

Friday, October 15, 2010

Secrets of Winning SBIR/STTR Proposals

8:30 am – 1:00 pm
NJEDA Commercialization Center
675 US Highway One, N. Brunswick

Sponsored by:

-NJ SMALL BUSINESS DEVELOPMENT CENTERS OF RUTGERS-
-EISNERAMPER, LLP-
-LOWENSTEIN SANDLER PC-

Featuring Participation by The Federal Laboratory Consortium (FLC)
Hosted by: NJEDA Commercialization Center For Innovative Technologies

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 (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
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

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