

AGENDA

SBIR/STTR Funding in Your Portfolio: An Insider's Perspective

October 3, 2018

8:30 Registration

9:00 Overview of SBIR/STTR programs, how to find and tap into funding opportunities and agency resources for small businesses, understanding of the NIH review process and expectations. Focus will be on understanding NIH research and funding priorities, and the broad technology portfolio ranging from Health IT software platforms, education applications, to medical devices, diagnostic tools and therapeutic inventions.

10:00 Detailed discussion of key sections of Phase I and Phase II proposals, using case studies, examples of well-constructed Specific Aims, best practices and tips for developing competitive proposals based on NIH review criteria. Discussion will include project scope development, budgeting and consideration of the differences between the SBIR and STTR program structures and requirements.

12:00 Lunch Break

12:30 Panel Discussion: Insights and experiences with the programs will be shared by Ohio-based small business leaders including: Hani Kayyali, MBA, CEO Cleveland Medical Devices ; Dustin Heldman, PhD, CEO Great Lakes Neurotechnologies; William Fuller, MBA; Sotera Medical.

2:00 Detailed discussion of strategies for Phase II proposals and beyond: Overview of the Commercialization Plan sections, and how to optimally present and highlight key company assets, resources and future business milestones.

4:00 Workshop Wrap-Up