

**Wednesday,  
September 18, 2019**

**8:30 am - 5:00 pm**

**Rutgers University,  
New Brunswick**

The 2019 SBIR Road Tour is a national outreach effort connecting entrepreneurs working on advanced technologies to the country's largest source of early stage funding – the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. Also known as America's Seed Fund, the SBIR/STTR programs provide over \$3 billion in funding to small businesses each year in a wide variety of technology areas.

Each SBIR Road Tour stop will provide attendees with an opportunity to hear directly from the participating federal agency program managers that administer over 5,000 new awards annually and to meet one-on-one with program decision makers.

**FEE:**

**\$45 in advance | \$65 at the door**

*(STUDENTS - \$20 in advance | \$40 at the door)*

**KEY SPONSORS:**



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# SBIR Road Tour

SEEDING AMERICA'S FUTURE INNOVATIONS™

SMALL TECHNOLOGY FIRMS &  
INNOVATORS,  
**America's Largest Seed Fund  
is coming to  
NEW JERSEY!!**

**TO REGISTER  
& MORE INFO:**

**<https://njsbdc.com/SBIR>**



America's SBDC New Jersey (NJSBDC) is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA) and additional support from the New Jersey Business Action Center (NJBAC), as well as other private sector sponsorships and private/public grants. The NJSBDC network is a member of America's Small Business Development Centers.



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## Program Agenda (tentative)

8:00 – 8:30 am	Registration & Networking
8:30 – 12:30 pm	SBIR/STTR Federal Agency Presentations, Panel Sessions & *One-on-One Meetings
8:30 – 8:40 am	Host Introduction & Welcome
8:40 – 9:15 am	America's Seed Fund – SBIR/STTR Overview, U.S. Small Business Administration (SBA)
9:15 – 9:30 am	Federal Laboratory Consortium (FLC)
9:30 – 10:20 am	Reverse Pitches – 5 Minute Elevator Pitch
10:20 – 11:00 am	<b>Flexible Funding Opportunities: The Granting Agencies</b> <i>Description:</i> Panel discussion with Program Managers highlighting the unique aspects guiding the granting agencies. Topics include agency interest points, investigator-initiated projects, proposal evaluation, agency contacts, and commercialization strategies.
11:00 – 11:15 am	U.S Patent and Trademark Office (USPTO)
11:15 – 11:50 am	<b>Surprising Opportunities with DoD and NASA</b> <i>Description:</i> Panel discussion with Program Managers highlighting the varied nature of NASA and the Department of Defense (DoD) Agencies, which together account for almost half of the SBIR/ STTR award dollars each year. Focus areas include topic selection, evaluation rigidity, proposal assistance, DoD/ NASA as an investor and a customer, data rights, and transitioning to Phase III.
11:50 – 12:30 pm	<b>Inside the Head of an Evaluator: Common Mistakes</b> <i>Description:</i> Panel discussion with Agency Program Managers on the most common and avoidable mistakes made by applicants, as well as candid insights for preparing more competitive proposals.
12:30 – 1:00 pm	Wrap-up
1:00 – 2:00 pm	Lunch & Speaker
2:00 – 2:20 pm	SBIR Cost Proposals ( <i>Presenter: Anthony Faugno, EisnerAmper, LLP</i> )
2:20 – 2:40 pm	Intellectual Property Protection ( <i>Presenter: Daniel Kelly, McCarter &amp; English, LLP</i> )
2:40 – 3:30 pm	<b>Collaborating with New Jersey's Research Universities</b> <ul style="list-style-type: none"><li>- Judith Sheft, New Jersey Innovation Institute @ NJIT</li><li>- Vincent Smeraglia, Rutgers University</li><li>- Anthony Williams, Princeton University</li><li>- Alan Wink, EisnerAmper, LLP - Moderator</li></ul>
3:30 – 4:30 pm	Planning for Commercialization - SBIR Success Stories
4:30 – 4:50 pm	Financing Strategies for Commercialization ( <i>Presenter: David Sorin, McCarter &amp; English, LLP</i> )
4:50 – 5:00 pm	NJSBDC Resources & Wrap-up

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