

OCTOBER 2010 SBIR/STTR UPDATE

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Greetings. I hope that things are well. You are receiving this Update because you have either attended an SBIR/STTR training program presented by the New Jersey Small Business Development Centers of Rutgers Business School, 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 edition includes information about:

EVENTS

- NJEN: I Want to Buy Your Company- Creating Value With a Management Investor
10/13, Princeton**
- Venture Association of NJ: Entrepreneurs Expo & Elevator Pitch Olympics
10/25, Whippany**
- Biotech 2010, 10/27, 28, Philadelphia**

See descriptions in Section II below.

SBIR/STTR TRAINING AND FREE PROPOSAL PREPARATION ASSISTANCE RETURN

**Secrets of Winning SBIR/STTR Proposals
Friday October 15, NJEDA Commercialization Center, North Brunswick**

The New Jersey Small Business Development Centers has stepped up together with long time partners EisnerAmper LLP and Lowenstein Sandler PC to restore SBIR/STTR training this fall. In addition, through the recently approved Small Business Jobs Bill seminar attendees will be eligible to receive up to 15 hours of no cost proposal preparation assistance within a year of the program.

See agenda and fall schedule in Section III below.

RECENT SOLICITATION RELEASES

Department of Energy (DoE) SBIR/STTR 2011, proposals due 11/15

Among its areas of research interest, DoE offers the broadest range of clean and renewable energy topics. This year's topic areas include:

- Production of Bioenergy and Biofuels
- Hydrogen and Fuel Cells
- Innovative Solar Power
- Advanced Water Power Technology Development
- Wind Energy Technology Development

Joint SBIR Solicitation on Robotics Technology Development and Deployment proposals due 12/20

As part of a new SBIR 2.0 initiative, five agencies consisting of the National Institutes of Health (NIH), Defense Advanced Research Projects Agency (DARPA), National Science Foundation (NSF), United States Department of Agriculture (USDA) and Department of Homeland Security (DHS) have released a new type of joint SBIR solicitation. The areas of topic interest from these five agencies are based on Robotics Technology Development and Deployment.

See complete schedule of current open solicitations and links in Section I below.

SBIR Reauthorization Update

An embarrassing 9th continuing resolution has been passed by Congress extending the program from October 1 – January 31. October 1st marked the second anniversary of the effective date of the first continuing resolution. The primary barrier to reauthorization continues to be the unwillingness of the House of Representatives to compromise on their position of unrestricted eligibility for participation in the SBIR program for venture capital owned small businesses. The only good news here is that it remains for the most part only a question of when rather than if SBIR and STTR will be reauthorized.

Proposal Preparation Assistance

NJSBDC will continue to offer cost shared proposal preparation assistance services to entrepreneurs who have not recently attended SBIR/STTR training. Up to 12 hours of assistance is available at a rate of \$20 per hour, with the balance of the cost covered by NJSBDC. Services consist of written critiques of draft proposals and assistance in strengthening them. This service is available on a first come first served basis and availability may become limited as submission deadlines approach. Coaching and guidance in drafting proposals continues to be available at no cost.

Due to funding limitations, proposal preparation assistance for companies that have not attended training is currently only available to NJ based small businesses located outside the state funded incubator network. Assistance can be requested at www.njsbdc.com/scitech or by sending an E-message to: rgharmon@njsbdc.com.

Technology Commercialization Assistance

In addition to providing SBIR/STTR proposal preparation assistance, the NJSBDC Technology Commercialization Program 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 Program then helps companies identify their best prospects and will assist them in preparing and strengthening the required funding proposal, business plan or investor presentation.

Technology Commercialization Assistance services are also limited to NJ based small businesses located outside the state funded incubator network. Assistance can be requested at www.njsbdc.com/scitech or by sending an E-message to: rgharmon@njsbdc.com.

Regards Randy

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- II. **Financing, Networking and Related Events and Information**
- III. **Training Schedule**

I. SOLICITATION SCHEDULE

The following agencies presently have open solicitations:

NIH/CDC SBIR 2011 Phase I Contract Solicitation

Proposals due 11/8, <http://grants.nih.gov/grants/funding/sbir.htm>

DoE SBIR/STTR 2011

Proposals due 11/15.

There are 2 parts to this solicitation. The **research topics** can be found at:

<http://www.science.doe.gov/sbir/Docs/2011TopicDescriptions.pdf>

The funding opportunity announcement can be downloaded at:

http://www.science.doe.gov/sbir/Solicitations/FOA_2011_Phase_I.pdf

NSF STTR 2011

Proposals due 11/17,

http://www.nsf.gov/publications/pub_summ.jsp?WT.z_pims_id=5527&ods_key=nsf10590

NSF SBIR 2011

Proposals due 12/3.

http://www.nsf.gov/publications/pub_summ.jsp?WT.z_pims_id=503361&ods_key=nsf10607

Public Health Service/NIH, CDC, FDA, ACF SBIR/STTR 2010

Proposals due 12/5/2010.

There are 2 parts to this solicitation. The **program descriptions** and research topics can be found at: http://grants.nih.gov/grants/funding/sbirsttr1/2010-2_SBIR-STTR-topics.doc

The **proposal writing instructions** can be downloaded at:

http://grants.nih.gov/grants/funding/424/SF424_RR_Guide_SBIR_STTR_Adobe_VerB.doc

Joint SBIR Solicitation on Robotics Technology Development and Deployment

Proposals due 12/20, <http://grants.nih.gov/grants/guide/pa-files/PAR-10-279.html>

Special NIH SBIR/STTR Initiatives (PAs & RFAs) In addition to the main PHS/NIH SBIR/STTR grant solicitation and the fall contract solicitation, NIH issues numerous small contract solicitations throughout the year focused on specific health areas. They are listed at www.grants.nih.gov/grants/funding/sbir_announcements.htm

II. FINANCING, NETWORKING AND RELATED EVENTS AND INFORMATION

NJ Entrepreneurial Network:

I Want to Buy Your Company- Creating Value With a Management Investor

Wednesday 10/13, Princeton Marriott

Management Investors fill a niche between consultants and angels. Companies which need specific management help, and money to grow, have several choices:

- seek outside investment to hire management,
- hire a consulting manager who works for equity, or
- engage a management investor

While VC's or angels provide money and board level direction, and consultants provide strategic advice, management investors provide both money and skill. Management investors participate in the business; they implement their own recommendations, and put their own money on the line. Join NJEN on October 13 and hear from two management investors.

www.njen.com

Venture Association of NJ: Entrepreneurs Expo & Elevator Pitch Olympics

Monday, October 25, Marriott Hanover, Whippany

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 and perhaps the highlight of the day, exhibitors present their elevator pitch, which is scored by the panel.

www.vanj.com

Biotech 2010, 10/27, 28, Philadelphia

The bioscience industry in the mid Atlantic region is one of the most dynamic and innovative in the world and Biotech 2010: Imagine. Collaborate. Innovate is the premier bioscience conference in this region. Top bioscience leaders will be at Biotech 2010 to network, connect with potential partners, share business strategies, and learn from their peers. These leaders include top executives from the region's global pharmaceutical, biotech, medical device, and diagnostic companies; venture capitalists and other investors; university researchers; university-industry liaison officers; government officials; and support organizations.

<http://www.biotech2010.org/content/innovation-corridor>

ENTREPRENEUR NETWORKING MEETINGS:

NJ Entrepreneurial Network:

**I Want to Buy Your Company- Creating Value With a Management Investor
Wednesday 10/13, Princeton Marriott, www.njen.com**

NJ Entrepreneurs Forum

No upcoming meetings posted on web page, www.njef.org

**Venture Association of NJ: Entrepreneurs Expo & Elevator Pitch Olympics
Monday 10/25, Marriott Hanover,Whippany, www.vanj.com**

III. Training Schedule:

**Secrets of Winning SBIR/STTR Proposals
Friday, October 15, 2010, 8:30 am- 1:00 pm**

Sponsored by:

NJ SMALL BUSINESS DEVELOPMENT CENTERS OF RUTGERS

EISNERAMPER LLP

LOWENSTEIN SANDLER PC

Featuring Participation by The Federal Laboratory Consortium (FLC)

NJEDA Commercialization Center, North Brunswick

This half-day seminar is intended to provide participants with an introduction 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 and Overview
 - Overview of the SBIR Program
 - Overview of the STTR Program
- 9:45-10:05 am Solicitation/Topic Search and Selection & Broad Agency Announcements
- 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

This seminar will be delivered by:

- Randy Harmon, NJSBDC technology commercialization consultant and Principal, Foundations Business Development Group
- Roger Cohen, Principal, Cohen International and an NJSBDC consultant
- Anthony Faugno & Matthew Herdman, EisnerAmper LLP

Attendees will be eligible to receive up to 15 hours of no cost proposal preparation assistance within a year of the program.

Registration: \$45 in advance, \$60 after 3 pm 10/14; Visit www.NJSBDC.com/SciTech

November Programs

SBIR Phase I Proposal Development

Thursday, November 18, NJIT Enterprise Development Center, Newark

SBIR Cost Proposal Preparation

Friday, November 19, NJIT Enterprise Development Center, Newark