

Secrets of Winning SBIR/STTR Proposals

Friday, October 15, 2010

Featuring Participation by the Federal Laboratory Consortium
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 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 found in agency solicitations. The program will also include participation by an NJ entrepreneur who has successfully used SBIR/STTR in building his business.

8:00 - 8:30 am	Registration, Continental Breakfast
8:30 - 9:45 am	Welcome, Introductions & Overview - Overview of the SBIR Program - Overview of the STTR Program
9:45 - 10:05 am	Solicitation/Topic Search and Selection & Broad Agency Announcements (BAA)s
10:05 - 10:15 am	Break
10:15 - 12:00 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
12:00 - 12:30 pm	SBIR Entrepreneur Success Story - Richard C. Lufkin, CFO Anima Cell Metrology, Inc.
12:30 - 12:45 pm	Federal Laboratory Consortium - Lew Meixler
12:45 - 1:00 pm	Final Q&A followed by one-to-one time with speakers upon completion of program

The seminar will be delivered by:

- Randy Harmon, NJSBDC Technology Commercialization Consultant and Principal of Foundations Business Development Group, LLC
- Roger Cohen, Principal of Cohen International & NJSBDC consultant
- Anthony Faugno & Matthew Herdman, EisnerAmper LLP



Accredited Member of

The Association of Small Business Development Centers

SBIR/STTR PHASE I Proposal Development

Thursday, November 18, 2010

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
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 - Mario M. Casabona, Founder & Principal, Casabona Ventures
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- 5:00 pm	Q&A, Evaluation

SBIR Cost Proposal Preparation

Friday, November 19, 2010

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 recordkeeping requirements. They will also see how to prepare a simple but defensible indirect cost rate.

8:00- 8:30 am	Registration, Continental Breakfast
8:30- 8:45 am	Welcome & Introductions
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, EisnerAmper LLP

The November 18 and 19 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 program attendees will be eligible to receive a complimentary proposal critique by the Greenwoods within one year of the program.** Past attendees of one of the Greenwood seminars can repeat it within 3 years for half price.



REGISTRATION: 10/15 Seminar-\$45 in advance, \$60 after 3:00 pm 10/14
11/18 or 11/19, alone-\$95 in advance, \$110 after 3:00 pm 11/17
2 days - \$160 in advance; past attendees (within 3 years)- one day \$48, two \$80
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

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____

PHONE: _____

CIRCLE DATES ATTENDING: _____

FAX: _____

AMOUNT ENCLOSED: _____

ZIP: _____

STATE: _____

EMAIL: _____

11/18

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