

# **SBIR/STTR Workshop**

**May 15, 2014**

**Hosted by i2E, EPSCoR, and OCAST**

## **Tentative Agenda**

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|---------------|--|
| 8:30—9:00 am  | Registration, Breakfast, Welcome, Introductions  |
| 9:00—12:00 pm | Topics will include: <ul style="list-style-type: none"><li>- SBIR/STTR program intent</li><li>- Beginning with a Phase I feasibility project</li><li>- Key rules and eligibility requirements</li><li>- The unique Phase I, Phase II, and Phase III structure of SBIR/STTR programs</li><li>- Important differences between grant and contract agencies</li><li>- Solicitations and topics, opportunity assessment</li><li>- Benefits to small firms</li><li>- Specific roles and opportunities for “academic” participants</li></ul>  |
| 12:00—1:00 pm | Working lunch  |
| 1:00—3:00 pm  | Topics will include: <ul style="list-style-type: none"><li>- Are you pursuing an innovation that has significant potential impact?</li><li>- Will your R&amp;D team be seen as credible to a contract or grant agency?</li><li>- What is a good starting point for a Phase I R&amp;D SBIR/STTR project with that agency? What kind of preliminary data do you need?</li><li>- Do you have proven “entrepreneurs” on your team?</li><li>- Components of competitive proposals</li><li>- The importance of “Getting Ready to Write”</li><li>- Do you have a vision for Phase II and “Phase III” success?</li></ul> |

**Q & A Throughout**