

# GOT FUNDING?

## Introduction to the \$2.5 Billion Federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs Workshops



### SBIR/STTR Overview Information Workshop

SEPT. 18, 2012

TECH 2020

1020 Commerce Park Dr. # 100

Oak Ridge

Registration: 8:30 a.m.

Workshop: 9 a.m. – 3:30 p.m. EDT

SEPT. 19, 2012

UT CENTER

FOR INDUSTRIAL SERVICES

193 Polk Ave., Suite C

Nashville

Registration: 8:30 a.m.

Workshop: 9 a.m. – 3:30 p.m. CDT

#### REGISTRATION FEE:

\$50 registration fee includes lunch

#### TO REGISTER FOR OAK RIDGE AND NASHVILLE WORKSHOPS:

[www.cis.tennessee.edu](http://www.cis.tennessee.edu)

(Click on Upcoming Classes.)

#### TO REGISTER FOR THE MEMPHIS WORKSHOPS:

SEPT. 20, 2012

MEMPHIS BIOWORKS

BUSINESS ASSOCIATION

20 South Dudley, 1st Floor

Memphis, TN 38103

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Telephone: (901) 866-1436

#### PARTNERED WITH:

- Tennessee Dept. of Economic and Community Development
- Memphis Bioworks Business Assn.
- Mind2Marketplace
- Tech 2020

**PROGRAM DESCRIPTION:** This workshop provides a thorough introduction to the SBIR and STTR Programs for which billions of dollars are set aside each year to fund innovative small firms nationwide. Instructor Mark Henry will provide overview information about this 30-year-old funding initiative and will describe the key similarities and differences among the federal agencies that fund this unique set of programs. Those agencies range from DOD to the National Science Foundation and from NIH and USDA to the Department of Energy. Important issues about eligibility and appropriate types of projects will be discussed in detail. Henry will highlight the broad opportunities that the SBIR/STTR programs offer in terms of supporting innovative research and development ideas across many technical areas and disciplines. The session will cover the types of homework and strategy required to produce highly competitive proposals for the various agencies with a specific focus on the distinction between grant and contract agencies. Henry will also discuss the challenge of telling the entire story within the SBIR/STTR page restrictions. He will introduce tools, exercises and examples that he has developed over the past three decades. The session will also cover how changes in the SBIR/STTR law (with the recent six-year renewal) will likely impact the various programs beginning in 2013.

**ABOUT YOUR WORKSHOP LEADER:** Mark Henry is a nationally known expert in the \$2.5 billion federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. As a manager/principal with several SBIR-funded firms and as a national consultant, he has been involved in planning, preparation and production of some 2,000 SBIR and STTR proposals for more than 30 years. From 1980-1997, Henry managed the government proposal effort at Bend Research, Inc., a firm that won 175 of 350 SBIR proposals submitted. Bend was one of the top SBIR firms in the nation throughout that period and was ranked first nationally for its follow-on commercialization and private-sector R&D success. Henry is known around the country as the “Vince Lombardi” of the SBIR Program. Henry has given presentations at more than 50 national SBIR conferences, and he has been providing training and workshops across the country since 1984. Henry is known for providing a wealth of very practical information and for “telling it like it is.”

**WHO SHOULD ATTEND:** Individuals and companies interested in learning about the program to determine if they are qualified to pursue SBIR/STTR funding ... also small business resource providers and individuals from academic institutions interested in working with SBIR/STTR applicants will benefit from the workshop.

**FOR MORE INFORMATION:** Contact the University of Tennessee Center for Industrial Services Tennessee SBIR Assistance Center:

Bill Wiley

[bill.wiley@tennessee.edu](mailto:bill.wiley@tennessee.edu) or (865) 974-8464

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