



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

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

New Jersey's Fall 2007 SBIR/STTR training program series is being held to provide New Jersey 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-on-one counseling assistance will be available at each program. Follow-up consulting assistance will be available to help attendees search for solicitations and proposal topics that may fit their company's technology and core technical competencies.

The Small Business Innovation Research Program, SBIR, is the Federal government's largest R&D grants program targeted to the small business community with more than \$2 billion available annually. 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 three years to develop a new technology.



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

NJSBDC Technology Commercialization Center
43 Bleeker Street
Newark, NJ 07102

SBIR: PATHWAY TO EQUITY FINANCING

SMALL BUSINESS INNOVATION RESEARCH PROGRAM FALL 2007 TRAINING PROGRAMS

NIH SBIR/STTR PROGRAM AND PROPOSAL PREPARATION
Friday, October 19, UMDNJ, Liberty Plaza, New Brunswick

SECRETS OF WINNING SBIR/STTR PROPOSALS
Friday, November 16, Friend Center, Princeton University

SBIR/STTR PHASE I PROPOSAL DEVELOPMENT, Wednesday, December 12
NJEDA Commercialization Center for Innovative Technologies, North Brunswick

SBIR/STTR PHASE II PROPOSAL PREPARATION, Thursday, December 13
NJEDA Commercialization Center for Innovative Technologies



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RUTGERS BUSINESS SCHOOL
U.S. SMALL BUSINESS ADMINISTRATION

SUPPORTING ORGANIZATIONS

Biotechnology Council of NJ
NJ Business Incubation Network
NJ Entrepreneur.com
NJ Entrepreneurs Forum
NJ Entrepreneurial Network
NJIT Enterprise Development Ctrs.

NJ Knowledge Initiative
NJ Technology Council
NJTC Venture Fund
PRISM & MIRTHE/Princeton University
University of Medicine & Dentistry of NJ
Venture Association of NJ

NIH SBIR/STTR PROGRAM AND
PROPOSAL PREPARATION

Friday October 19, 8:30 am- 1 pm

Liberty Plaza, 335 George St., New Brunswick

Hosted by: University of Medicine and Dentistry of New Jersey

This half-day seminar is intended to provide participants with an introduction to and overview of the SBIR and STTR programs with a focus on the National Institutes of Health. The seminar will feature participation by Kay Etzler who serves as SBIR/STTR Program Analyst at NIH. The program will also include instruction on the preparation of competitive grant proposals, as well as the presentation of an SBIR success story.

8:00- 8:30 am	Registration, Continental Breakfast
8:30- 8:45 am	Welcome, Introductions -NJ Commission on Science and Technology
8:45 - 9:30 am	Overview of the SBIR and STTR Programs
9:30-10:15 am	-National Institutes of Health SBIR/STTR Program
10:15 -10:30 am	Solicitation and Topic Search and Selection
10:30 -10:45 am	Break
10:45 -12:00 pm	Preparing Competitive Proposals -Proposal Format and Structure -Defining the Feasibility Study -Crafting the Abstract -Proposal Evaluation -Introduction to Cost Proposals
12:00-12:20 pm	Entrepreneur Success Story -Ewa Herbst, President, Herbst Research, Inc.
12:20-12:30 pm	NJ E D A Financing Programs
12:30-12:45 pm	Tech Transfer and Collaborative Opportunities with UMD
12:45- 1:00 pm +	One-on-one time with the speakers

SECRETS OF WINNING SBIR/STTR
PROPOSALS

Featuring participation by

The Naval Air Systems Command, Lakehurst, and

The Federal Laboratory Consortium

Friday, November 16, 2007, 8:30 am- 1 pm

Hosted by PRISM & MIRTHE/ Princeton University

This seminar will have the same core content as the October program. It will feature a presentation by representatives of the U.S. Navy's Naval Air Systems Command, Lakehurst. Navy Lakehurst initiates SBIR and STTR solicitation topics and welcomes collaborations with entrepreneurs. 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.

8:00- 8:30 am	Registration, Continental Breakfast
8:30- 9:45 am	Welcome, Introductions and Overview

	-NJ Commission on Science and Technology -PRISM & MIRTHE -Overview of the SBIR Program -Overview of the STTR Program
9:45-10:00 am	Solicitation and Topic Search and Selection & Broad Area Announcements (BAA)
10:00-10:15 am	Break
10 15-11:30 am	Preparing Competitive Proposals -Proposal Format and Structure -Defining the Feasibility Study -Crafting the Abstract -Proposal Evaluation -Introduction to Cost Proposals
11:30-12:00 am	Naval Air Systems Command, Lakehurst -SBIR/STTR Programs -Collaborative Opportunities with Navy Lakehurst
12:00-12:15 am	Entrepreneur Success Story
12:15-12:30 pm	Federal Laboratory Consortium
12:30-12:40 pm	NJ E D A Financing Programs
12:40- 1:00 pm +	One-on-one time with the speakers

The October and November seminars will be delivered by:
- Randy Harmon, NJSBDC Technology Commercialization Consultant and co-founder of Foundations Business Development Group, LLC and
- Roger Cohen, Principal of Cohen International and an NJSBDC consultant

SBIR/STTR PHASE I PROPOSAL
DEVELOPMENT

Wednesday, December 12, 2007

Hosted by NJEDA Commercialization Center for Innovative Technologies
North Brunswick

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.

7:30- 8:15 am	Registration, Continental Breakfast -NJ Commission on Science and Technology
8:15- 8:30 am	Welcome & Introductions
8:30- 9:30 am	Overview of the SBIR & STTR Programs
9:30-10:00 am	Proposal Strategy: Part 1
10:00-10:15 am	Break
10:15-12:00 pm	Proposal Strategy: Part 2
12:00- 1:00 pm	Lunch: Phase I Success Story, - Rick Weiss, President, Viocare Technologies, Inc.
1:00- 3:00 pm	Proposal Draft, Critique, Debriefing
3:00- 3:15 pm	Break

3:15- 4:00 pm	Critique of Actual SBIR Proposal
4:00- 4:45 pm	NJ Business Development Resource Panel - NJ E D A Financing Programs - Karen Price, New Jersey Knowledge Initiative - Michel Bitritto, President, NJ Business Incubation Network - Angel Investor Network - New Jersey Small Business Development Centers
4:45- 5:00 pm	Q&A, Evaluation

SBIR/STTR Phase II
Proposal Preparation

Thursday, December 13, 2007

Hosted by NJEDA Commercialization Center for Innovative Technologies
North Brunswick

This program is designed primarily for Phase I winners and applicants who want to learn more about the second phase of the SBIR/STTR programs. Participants will learn how Phase II differs from Phase I, how the Phase II programs vary tremendously among the agencies, and how to prepare the Phase II proposal.

7:30- 8:00 am	Registration, Continental Breakfast
8:00- 8:10 am	Welcome & Introductions -NJ Commission on Science and Technology
8:10- 9:15 am	SBIR Phase II Basics
9:15-10:00 am	Differences Among the Phase II Agencies
10:00-10:10 am	Break
10:10-12:00 pm	Phase II Proposal Preparation Process
12:00- 1:15 pm	Working Lunch: The Technology Commercialization Process & Phase II
1:15- 1:30 pm	A Word About Phase II Cost Proposals and Audits
1:30- 1:45 pm	Lessons From the Field - Patrick Alia and Anthony Faugno, Amper, Politziner & Mattia, P.A.
1:45- 1:55 pm	NJ E D A Financing Programs
1:55- 2:00 pm	Karen Price, New Jersey Knowledge Initiative
2:00- 4:00 pm	Adjournment followed by One-on-one counseling sessions

The 12/12 and 12/13 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. **Attendees will be eligible to receive a complimentary proposal critique by the Greenwoods within one year of the programs.**



REGISTRATION: 10/19 or 11/16 Seminar - \$30 in advance, \$40 at the door
12/12 alone - \$85 in advance, \$95 at the door
12/13 alone - \$70 in advance, \$80 at the door
12/12 and 12/13 together - \$125 in advance, \$155 at the door
Please complete the form below and mail it with a check made payable to Rutgers University to:
NJSBDC Technology Commercialization Center: 43 Bleeker Street, Newark, NJ 07102-1913
For Online Registration and Directions visit www.NJSBDC.com/SciTech

NAME:

COMPANY:

ADDRESS:

CITY:

PHONE:

FAX:

EMAIL:

STATE:

ZIP:

CIRCLE DATES ATTENDING:

10/19

11/16

12/12

12/13

AMOUNT ENCLOSED: