

SBIR WORKshop:

How to Get National Science Foundation SBIR/STTR R&D Grant Funding For COMMERCIALLY VIABLE Breakthrough Innovations

Date: April 22, 2008

Time: 8:00 – 4:30 PM

Location: Saginaw Valley State University, Seminar Room G

Cost: \$25 per person (cash, check or credit cards accepted)

For Information: Linda Haas | lhaas@svsu.edu | 989-964-7015

NOTE: This workshop will be hands-on, so please bring a laptop!

Sponsored By: SVSU, Mid-Michigan Innovation Team, and Saginaw Valley Manufacturers Association

NSF SBIR/STTR Grant Program

Innovation is the instrument of entrepreneurship. Over 70 percent of the applicants for U.S. patents listed publicly-funded research as part or all of the foundation upon which their new, potentially patentable findings were based. Federal R&D grants can be used to eliminate technical risk, fund collaborations with leading universities and institutes and attract third-party investment capital to commercialize the successful R&D results.

The National Science Foundation SBIR/STTR program has broad R&D topic areas that *closely match Mid-Michigan's technical and business strengths*. The NSF program also emphasizes commercially viable research. The Independent Testing Lab at Saginaw Valley State University is well positioned to collaborate with Mid-Michigan entrepreneurs seeking to procure SBIR/STTR grants to research, develop and commercialize breakthrough technology innovations.

WORKshop Aim

The aim of this grant proposal *WORKshop* is to help Mid-Michigan entrepreneurs procure NSF SBIR/STTR grant funding and Third-party Investments to research, develop & commercialize breakthrough technology innovations. Individual SBIR/STTR grants will range from: \$100,000 (Phase I) to \$1,000,000 (Phase II). The following are the funding topics covered by the Spring 2008 National Science Foundation SBIR/STTR program:

- **Biotech and Chemical Technologies (BC);**
- **Electronics, Components, and Engineering Systems (EL); and**
- **Software and Services (SS)**

Who Should Attend

- **Small business entrepreneurs** (500 employees or less), seeking research, development and commercialization financing to develop and commercialize breakthrough innovations.
- Large & Medium-Sized **Businesses** and/or Third-Party **Investors** seeking to partner with/invest in small business holding intellectual property rights to breakthrough technologies.
- **University/Institute Faculty and Staff** seeking consulting opportunities with small businesses on their R&D grants.

Workshop Agenda

<u>Time</u>	<u>Agenda Item</u>
8:00–8:30 AM	Registration and Refreshment
8:30 – 9:00 AM	Welcome, Introductions, Workshop Overview
9:00 – 9:30 AM	Introduction and Overview of SBIR/STTR Programs
9:30 – 10:00 AM	Review the NSF SBIR/STTR Solicitation
10:00 – 13:45 AM	The Winning Formula
10:45 – 11:00 AMP	Morning Break
11:00 – 12:00 PM	Crafting the Research Question
12:00 – 1:00 PM	Lunch Break
1:00 – 2:00 PM	Crafting the Research Plan
2:00 – 2:45 PM	Collaborating with SVSU
2:45 – 3:00 PM	Break
3:00 – 4:00 PM	Commercialization Planning <ul style="list-style-type: none"> • MEDC Emerging Technology Fund (Match \$)
4:00 – 4:30 PM	Budgeting/accounting assistance available from SVSU

Presenter

Mark H. Clevey is specialist in corporate training, government-sponsored R&D grant procurement, university technology transfer and cutting-edge business development. He holds a Masters Degree in Public Administration and an *Advanced Business Counselor Certification* from the Michigan Small Business Development Center Network. Mark has been an SBIR/STTR/NIST-ATP consultant and advisor to several of Michigan’s most prominent SBIR/STTR Winners including, but not limited to, T/J Technologies, PicoMetrix Inc., Nitrite Elimination Inc., Cybernet Systems Inc. and Coherix Inc. Most recently, Mark worked with GANTEC Inc., Midland, to craft SBIR/STTR applications. Mark is also an Adjunct Faculty with the Central Michigan University Labelle Entrepreneur Program.

Mark is a highly qualified, outspoken and articulate advocate for commercially viable R&D grants as an instrument of both robust business and general economic development. Most importantly, he is an “insider,” serving as a Business Plan Reviewer, for the NIST, Advanced Technology Program (ATP) and a SBIR Phase II Commercialization Plan Reviewer for the following funding agencies: National Science Foundation, Environmental Protection Agency and U.S. Department’s of Agriculture and Energy. He also served as an Advisor to the U.S. Department of Defense SBIR/STTR program and currently serves as a member of the National Science Foundation Committee of Visitors which evaluates the effectiveness of the NSF SBIR/STTR. Most recently, Mark was appointed as a member of the U.S. Senate Small Business and Entrepreneurship Sub-Committee on SBIR/STTR as an effective vehicle for the commercialization of tax-payer funded research.

Previously, Mark served as the Director of the nationally-recognized, award-winning Michigan SBIR Support Program. In this capacity, Mark also served as the Administrator of the highly successful Michigan State Research Fund (MSRF) which provided R&D grants to Michigan cutting-edge small businesses to develop and commercialize breakthrough technology innovations. In 1989 Mark hosted the first SBIR/STTR Commercialization Conference in the nation. When granting the prestigious “Tibbetts Award” to Mark for this effort, Roland Tibbetts, National Science Foundation SBIR Program Manager referred to the Michigan SBIR/STTR “Winners” program as a “*model for the entire nation*” and “*one of the most important events in the entire history of the SBIR program*”). Mark also received a Special Projects Award from the Michigan Small Business Development Center Network for the Winners Program.