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SBIR/STTR WORKSHOPS BY COHEN INTERNATIONAL

The Small Business Innovation Research Program (SBIR) and Small Business Technology Transfer (STTR) program is the federal government's largest R&D grants/contract program targeted to the small business community. With over \$2.5 billion available annually, it is arguably the best source of risk capital available to help fund the development of promising new technologies. SBIR/STTR can also serve as a pathway to equity financing. STTR offers an opportunity for university faculty and researchers to participate in these programs.

SECRETS OF WRITING WINNING SBIR PROPOSALS

Come and learn about the SBIR and the STTR programs, and how to prepare a winning SBIR or STTR proposal. This workshop, presented in two or three parts, will focus on Phase I proposals. Topics include:

THE SBIR AND STTR PROGRAMS: THE ENTREPRENEUR'S HOLY GRAIL OF [ALMOST] FREE MONEY

- ◆ Overview of the SBIR and STTR programs
- ◆ A look at the participating agencies
- ◆ Differences between SBIR and STTR
- ◆ How to search for SBIR solicitations and topics
- ◆ Understanding different agencies' solicitations and requirements
- ◆ How to qualify your company and principal investigator
- ◆ How to improve your chances with early stage activities
- ◆ Sources of SBIR and STTR proposal preparation assistance

SECRETS OF WRITING WINNING SBIR PROPOSALS

- ◆ How to write a winning SBIR proposal
- ◆ SBIR proposal strategy
- ◆ Focus on DOD and NIH proposals
- ◆ Instructions and tips for writing SBIR proposals, with sample text
- ◆ Introduction to SBIR cost proposals and SBIR budgets
- ◆ Introduction to overhead, pricing, fees and cost allocation
- ◆ What's new in electronic submission
- ◆ Tips on what to do if you win... or lose
- ◆ *Tales from the Trenches: Debriefings on Proposals that Lost* (separate session)

This workshop will be delivered by Roger S. Cohen, Principal of Cohen International, a government contracting consultant and international business development firm. Roger coaches entrepreneurs through the SBIR/STTR proposal development process and helps write, review and critique draft proposals. Contact Roger at roger@rogercohen.com or by phone at (845) 358-8936 — <http://www.rogercohen.com/sbir>.