

The New Jersey Commission on Science and Technology is focusing investments on effective programs to create new technology businesses and jobs in New Jersey. Call 609-984-1671 or visit [www.nj.gov/scitech](http://www.nj.gov/scitech) for more information about:

- SBIR Bridge Grants
- New Jersey Technology Fellowships
- Edison Innovation R&D Fund
- Technology Incubators
- University Technology Transfer Assistance

New Jersey's spring 2008 SBIR/STTR training series is being held to provide science and technology entrepreneurs and small businesses with information that is intended to help them compete more effectively for SBIR/STTR grants and contracts. One-to-one counseling assistance will be available at each program. **New for 2008, follow-on proposal preparation assistance will be available to help attendees complete and submit competitive proposals.**

The Small Business Innovation Research Program, SBIR, is the Federal government's largest R&D grants program targeted to the small business community. More than \$2.5 billion was available during 2007. It is the best source of early stage risk capital available to help fund the development of promising new technologies and can serve as a pathway to equity financing. Through a two Phase competitive solicitation and review process, entrepreneurs can be awarded up to \$850,000 and sometimes more over approximately 3-4 years to develop a new technology.



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

NJSBDC Technology Commercialization Center  
49 Bleeker Street  
Newark, NJ 07102

## SBIR: PATHWAY TO EQUITY FINANCING

SMALL BUSINESS INNOVATION RESEARCH PROGRAM  
SPRING 2008 TRAINING PROGRAMS

### SECRETS OF WINNING SBIR/STTR PROPOSALS

Tuesday, May 13, 2008  
NJEDA Waterfront Technology Center, Camden

Thursday, June 5, 2008  
Picatinny Technology Innovation Center, Dover

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**SUPPORTING ORGANIZATIONS**

- BioNJ
- NJ Business Incubation Network
- NJ Economic Development Authority
- NJ Entrepreneur.com
- NJ Entrepreneurs Forum
- NJ Entrepreneurial Network
- NJIT Enterprise Development Ctrs.
- NJ Knowledge Initiative
- NJ Technology Council
- PRISM & MIRTHER/Princeton University
- Venture Association of NJ

**COSPONSORS**

- NJ SMALL BUSINESS DEVELOPMENT CENTERS
- AMPER, POLITZINER & MATTIA, P.C.
- LOWENSTEIN SANDLER PC
- RUTGERS BUSINESS SCHOOL
- U.S. SMALL BUSINESS ADMINISTRATION

## Secrets of Winning SBIR/STTR Proposals

Tuesday, May 13, 8:30 am -1:00 pm, Hosted by:  
The ACIN Camden Center for Entrepreneurship in Technology  
& The Rutgers Camden Technology Campus, Inc.

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.

The seminar also features participation by the U.S. Army Communications & Electronics Research, Development and Engineering Center (CERDEC), at Fort Monmouth. CERDEC initiates many of the Army's SBIR and STTR solicitation topics and welcomes collaborations with entrepreneurs.

8:00 - 8:30 am	Registration, Continental Breakfast
8:30 - 9:55 am	Welcome, Introductions and Overview -NJ Commission on Science and Technology -Overview of the SBIR Program -Overview of the STTR Program
9:55 - 10:15 am	Solicitation/Topic Search and Selection & Broad Area Announcements (BAA)
10:15 - 10:25 am	Break
10:25 - 12:00 pm	Preparing Competitive Proposals -Proposal Format and Structure -Defining the Feasibility Study -Crafting the Abstract -Proposal Evaluation -Introduction to Cost Proposals
12:00 - 12:30 pm	CERDEC/U.S. Army SBIR/STTR Programs - Collaborative Opportunities with CERDEC
12:30 - 12:40 pm	SBIR/STTR Legal Issues, Lowenstein Sandler
12:40 - 1:00 pm	Final Q&A followed by one-to-one time with speakers upon completion of program

The 5/13 and 6/5 seminars will be delivered by:

- Randy Harmon, NJSBDC Technology Commercialization Consultant and co-founder of Foundations Business Development Group, LLC
- Roger Cohen, Principal of Cohen International and NJSBDC consultant specializing in government contracting and proposal development

Following the 5/13 and 6/05 programs, additional topic identification and proposal preparation assistance will be available to attendees.

### 8th Annual New Jersey SBIR/STTR Conference

#### SBIR/STTR Phase I Proposal Development -Wednesday, November 19, 2008

A full-day program addressing the basics of SBIR and STTR, recent program changes, and a process for writing a competitive Phase I proposal.

#### SBIR Cost Proposal Preparation - Thursday, November 20, 2008

This program will focus on cost proposals and government accounting requirements for SBIR and similar projects.

#### SBIR/STTR Phase II Proposal Preparation - Friday, November 21, 2008

Learn how Phase II differs from Phase I, how the Phase II programs vary among the agencies, and how to prepare the Phase II proposal.

The November programs will be delivered by the Greenwood Consulting Group, Inc. Gail and Jim Greenwood are nationally recognized for their SBIR/STTR training and have critiqued hundreds of proposals. Phase I & Phase II attendees are eligible to receive a complimentary proposal critique during the next year.

## Secrets of Winning SBIR/STTR Proposals

Thursday, June 5, 8:30 am -1:00 pm



Hosted by: the Picatinny Technology Innovation Center

Please note that there are security protocols that must be followed for the 6/5 program.  
See [www.njsbdc.com/scitech](http://www.njsbdc.com/scitech) for details.

This seminar will cover the same core content as the May program. It will also feature a presentation by representatives of the U.S. Army Armament Research, Development and Engineering Center (ARDEC), at the Picatinny Arsenal. ARDEC like CERDEC at Fort Monmouth initiates many of the Army's SBIR and STTR solicitation topics and welcomes collaborations with entrepreneurs.

8:00 - 8:30 am	Registration, Continental Breakfast
8:30 - 9:45 am	Welcome, Introductions and Overview -NJ Commission on Science and Technology -Overview of the SBIR Program -Overview of the STTR Program
9:45 - 10:05 am	Solicitation/Topic Search and Selection & Broad Area Announcements (BAA)
10:05 - 10:15 am	Break
10:15 - 11:45 am	Preparing Competitive Proposals -Proposal Format and Structure -Defining the Feasibility Study -Crafting the Abstract -Proposal Evaluation -Introduction to Cost Proposals
11:45-12:15 pm	ARDEC/U.S. Army SBIR/STTR Programs -Collaborative Opportunities with ARDEC
12:15-12:35 pm	Picatinny Technology Innovation Center - SBIR Entrepreneur Success Story Jerry Chung, Founder & President, Frontier Performance Polymers
12:35 -12:45 pm	SBIR/STTR Legal Issues, Lowenstein Sandler
12:45 - 1:00 pm	Final Q&A followed by one-to-one time with speakers upon completion of program

**REGISTRATION:** 5/13 or 6/5 Seminar - \$30 in advance, \$40 at the door  
Please complete the form below and mail it with a check made payable to Rutgers University to:  
NJSBDC Technology Commercialization Center: 49 Bleeker Street, Newark, NJ 07102-1913,  
For Online Registration and Directions visit [www.NJSBDC.com/SciTech](http://www.NJSBDC.com/SciTech)



NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CIRCLE DATES ATTENDING: 5/13 6/5 AMOUNT ENCLOSED: \_\_\_\_\_