 pm

Hosted by: NJEDA Commercialization Center, North Brunswick

## **8<sup>th</sup> ANNUAL NEW JERSEY SBIR/STTR CONFERENCE**

**PHASE I PROPOSAL DEVELOPMENT, WEDNESDAY, NOVEMBER 19,**

**COST PROPOSAL PREPARATION, THURSDAY, NOVEMBER 20**

Hosted by: NJIT Enterprise Development Center, Newark

**PHASE II PROPOSAL PREPARATION, FRIDAY, NOVEMBER 21**

Hosted by: NJEDA Commercialization Center, North Brunswick

See descriptions below.

## **2008 NATIONAL SBIR CONFERENCE**

November 12-14, 2008

Connecticut Convention Center

100 Columbus Boulevard, Hartford, CT  
Optional Pre-Conference Workshops November 11, 2008  
[http://www.ccat.us/sbir\\_conference\\_08](http://www.ccat.us/sbir_conference_08)

### **SBIR Extended Temporarily Through 3/20/2009**

The SBIR program has been scheduled to expire on September 30 and Congress has been working on reauthorization legislation. The SBIR Gateway Insider recently reported that it appears that SBIR has been extended temporarily. This is a result of the unheralded extension of programs under the Small Business Act and the Small Business Investment Act of 1958 through March 20. Legislation accomplishing this was signed into law in late May. The SBIR program is contained in Section 9 of the Small Business Act.

This is a welcome reprieve, because the House and Senate remain far apart on SBIR reauthorization legislation. It will leave the outstanding issues to be resolved by the new 111th Congress. Given the challenges that the new Congress will face, some sort of continuing resolution may still be required to keep SBIR going beyond March until new legislation can be signed into law.

### **New Jersey Knowledge Initiative returns**

The New Jersey Knowledge Initiative (NJKI) is once again up and running to meet the online business resource needs of small business and entrepreneurs statewide. NJKI offers free access to premium online business resources including ReferenceUSA, Academic Research Premier, and Frost and Sullivan. For more information visit [www.njki.org](http://www.njki.org).

#### **Proposal Preparation Assistance**

In addition to training, the NJ Commission on Science & Technology (NJCST) and NJSBDC offer **cost shared proposal preparation assistance services**. Up to 12 hours of assistance is available at a rate of \$20 per hour with the balance of the cost covered by NJCST and NJSBDC. Coaching and guidance in drafting proposals continues to be available at no cost. For more information call 973-353-1923.

#### **Technology Commercialization Assistance**

In addition to providing SBIR/STTR proposal preparation assistance, the NJSBDC Technology Commercialization Center serves NJ entrepreneurs as a free one-stop resource for financing science and technology based businesses and commercializing new technologies. Funding strategies including state financing programs, angel investments and venture capital are identified to fit with a company's technology, goals and stage of development. The Center then helps companies identify their best prospects and will assist them in preparing and strengthening the required funding proposal, business plan or investor presentation.

Services are limited to NJ based small businesses located outside the NJ Business Incubation Network. Assistance can be requested at [www.njsbdc.com/scitech](http://www.njsbdc.com/scitech) or by calling 973-353-1923.

**Please let me know if you wish not to receive future updates and I will be pleased to remove you from the list.**

Best regards, Randy Harmon

Randy G. Harmon,  
Technology Commercialization Consultant,  
NJSBDC/Rutgers Business School;  
SBIR/STTR Training Coordinator for NJCST;  
Co-founder, Foundations Business Development Group, LLC  
phone: 908-754-3652

randygharmon@aol.com  
rgharmon@njsbdc.com

## **CONTENTS:**

- I. Solicitation Schedule
- II. State Funding Opportunities
- III. Financing, Networking and Related Events and Information
- IV. Training Schedule

## **I. SOLICITATION SCHEDULE**

**The following agencies presently have open solicitations:**

### **Department of Defense SBIR 2008.3**

Proposals due 9/24, **6:00 a.m. Eastern Standard Time.**

<http://www.acq.osd.mil/osbp/sbir/solicitations/sbir083/>

### **Department of Defense STTR 2008.B**

Proposals due 9/24, **6:00 a.m. Eastern Standard Time.**

<http://www.acq.osd.mil/osbp/sbir/solicitations/sttr08B/>

### **Public Health Service/NIH, CDC SBIR 2009-1 Contracts Solicitation**

Proposals due 11/3. <http://grants.nih.gov/grants/funding/SBIRContract/PHS2009-1.doc>

### **Department of Education SBIR 2009**

National Institute on Disability and Rehabilitation Research

Proposals due 11/10, <http://www.ed.gov/programs/sbir/applicant.html>

### **Department of Energy SBIR/STTR 2009**

Proposals due 11/20, <http://www.science.doe.gov/sbir/>

### **NSF SBIR 2009**

Proposals due 12/4. <http://www.nsf.gov/eng/iip/sbir/stop.jsp>

### **Public Health Service/NIH, CDC, FDA SBIR/STTR 2008 Grants Solicitation**

Proposals due 12/5/08. <http://grants.nih.gov/grants/funding/sbir.htm>

**In addition**, NIH issues numerous small contract solicitations throughout the year focused on specific health areas. They are listed at [http://grants.nih.gov/grants/funding/sbir\\_announcements.htm](http://grants.nih.gov/grants/funding/sbir_announcements.htm).

## **II. STATE FUNDING OPPORTUNITIES**

### **New Jersey Technology Fellowships**

The Commission on Science and Technology pays the salary for recent doctoral graduates of New Jersey universities to work in small New Jersey technology companies, providing companies with new talent and expertise. The program provides doctoral graduates with valuable entrepreneur experience and helps create more high-quality high-tech jobs in New Jersey.

Application due: 12/15, awards to be announced in February

<http://nj.gov/scitech/university/fellowship/>

### **Edison Innovation R&D Fund**

The Edison Innovation R&D Fund provides funding to New Jersey technology companies, in partnership with a New Jersey research university, company or institution for proof-of-concept research and development activities and ancillary activities necessary for commercialization of the identified technology. Companies can request between \$100,000 and \$500,000 and must provide a minimum 50% cash match.

The Edison Innovation R&D Fund now includes a supplemental financing for non-project specific costs such as rent and utilities, from the New Jersey Economic Development Authority (NJEDA). Companies that receive an Edison R&D Fund award from NJCST can receive up to 20% of the approved NJCST grant, not to exceed \$100,000, from the NJEDA in equity-like financing for non-R&D related costs. Terms for this supplemental financing are nonnegotiable.

As of 9/22 NJCST had not yet announced the fall submission deadlines for Edison R&D, but plans to do so shortly.

<http://nj.gov/scitech/entassist/edison/index.html>

### **III. FINANCING, NETWORKING AND RELATED EVENTS AND INFORMATION**

#### **NJIT EDC Angel Forum**

**September 23, 24, Newark**

The 2008 EDC Angel Forum will be held at the NJIT Enterprise Development Center (EDC), at 211 Warren Street, Newark. Accredited and Institutional Investors will be in attendance. EDC tenant companies will pitch their business plans to investors. Entrepreneurs and investors are welcome to come to listen and network. For more information, contact Kelly Carthens, NJIT EDC, 973-643-4063, [ksc2@njit.edu](mailto:ksc2@njit.edu)

#### **Venture Association of NJ: Entrepreneurs Expo & Elevator Pitch Olympics**

**Friday, 10/24, Marriott Hanover, 1401 Rt. 10 East, Whippany, NJ**

This program provides a good opportunity to exhibit and pitch your business to the regional venture community. The program begins with company exhibits in the morning followed by a luncheon featuring a moderated panel of equity investors. Following the luncheon, exhibitors present their elevator pitch, which is scored by the panel. [www.vanj.com](http://www.vanj.com)

#### **Biotech 2008: Imagine, Collaborate, Innovate**

**November 10, 11, Philadelphia**

**\$100 Exhibit Opportunity-application deadline 10/10**

Biotech 2008 is designed to advance the growth and development of the bioscience industry in the Mid-Atlantic region and will facilitate networking opportunities among emerging companies, researchers, and large pharmaceutical companies, as well as with cutting-edge support organizations. This event has been hosted jointly by the BioNJ (formerly BCNJ) and Pennsylvania Bio since 2000.

The Biotech 2008 Innovation Corridor will provide a unique opportunity for students, faculty, and entrepreneurs to share their research aimed at solving problems, and/or addressing unmet medical needs, with industry leaders focused on key issues facing the biosciences industry. The objective of the session is to foster world-class collaborations among academia, early-stage research organizations, and industry. Entrepreneurs whose poster is accepted get to attend and exhibit their poster for only \$100.

As a new feature of this year's Innovation Corridor, a panel of experts will be on hand to review all of the posters and discuss the potential with the presenters. All poster presenters will receive a

review sheet from the experts. The panel of experts will then select the top 9 posters to receive a one-on-one evaluation. The panel will include business, scientific, legal, and investment experts from the biosciences community in the Mid-Atlantic region.

<http://www.biotech2008.org/content/view/60/173/>

#### **ENTREPRENEUR NETWORKING MEETINGS:**

##### **NJ Entrepreneurial Network**

No meetings during the fall. Next program will be Wednesday, January 14, 2009

“Networking Meeting and Technology Business Poster Session”

\*\*Different location: Princeton University

[www.njen.com](http://www.njen.com)

##### **NJ Entrepreneurs Forum**

Thursday, October 9, 4-6 p.m.

NJEDA Commercialization Center, North Brunswick

[www.njef.com](http://www.njef.com)

##### **Venture Association of NJ**

Entrepreneurs Expo & Elevator Pitch Olympics

Friday, October 24

\*\*New Location: Marriott Hanover, Whippany

[www.vanj.com](http://www.vanj.com)

#### **IV. TRAINING SCHEDULE**

### **SMALL BUSINESS INNOVATION RESEARCH PROGRAM FALL 2008 TRAINING**

**SPONSORED BY:  
NEW JERSEY COMMISSION ON SCIENCE & TECHNOLOGY**

**COSPONSORS:  
-THE NEW JERSEY SMALL BUSINESS DEVELOPMENT CENTERS-  
-AMPER, POLITZINER & MATTIA, P.A.-  
-LOWENSTEIN SANDLER PC-**

**SECRETS OF NIH SBIR AND STTR GRANT APPLICATIONS  
Featuring Dr. Gregory Milman, NIH Institute of Allergy and Infectious Diseases  
Friday, October 24, 11:30-3:00  
Bowen Hall, Princeton University**

Preparing an NIH SBIR/STTR grant application is an art form and it is essential for entrepreneurs to understand the keys to success. Dr. Gregory Milman, of the National Institute of Allergy and Infectious Diseases (NIAID) will share "Secrets of NIH SBIR and STTR Grant Applications." Following his presentation, Dr. Milman will moderate an audience interactive Q&A panel of New Jersey companies that have successfully competed for NIH SBIR/STTR funding.

#### **AGENDA**

11:30-12:10 pm	Registration and Lunch in the Bowen Hall Atrium
12:10-12:30 pm	Welcome and Introductions, Bowen Hall Auditorium Randy Harmon, SBIR/STTR training coordinator NJ Commission on Science and Technology Update Joseph Montemarano, MIRTHE Managing Director
12:30-01:30 pm	Secrets of NIH SBIR and STTR Grant Applications Gregory Milman, National Institute of Allergy and Infectious Diseases,
NIH	
1:30-03:00 pm	Funded Company Panel Gregory Milman, Moderator Armen Sarvazyan, Artann Laboratories, Inc. Wai Tak Law, PortaScience, Inc. Mohamed E. Labib, Novaflux Technologies, Inc. Stuart W. Peltz, PTC Therapeutics, Inc.

Gregory Milman is the Director of the Office of Innovations and Special Programs in the Division of Extramural Activities of the National Institute of Allergy and Infectious Diseases (NIAID). He is responsible for multi-institute and multi-agency science initiatives and outreach activities, and he represents the National Institutes of Health (NIH) to academic institutions, organizations and societies, the biotechnology industry, and state and local governments. He is a member of the NIH Trans-Agency Complementary and Alternative Medicine Coordinating Committee and the Editorial Board of the NIAID Council News and Email Alerts. Dr. Milman manages the \$120 million NIAID small business programs and is acclaimed for his advice on NIH grant preparation and research funding.

**SECRETS OF WINNING SBIR/STTR PROPOSALS**  
**Featuring Participation by the Federal Laboratory Consortium**  
**Friday, November 7, 8:30 am-2 pm**  
**Hosted by: NJEDA Commercialization Center, North Brunswick**

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.

A representative of the Federal Laboratory Consortium (FLC) will discuss how entrepreneurs can explore potential collaborative relationships with the 700 federal laboratories and research programs across the country, which comprise the Consortium and generate many of the Individual SBIR and STTR topics. The program will also include participation by an NJ entrepreneur who has successfully used SBIR/STTR in building his business.

This seminar will be delivered by:

- Randy Harmon, NJSBDC technology commercialization consultant, and SBIR/STTR training coordinator for NJCST; and
- Roger Cohen, Principal of Cohen International and an NJSBDC consultant

**8<sup>th</sup> ANNUAL NEW JERSEY SBIR/STTR CONFERENCE**

**PHASE I PROPOSAL DEVELOPMENT, WEDNESDAY, NOVEMBER 19,**  
**COST PROPOSAL PREPARATION, THURSDAY, NOVEMBER 20**  
**Hosted by: NJIT Enterprise Development Center, Newark**

**PHASE II PROPOSAL DEVELOPMENT, FRIDAY, NOVEMBER 21**  
**Hosted by: NJEDA Commercialization Center, North Brunswick**

**SBIR/STTR Phase I Proposal Development, 11/19, 8:30 am-5 pm**

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. It is intended for entrepreneurs who are either new to the programs, or who have attended one of the half-day programs and want to take their understanding of SBIR and STTR to the next level.

**SBIR/STTR Cost Proposal Preparation, 11/20, 8:30 am-4 pm**

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, 11/21, 8:30 am-5 pm**

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.

These three 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 Phase II program attendees will be eligible to receive a complimentary proposal critique by the Greenwoods within one year of the programs.

**For more information and online registration visit [www.njsbdc.com/scitech](http://www.njsbdc.com/scitech)**