

*The University of Pittsburgh
Office of Enterprise Development
Presents*

SBIR/STTR – Making Connections

Universities and Small Business Working Together

PROGRAM

September 13, 2011

7:45 am – 5:00 pm

Kurtzman Room,
William Pitt Union

3959 Forbes Avenue
Pittsburgh, PA, 15260



- The Small Business Innovation Research (SBIR) and the Small Business Technology Transfer (STTR) Programs is the federal government's largest R&D grants program targeted to the small business community. With over \$2.5 billion available annually, it is arguably the best source of non-dilutive risk capital available to help fund the development of promising new technologies.
- **Attendees will explore:**
 - Collaborative STTR/SBIR proposal strategies
 - Positioning with agency priority areas
 - Business development resources
 - Opportunity networking
 - University tech transfer, intellectual property, and more!
- **Cost**
 - Free to all university personnel and just \$25 for small business reps – advance registration is requested. Lunch provided.
- **Additional information and registration at:**
<http://www.oed.pitt.edu/sbir-sttr-program.asp>
- **Questions**
 - Paul Petrovich – petrovic@pitt.edu 412-624-3138
- **Registration & Payment**
 - Karen Zellars – zellars@pitt.edu – 412-624-3160

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7:45 am to 8:15 am	Registration and Continental Breakfast
8:15 am to 9:00 am	<p>Opening Remarks</p> <p>SBIR/STTR Overview & University Participation Paul J. Petrovich, CPA – Assistant Director Technology Commercialization University of Pittsburgh, Office of Enterprise Development</p> <p><i>An SBIR/STTR program primer and discussion of the benefits for a university and the surrounding community.</i></p>
9:00 am to 11:30 am	<p>Understanding SBIR/STTR Agencies – What it Takes to Participate:</p> <p><i>Inside the National Institution of Health, Department of Defense, National Science Foundation, and Department of Energy</i></p> <p>Lisa Kurek, MS, Managing Partner Biotechnology Business Consultants</p> <p><i>Session takes a deep dive into specific agencies and will provide a clear understanding of "how to" participate; from understanding your research capabilities to establishing your product vision, allowing for the capability to prepare a competitive proposal.</i></p>
11:30 am to 1:00 pm	<p>Lunch</p> <p>Meet Pittsburgh Regional Resources:</p> <p><i>Catalyst Connection Idea Foundry Innovation Works Institute for Entrepreneurial Excellence PA NanoMaterials Commercialization Center Pittsburgh Life Science Greenhouse The Technology Collaborative</i></p>
1:00 pm to 2:00 pm	<p>Partner with Pitt</p> <p>David Wehrle, Director, University of Pittsburgh Conflict of Interest Office David Smith, Counsel, Pepper Hamilton, LLP Alex Ducruet, Senior Technology Licensing Manager, University of Pittsburgh, Office of Technology Management</p> <p><i>Session will discuss university technology transfer & licensing, new company formation, intellectual property, and the potential for faculty conflicts.</i></p>
2:00 pm to 3:00 pm	<p>SBIR/STTR Collaboration & Teaming Strategies</p> <p><i>Common Misconceptions</i></p> <p>Lisa Kurek, MS, Managing Partner Biotechnology Business Consultants</p> <p><i>Session will discuss common misconceptions of the SBIR and STTR programs and will outline strategies for selecting programs and potential collaborators</i></p>
3:00 pm to 4:30 pm	<p>Serendipity - Finding Unexpected Fortune</p> <p><i>Networking for Opportunity ... Speed Dating and One-on-One Meetings</i></p> <p>Introduction: Eric Beckman, PhD, George M. Bevier Professor of Engineering, University of Pittsburgh & Co-founder, Cohera Medical, Inc.</p> <p><i>Entrepreneurs, university scientists and conference presenters will meet – in rapid succession – to identify mutual interest in the realm of technology development</i></p>