

The New Jersey Small Business Development Centers (NJSBDC) has stepped up together with longtime partners EisnerAmper LLP and Lowenstein Sandler PC to restore SBIR/STTR training this fall. For nearly 10 years, the NJ Commission on Science & Technology (CST) had collaborated and contracted with the NJSBDC to provide specialized training in the writing of SBIR and STTR R&D grant proposals, as well as proposal preparation assistance. The closing of the Commission (CST) in July meant the loss of state funding to continue these services. The most recent seminar was held last November.

The closing of CST also meant the loss of millions of dollars of funding for their popular venture funding and Fellowship programs, which have also been eliminated. SBIR and STTR are consequently now more important to NJ entrepreneurs than ever as the best source of early stage risk capital to fund the development of promising new technologies.

The Fall 2010 SBIR/STTR training series is intended to provide science and technology entrepreneurs and small businesses with information intended to help them compete more effectively for SBIR/STTR grants and contracts. One-to-one counseling assistance will be available at each program. Follow-on proposal preparation assistance is available to help attendees complete and submit competitive proposals.

SBIR is the Federal government's largest R&D grants program targeted to the small business community. More than \$2 billion is available annually. Through a two Phase competitive solicitation and review process, entrepreneurs can be awarded up to \$1,150,000 and sometimes more, over approximately 3-4 years, to develop a new technology and reduce or eliminate its technical risk. Beyond providing companies with an often desperately needed cash infusion, SBIR can also serve as a pathway to equity financing. Investors are typically delighted when a prospective portfolio company wins an SBIR award because it means that the company's technology has been evaluated by one or more, or a panel of subject matter experts and found to have merit.



Funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA). The New Jersey Small Business Development Centers, the leading provider of small business consulting and management services, is a non-profit, federal-state-educational partnership. Additional funding is provided through State Government and Rutgers Business School: Newark and New Brunswick.



NJSBDC
 Rutgers Business School
 1 Washington Park
 Newark, NJ 07102

SBIR: PATHWAY TO EQUITY FINANCING

SMALL BUSINESS INNOVATION RESEARCH PROGRAM FALL 2010 TRAINING PROGRAMS

SECRETS OF WINNING SBIR/STTR PROPOSALS
 Friday, Oct. 15, NJEDA Commercialization Center, North Brunswick

10th ANNUAL NEW JERSEY SBIR/STTR CONFERENCE
 Thursday-Friday, Nov. 18-19

PHASE I PROPOSAL DEVELOPMENT, Nov. 18, NJIT EDC, Newark
COST PROPOSAL PREPARATION, Nov. 19, NJIT EDC, Newark



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