

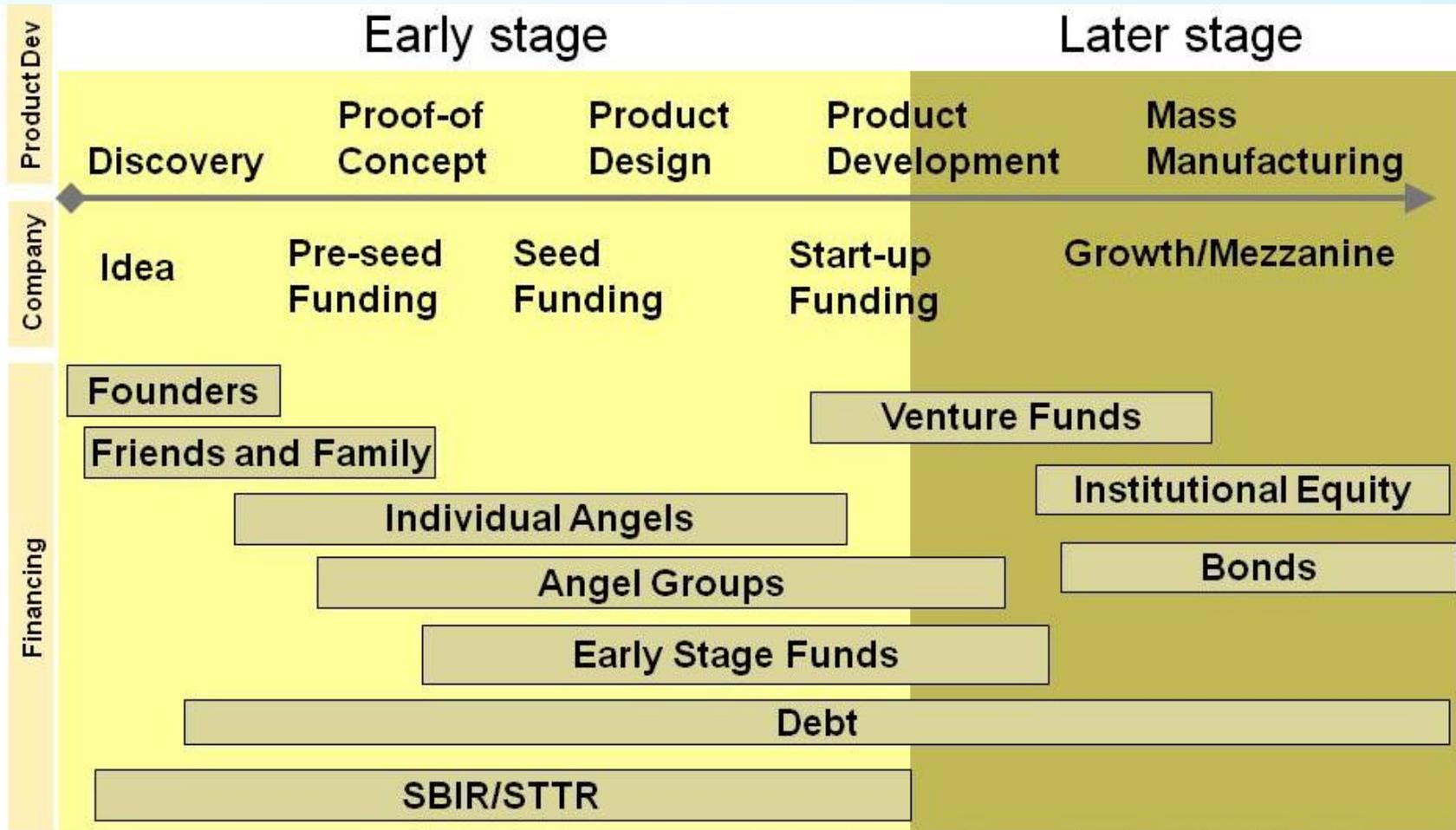
Small Business Innovation Research (SBIR) & Small Business Technology Transfer (STTR) Seminar

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Transfer**

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Wisconsin Entrepreneurs' Network





*Adapted from: Sue Preston and the Angel Capital Association



www.wisconsinangelnetwork.com

Federal Contracts - SBIR Sole Source
- Commercialization/Transition



> \$2.5B - A HUGE OPPORTUNITY!

Small Business Innovation Research (SBIR)

- A highly competitive program to encourage innovation and fund basic research
- Provides small business w/ incentive to profit from commercialization

Small Business Technology Transfer (STTR)

- Expands funding opportunities to include joint ventures with the nation's premier non-profit research institutions



SBIR/STTR Participating Agencies

SBIR Threshold - \$100M in extramural R&D

STTR Threshold - \$1B in extramural R&D

Department of Agriculture

Department of Commerce

Department of Defense *

Department of Education

Department of Energy *

Department of Health and Human Services *

Department of Homeland Security*

Department of Transportation

Environmental Protection Agency

National Aeronautics and Space Administration *

National Science Foundation *

Note: * Participate in the STTR Program

Differences Among the Agencies

- Cast of Characters
 - **(People and roles)**
- Funding
- Solicitations
- Release and deadlines
- Proposal preparation
- Broad and specific research interests/topics
- Evaluation and selection criteria
- Business practices and processes
- Electronic submission processes and systems



CRITICAL DIFFERENCES

SBIR

Phase I

- Up to \$150K (read the sol.)
- Feasibility – 6 months
- 66% - small business
- 33%- subcontracts

Phase II – up to \$750K

- Prototype – up to 24 months
- 50% - small business
- 50% - subcontract

Extra Funding

- Phase IIB (NSF)
- Phase II Enhancement (DOD)
- Phase II Competing Continuation Funding (NIH)
- Commercialization Assistance Programs (varying agencies)

Phase III

- Commercialization
- Use of non-SBIR Funds (Congressional Plus-Ups)
- Sole-Source contracts

STTR

Phase I

- Up to \$150K (read the sol.)
- Feasibility – 12 months
- 40% - small business
- 30% - research institution
- 30%- other subcontractors

Phase II – generally up to \$750K

- Prototype – up to 24 months
- 40% - small business ;
- 30% - research institution;
- 30% - subcontract

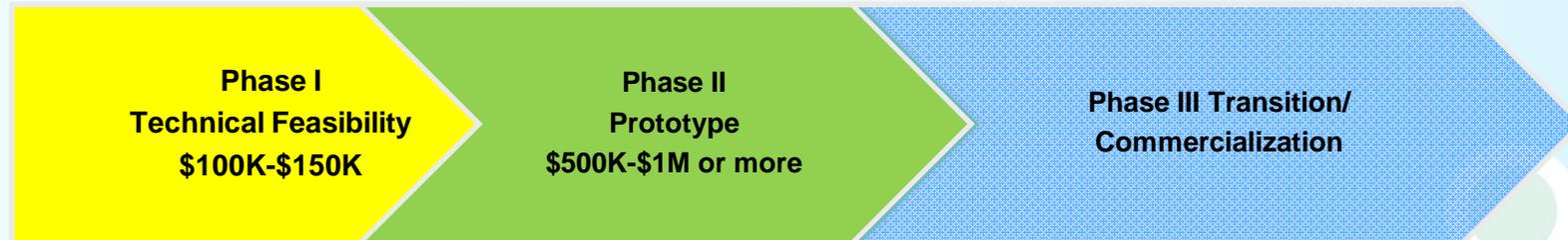
Extra Funding

- Phase IIB (NSF)
- Phase II Competing Continuation Funding (NIH)
- Commercialization Assistance Programs

Phase III

- Commercialization
- Use of non-SBIR Funds (Congressional Plus-Ups)
- Sole-Source contracts

SBIR/STTR Commercialization Roadmap



Phase I

- Project Scope (Idea/Agencies)
- Teaming
- Proposal
- Budget/ Administrative Issues
- Grant/Contract Management Issues
- Technology Assistance Grant
- Business Plan

Phase II

- Phase II Project Scope
- Commercialization Plans
- Teaming
- Proposal Development /Review/Budget
- Administrative Issues
- Grant/Contract Management Issues

Phase III

- Licensing/Strategic Partnerships/
- Teaming
- Commercialization Strategy (Government and Non-Government)
- Investments

Technology Readiness

Eligibility

- ✓ Organized for profit, with a place of business located in the United States, which operates primarily within the United States or which makes a significant contribution to the United States economy through payment of taxes or use of American products, materials, or labor;
- ✓ Formed as an individual proprietorship, partnership, limited liability company, corporation, joint venture, association, trust or cooperative, except that where the form is a joint venture, there can be no more than 49 percent participation by business entities in the joint venture; and
- ✓ At least 51% owned and controlled by one or more individuals who are citizens of, or permanent resident aliens in the United States, except in the case of a joint venture, where each entity to the venture must be 51% owned and controlled by one or more individuals who are citizens of, or permanent resident aliens in the United States and has, including affiliates, not more than 500 employees.

Affiliation is an important factor when determining eligibility.

Majority-owned venture firms (51%) may be able to participate in the SBIR and STTR Programs if Congress passes this component of the reauthorization bill.



Defining Innovation and R&D

INNOVATION

Something new or improved, having marketable potential, including

1. development of new technologies,
2. refinement of existing technologies, or
3. new applications for existing technologies.

RESEARCH OR RESEARCH AND DEVELOPMENT (R&D)

Research or R&D is any scientific or engineering activity which is:

1. a systematic, intensive study directed toward greater knowledge or understanding of the subject;
2. a systematic study directed specifically toward applying new knowledge to meet a recognized need; and/or
3. a systematic application of knowledge toward the production of useful materials, devices, and systems or methods, including design, development, and improvement of prototypes and new processes to meet specific requirements.



Go/No Go Criteria – the 3 T's

Topic – does your innovation/technology respond closely to the specific agency need? → **Compelling Idea + Agency Fit = Impact**

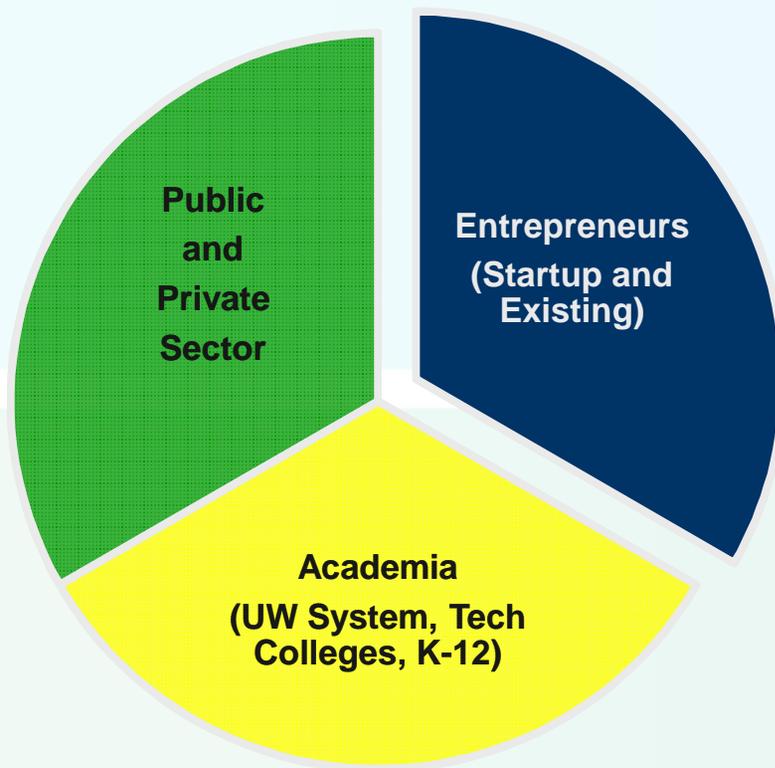
(fit involves both a relevant agency topic and the appropriate TRL)

Technology/Technical Approach – does your project idea clearly define the SOA, the technology need/gap/shortfalls of SOA, how your idea overcomes these and rationale why you think it will work, and a clear statement of how these needs gaps will be studied, including the criteria to judge success – **Chart the path All the way to commercial impact**

Technical Team – does the team have all the required skills and experience to thoroughly complete the plan and definitively achieve and judge the success? Who is the principal investigator? Who are potential customers and commercialization partners whom we can involve now?



Wisconsin Entrepreneurs' Network (WEN) Mission – “Connect the Dots”



WEN was funded and established in June 2005 as a joint venture between the Wisconsin Department of Commerce and the University of Wisconsin-Extension under Wisconsin ACT 255.

WEN and its partners strive to provide seamless access to the statewide network of entrepreneurial resources and expertise to create new ventures; help grow existing business; and move forward high-potential entrepreneurs to enable Wisconsin to be competitive in the global economic environment.

Established four regional offices in Milwaukee, Madison, Eau Claire and Green Bay.

WEN Technology Team

Pat Dillon, Regional Director (Eau Claire)

Innovation 25 Program Manager. Assisted over 35 companies win more than \$25 million in SBIR/STTR funding . (Minnesota and Wisconsin).

1999 National SBA Tibbetts Award Recipient (SBIR Excellence)

Email: dillonp@uwec.edu

Phone: 715.836.5056

Cheryl Vickroy, Regional Director (Madison)

Experience with early stage technology businesses. Procured over \$18M in SBIR / STTR / ARRA funding.

Email: cvickroy@bus.wisc.edu

Phone: 608.262.8082

Phil Jackson, Regional Director (Madison)

Strong US and Int'l background in manufacturing nanotechnology.

Email: phil.jackson@uwex.edu

Phone: 608.444.7134

Maliyakal John, PhD (Statewide – Comprehensive Campuses)

WiSys Technology Foundation

maliyakal@warf.org



David Linz, Regional Director (Milwaukee)

Manufacturing experience in chemical, nuclear, combustion and environmental engineering. Broad business, R&D and product development experience.

Email: dglinz@uwm.edu

Phone: 414.227.3106

Kurt Waldhuetter, Regional Director (Green Bay)

Extensive experience in technology transfer, and in evaluating and commercializing a broad portfolio of technologies, particularly in the software and IT arenas. Negotiated numerous intellectual property licensing deals for businesses.

Email: waldhuek@uwgb.edu

Phone: 920.496.2116

Kamela Goodwyn, Minority Director (Statewide)

2008 Chancellor's Award

Successful entrepreneur and current advisor to minority firms

Email: kamela.goodwyn@uwex.edu

Phone: 414.263-5450

WEN SBIR/STTR Services

1. **Up-to-date Information**
2. **Education and Training**
3. **Guidance and Advice (Before, During and After Submission)**
4. **Coaching and Mentoring**
 - electronic registration and submission requirements
 - agency and topic selection
 - project definition and strategy
 - proposal preparation, reviews and electronic submission
 - indirect cost rates/accounting/budgeting
 - teaming arrangements
 - Industry and university research partnerships
 - commercialization strategies and Phase II Commercialization Plans
 - intellectual property management in federal grants and contracts
 - technology transfer opportunities (WARF/WiSys, federal)
 - more.....



State Proposal Development Grant Assistance

Technology Assistance Grant (TAG) - a one-time grant of up to \$3,000; of which 25 percent is matched by the small business.

Innovation 25 Pilot Program companies are eligible to request this funding. Submit a TAG application via www.wenportal.org. Add to the project profile “Innovation 25 Company (eliminate the need for a credit check.)

Technology Commercialization Programs

Wisconsin has tax credit, grant and loan programs to assist high-potential technology businesses. Technology-related entrepreneurship requires financial assistance at various stages of development. Recognizing this, the Wisconsin Department of Commerce has tailored a variety of funding programs for businesses and investors. For information on these programs, visit <http://commerce.wi.gov/Act255/>





WISCONSIN SBIR
SMALL BUSINESS INNOVATION RESEARCH

2011 National SBIR/STTR Spring Conference

April 11 - 13, 2011

Leveraging federal funds for your small business



National SBIR/STTR Conference
April 10-13, 2011, Madison, WI
www.wisconsinsbir.org



Contact Us

Wisconsin Entrepreneurs' Network

www.wenportal.org

WEN Regional Directors

<http://www.wenportal.org/WENStaff.htm>

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