

How To Prepare Winning Proposals For SBIR and STTR

PROGRAM AGENDA

GETTING TO KNOW THE TERRITORY

Why you should care about SBIR/STTR; SBIR/STTR fundamentals; a framework for proposal writing; understanding reviewers; indentifying a problem and a solution; understanding the heart of the proposal

GETTING STARTED

Assuring the agency wants what you've got; documenting the state of the art; identifying research questions; choosing Phase I technical objectives; understanding the relationship between Phase I and II; proving significance; assuring your approach is correct; assuring the work is innovative

GAINING REVIEWER CONFIDENCE

Understanding concerns of reviewers with respect to: the work plan, the budget, the research team; determining whether you need a consultant or subcontractor and how to find one

PUTTING IT ALL TOGETHER

Convincing reviewers that commercialization is likely; putting the proposal in formats required by different agencies; writing technical sentences that communicate what you want to say; being precise in your writing

ADDITIONAL TOPICS

This workshop will also include information about Louisiana's support for SBIR/STTR Program applicants and award recipients, an update on SBIR/STTR reauthorization, and discussion with successful SBIR/STTR award recipients.

ABOUT THE SPEAKER

Dr. Robert Berger served as SBIR/STTR Program Manager at the U.S. Department of Energy from 1995 until 2003. This provides Dr. Berger with unique insight about SBIR/STTR competitions and the differences between proposals that are accepted for award and those that are declined. His experience includes directing the Technology and Innovation Division at the U.S. Small Business Administration and work with the National Institute for Standards and Technology. Dr. Berger received a Ph.D. in Mechanics and Materials Sciences from The John Hopkins University and was a post-doctoral Research Associate for the National Research Council. Dr. Berger provides SBIR/STTR proposal writing workshops, consults with companies and governmental agencies on the management of SBIR/STTR programs, and assists businesses with SBIR/STTR proposal preparation.

PROSPECTIVE PARTICIPANTS

Owners and Employees of Innovative Small Businesses

University Research Faculty and Doctoral Students

Retired Executives

Military and Retired Military Personnel

Research Unit Directors and Staff

Incubator Tenants

Inventors

Angel Investors and Venture Capitalists

Economic Development Organizations

BENEFITS OF ATTENDING

Increase understanding about successful SBIR/STTR proposal development

Gain skills helpful with organizing and writing effective proposals

Identify important sources of funding for research and development activities

Improve chances of securing SBIR/STTR funds for seeding business startup

Network with innovative organizations and individuals throughout the region

The workshop includes presentation by Dr. Robert Berger, other guest speakers, workshop manual, continental breakfast, and lunch. Registration fees for the general public that are received by September 14 will be \$75. After September 14, the general registration fee is \$90. Registration fees for university faculty, staff, and students received by September 14 will be \$25. After September 14, university registration will be \$35.

TO REGISTER

Submit fee along with name of participant, participant's organization, participant's email address and phone number. Send registration to:
Louisiana Tech TBDC
P.O. Box 3145
Ruston, LA 71272

For additional information, contact TBDC at (318) 257-3537 or tbdc@latech.edu.

The Small Business Innovation Research and Small Business Technology Transfer (SBIR/STTR) Program provides federal funding for early-stage innovative ideas that are very compelling, but not yet proven to be technically or commercially viable. The SBIR/STTR Program allocates funding to advance development of the most scientifically promising, yet financially risky, solutions that address the urgent needs and difficult problems of various federal agencies.

Innovative individuals and organizations in Louisiana have the capacity to develop the radical technologies and ingenious approaches that can advance science, provide meaningful solutions, and generate business opportunities through the SBIR/STTR Program. This presentation explains how to recognize and respond to those opportunities demonstrating the greatest potential for business development and commercial success.

DATE:

Tuesday, September 29, 2009

TIME:

8:15 AM – 4:30 PM

LOCATION:

**Louisiana Tech University
Technology Transfer Center Shreveport
8028 Shrevepark Drive, Shreveport, LA**

Technology Business Development Center
Louisiana Tech University
P.O. Box 3145
Ruston, LA 71272

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