

## About the Speaker

### Roger S. Cohen, President of Cohen International

This workshop will be delivered by Roger S. Cohen, principal of Cohen International, a government contracting consultant and international business development firm.

Cohen coaches entrepreneurs through the entire SBIR/STTR proposal development process. He helps write, review, and critique draft proposals, and works with clients who are submitting to all eleven SBIR agencies.

Cohen has worked in the technology commercialization field for twenty-five years. He has covered diverse technologies, such as self-adhesive postage stamps, currency printing, bio-tech therapies, and directed energy beams.

He has a bachelor's degree from Cornell University, where he studied planning and policy development. Cohen is a Certified Master of International Business from University of Tokyo, and also holds an Executive Business Management Certificate from New York University.



For more information, visit <http://www.rogercohen.com/sbir>

## How Do I Register and Pay?

Day 1 and 2: \$75 per person for both days  
or \$50 per person, per day

Day 3: NO FEE, but **Space is limited**, so apply soon for an appointment by contacting David Jordan at [daj7@psu.edu](mailto:daj7@psu.edu) or call 814-865-1862 to request appointment survey.

Register at <http://www.sbdpc.psu.edu/seminar-registration.asp>

Preregistration and payment are required at least one week before seminar.

## Directions

The Penn Stater Conference Center Hotel  
215 Innovation Blvd., State College, PA

For hotel accommodation  
call 800.233.7505.

Free parking is available.



U.S. Small Business Administration



Clean Technology  
Resource Center

[www.pasbdc.org/technology](http://www.pasbdc.org/technology)

The 329 Building, Suite 311  
University Park PA 16802

[www.sbdpc.psu.edu](http://www.sbdpc.psu.edu)

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# The Secrets to Winning SBIR and STTR Proposals

A Technology and Commercialization Conference

June 1–3, 2011

8:00 a.m.–5:00 p.m.

The Penn Stater Conference  
Center Hotel  
215 Innovation Boulevard  
State College, PA 16803

S B D C  
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Small Business Development Center  
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## What is SBIR and STTR?

The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs offer the federal government's largest research and development (R&D) grant and contracts opportunities targeted to the small business community. With more than \$2 billion available annually, it is arguably the best source of risk capital available to help fund the development of promising new technologies. SBIR can also serve as a pathway to equity financing.

## Who Should Attend?

Technology-based small businesses entrepreneurs, researchers, and faculty seeking funding for R&D, with plans to submit a SBIR/STTR proposal within the next 12 months.

## Why Attend?

- receive detailed instruction on preparing each component of a proposal
- obtain current information on the SBIR/STTR program and the agency's proposal submission processes
- ensure that all of the necessary tools and information are available to prepare a competitive proposal



## Day One: June 1 8:00 a.m.–5:00 p.m. SBIR Program and Proposal Training

### 1. Overview of the SBIR/STTR Programs

- a look at all 11 participating agencies
- differences between SBIR and STTR
- time and timing, schedules, planning, business development, planting seeds
- how to search for SBIR solicitations and topics
- understanding different agencies' solicitations and requirements
- how to qualify your company and principal investigator
- how to improve your chances with early stage activities

### 2. Secrets of Writing Winning SBIR Proposals

- how to write a winning SBIR proposal
- SBIR proposal strategy
- review of sample topics
- focus on U.S. Department of Defense (DOD) and National Institutes of Health (NIH) proposals
- instructions and tips for writing SBIR proposals, with illustrative text
- introduction to SBIR cost proposals and SBIR budgets
- introduction to overhead, pricing, fees, and cost allocation
- what's new in electronic submission
- tips on what to do if you win—or don't win

### 3. An SBIR Success Story

### 4. Tales from the Trenches: Debriefings on Proposals That Didn't Win

### 5. Sources of SBIR and STTR Proposal Preparation Assistance

*Lunch and breaks are provided both days.*

## Day Two: June 2 8:00 a.m.–5:00 p.m. SBIR and Commercialization Training

### 1. Recap of Day 1 Important Points

### 2. Technology Commercialization Panel (Roger S. Cohen, Moderator)

People who hold the keys to funding and support will be available to answer your questions.

- past awardees
- proposal screeners and evaluators
- Angel, Venture Capital representatives

### 3. Review of SBIR/STTR Sample Proposals

This is a unique opportunity to review a sample SBIR proposal.

### 4. Proposal Paragraph Writing Exercise

Attendees will do some sample writing and then receive a positive feedback from other attendees.

### 5. Live SBIR/STTR Topic Searching

Attendees will have the opportunity to do live searching for SBIR/STTR topics that match your company's interests.

Learn:

- how to get the solicitation
- how to start the proposal
- how to begin the application process

## Day Three: June 3 by appointment One-on-one SBIR Counseling Sessions

Roger S. Cohen will provide counseling sessions with qualified, selected SBIR/STTR candidate companies who have participate in day one and/or day two. The meetings will last about one hour, and are designed to provide guidance and assistance to promising candidates. There will be no fee to the participants.

**Space is limited**, so apply soon, by contacting David Jordan at [daj7@psu.edu](mailto:daj7@psu.edu) or call 814-865-1862 to request the survey.