Understanding SBIRs for Researchers and Entrepreneurs
An NCET2 SBIR Certificate Program

Course Dates: April 14, 21, 28, May 5 and 12, 9:00pm to 10:30pm ET

This online course will train and expose entrepreneurs, graduate students, researchers, and faculty members to the SBIR/STTR programs, which provide them the opportunity to get their research to the market place. These programs are designed for high risk research and real emphasis is placed on commercialization. The attendees will learn that each agency runs their programs in a slightly different manner and it is vital to understand what the customer, the federal agency, is seeking. Common errors and tips in writing a good proposal are covered. The expected outcome of this course is to give the researchers an advantage in knowing how the proposals are reviewed and what to include in a competitive proposal.

[Register Here](#)

Instructors:

Edward Vincent Clancy, JD., D.Eng. MBA, Esq.
Professor Emeritus, Cal Poly University
Chief Technology Officer - ACTA Technology

Kris Johansen, PhD, MBA
SBIR/STTR Program Administrator
Office of Intellectual Property and Technology Transfer
Iowa State University

THE AIMS OF THIS COURSE ARE:

- Graduate students /researchers / faculty members will understand the SBIR/STTR program and how it is different from academic proposal writing.
- Participants will be equipped to submit a proposal for this competitive program.
- Additional tips and common errors on writing competitive proposal will be covered.
- Differences in agencies will be discussed.
- Understanding how to start and tips on starting your proposal.

SPECIFIC TOPICS:

- Getting registered – forming a company and steps to take for electronic grant submission: the numbers you need and the sites where you register.
- Agency nuances and finding a strategic fit: topic searching, communication with the agencies, agency White Papers, and what to expect when you've won an award.
- Structuring a proposal and lining up resources: proposal guidelines, forming a team, special conflict of interest pitfalls, working with your university, and marketing your idea.
- Commercialization plan, budget hints, common errors, and tips for success.

Costs: This online workshop course is offered at the cost of $249. For students, the cost is $75 (with verification).

Certificate:
Registered students who achieve 60% or greater on the final online multiple-choice test at the end of the program will be granted a Certificate of Successful Completion for this course.

For more information about this webinar contact us at support@ncet2.org or visit http://center.ncet2.org