

## 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. The SBIR program can also serve as a pathway to equity financing.

## Who Should Attend?

Technology-based small businesses, entrepreneurs, researchers, and faculty seeking R&D funding to create innovative new products and services and improvements to existing products; service providers assisting such innovators in their pursuit of funding

## Why Attend?

- Gain complete and accurate information about the SBIR and STTR programs
- Learn how the 2011 reauthorization is making important changes
- Receive detailed advice on how to prepare competitive Phase 1 and Phase 2 proposals

## How Do I Register and Pay?

Days one and two: \$75 per person for both days or \$50 per person, per day.

*Light breakfast and lunch are provided both days.*

Register at:

[www.sbdc.psu.edu/seminar-registration.asp](http://www.sbdc.psu.edu/seminar-registration.asp)

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

For more information, call 814-863-4293 or email [SBDC@psu.edu](mailto:SBDC@psu.edu)

## Directions

<http://www.thepennstaterhotel.psu.edu/ThePennStaterHotel/directions-and-map/index.cfm>

The Penn Stater Conference Center Hotel  
215 Innovation Blvd.  
State College, PA 16802

The Penn Stater Conference Center Hotel  
For hotel accommodations call 800-233-7505 or <http://www.thepennstaterhotel.psu.edu/>. Rooms are reserved at a discount, use code: *SBII12A*



**TechCelerator**  
@ State College



U.S. Small Business Administration



**Clean Technology  
Resource Center**

119 Technology Center, 200 Innovation Blvd.  
University Park PA 16802  
[www.sbdc.psu.edu](http://www.sbdc.psu.edu)  
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## How to Win SBIR and STTR Awards

A Technology  
Commercialization Workshop  
to Maximize Your Chances  
of Obtaining Federal  
SBIR and STTR Funding

**September 5 and 6, 2012**

The Penn Stater Conference Center Hotel  
215 Innovation Blvd.  
State College, PA 16802



**Small Business Development Center**  
Penn State

*Helping businesses start, grow, and prosper.*

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PARTNERSHIP**

## Day One: September 5, 8:00 a.m.–5:00 p.m.

### SBIR/STTR Phase 1 Proposal Preparation

- 7:45–8:15 a.m. Registration, welcome, introductions; coffee and light breakfast
- 8:15–9:45 a.m. Overview of SBIR and STTR programs
- 9:45–10:15 a.m. Reauthorization update and analysis
- 10:15–10:30 a.m. Break
- 10:30–12:00 p.m. SBIR/STTR proposal strategy: part 1
- Noon–12:30 p.m. Networking lunch
- 12:30–1:30 p.m. SBIR/STTR proposal strategy: part 2
- 1:30–3:00 p.m. SBIR/STTR proposal draft
- 3:00–3:15 p.m. Break
- 3:15–4:15 p.m. SBIR/STTR proposal review and debriefing
- 4:15–5:00 p.m. Critique of a sample phase I SBIR proposal

## Day Two: September 6, 8:00 a.m.–4:00 p.m.

### SBIR/STTR Phase 2 Proposal Preparation

- 7:45–8:15 a.m. Welcome; coffee and light breakfast
- 8:15–9:15 a.m. Phase II basics
- 9:15–9:45 a.m. Reauthorization summary and analysis
- 9:45–10:00 a.m. Break
- 10:00–10:30 a.m. Differences among the agencies
- 10:30–12:00 p.m. Phase II proposal preparation: part 1

### Day Two Continued...

- Noon–12:30 p.m. Lunch
- 12:30–1:15 p.m. Phase II proposal preparation: part 2
- 1:15–2:30 p.m. SBIR/STTR commercialization
- 2:30–2:45 p.m. Break
- 2:45–3:45 p.m. Webinar SBIR/STTR client success story



## About the Speakers

Jim Greenwood has been active in SBIR since the program's inception, making firms aware of SBIR and its opportunities, and teaching them how to write competitive technical and cost proposals for SBIR funding. Along with his wife, Gail, he created an SBIR/STTR outreach program in New Mexico that included SBIR/STTR libraries at all of the Small Business Development Centers, and trained manufacturing extension agents in how to identify candidates for SBIR funding. They distributed nationally a newsletter that described recently released SBIR and STTR solicitations and events of interest to SBIR/STTR competitors. They have critiqued hundreds of SBIR and STTR proposals for firms throughout the United States. The Greenwoods have presented SBIR/STTR workshops in approximately 48 states to thousands of people. An evaluation of the effectiveness of their training showed that more than 90 percent of the

respondents indicated that the workshops had improved their ability to compete for SBIR and STTR awards.

The directory that they developed of New Mexico firms winning SBIR and STTR awards earned them the Tech/Cellence Award from Project SBIR West. The Greenwoods also have received the prestigious Tibbetts Award from the U.S. Small Business Administration for their contributions in SBIR counseling and training. They also have been acknowledged by the Federal Laboratory Consortium for Tech Transfer, Los Alamos and Sandia National Laboratories, and Project SBIR West for their contributions to the SBIR and STTR programs. Their "SBIR/STTR Matrix," which summarizes agency differences in these two programs, has received acclaim from proposers, service providers, and agencies alike.

Jim is an SBIR/STTR Phase I and II commercialization reviewer for the National Science Foundation (NSF). The Greenwoods have served as reviewers for the Army's Quality Awards that recognize the Phase II projects with greatest commercialization/transition potential. Their Phase I and Phase II proposal preparation workshops have been offered at most National SBIR Conferences since 1999.

In addition to their expertise in the SBIR and STTR programs, the Greenwoods are nationally recognized for their work in small business incubators. They helped develop and then managed for eleven years the Los Alamos Small Business Center, one of the first incubators in the southwestern United States. Jim served on the board of directors of the National Business Incubation Association, and he is a frequent presenter at NBIA's annual conferences and Fall Training Institutes for incubator developers and managers.