



SBIR/STTR Agency Road Tour and Summit July 19, 2017

Road Tour and Summit Eastern Michigan University	Wednesday, July 19, 8:00 a.m. - 6 p.m. Student Center, 900 Oakwood St., Ypsilanti 48197
7:30 - 8:00 a.m.	Check in and Networking
8:00 - 8:15 a.m.	SBIR/STTR Overview, Edsel Brown , Deputy Director, Office of Innovation and Technology, US SBA
8:00 a.m. - 12:00 p.m.	One-on-one meetings with agencies (<i>One-on-One sessions run concurrently with agency presentations and panels.</i>)
8:25 - 9:30 a.m.	<p>Reverse Pitches - 5-Minute Agency Overviews</p> <ul style="list-style-type: none"> • Department of Health and Human Services National Institutes of Health (NIH) • Department of Defense - Navy • Department of Defense - Air Force (USAF) • Department of Defense - Advanced Research Projects Agency (DARPA) • Department of Defense - Missile Defense Agency (MDA) • Department of Defense - Office of Small Business Programs SBIR/STTR Program Office - (OSBD) • Department of Defense - Special Operations Command (SOCOM) • Department of Energy (DOE) • Department of Agriculture (USDA) • Department of Commerce - National Institute of Standards and Technology (NIST) • Department of Homeland Security (DHS) • Department of Transportation (DOT) • Federal Laboratory Consortium • National Aeronautics and Space Admin. (NASA) • National Science Foundation (NSF) • United States Patent and Trademark Office (USPTO)
9:30 - 10:10 a.m.	<p>R&D for a Public Purpose—the Granting Agencies</p> <p>Panel discussion discussing SBIR/STTR funding for investigator initiated projects. Panelists will discuss agency interest points, broad research funding missions, and address key considerations for proposing to a granting agency.</p> <p>Moderator: Brittany Sickler, Off. of Innovation, SBA</p> <p>Panelists: Murali Nair, Program Director, NSF Rob Vinson, Program Manager, HHS Rachel Melnick, National Program Leader, USDA Christopher O'Gwin, DOE</p>
10:10 - 10:50 a.m.	<p>Business with the Warfighter: Technology Alignment, Opportunities, and Funding</p> <p>This panel discussion will prepare you for ensuring that you are compliant when responding to opportunities, understand the importance of meeting contracting milestones, and aligning your technology development for acquisition.</p> <p>Moderator: Edsel Brown, Assistant Director for the Office of Technology (SBA)</p> <p>Panelists: Sloan Armstrong, Office of Small Business Programs, MDA Lee Ann Boyer, Department of the Navy Anthony Aldrich, U.S. Special Operations Command (USSOCOM) Susan Nichols, Small Business Programs Office, DARPA Lance Chenault, US Air Force</p>

10:50 - 11:05 a.m.	Federal Laboratory Consortium Brooke Pyne, NSWC Crane ORTA, FLC Midwest Regional Coordinator
11:05 a.m. - 11:20 a.m.	United States Patent and Trademark Office (USPTO) Christal Sheppard, Director of the Midwest Regional USPTO
11:20 a.m. - Noon	Lessons Learned and Common Mistakes Brittany Sickler, Outreach and Partnership Strategist, Office of Innovation, SBA
12:15 - 1:30 p.m.	Lunch Panel - MI Success Stories: Tips from Those Who've Been There This informal lunch provides an opportunity for SBIR/STTR awardees, those working on first submissions and those who just want to learn more to share information, ideas and experiences. A short program will feature three successful awardees who will share insights and lessons learned, both good and bad, from proposal preparation through successful product commercialization. Moderator: Becky Aistrup, BBCetc Panelists: NIH Awardee-John Freshley, ONL Therapeutics, DOD Awardee-Glen Simula, GS Engineering, and NSF Awardee-Julia Winter, Alchemie Solutions
1:45 - 2:45 p.m.	Top 10 Dos and Don'ts for Your SBIR/STTR Proposal Writing your first proposal is a gargantuan leap up a steep learning curve. But imagine what you might learn if you could see hundreds of proposals before submission and hundreds of summary statements post-review. That's exactly what Lisa has done over the past almost 20 years of working with NIH applicants. Join her for an entertaining session exploring both the obvious and the subtle ways you can strengthen your proposal or quickly squelch reviewers' enthusiasm through lessons learned and secrets shared. Presenter: Lisa Kurek, BBCetc
3:00 - 4:00 p.m.	Essentials of SBIR/STTR Commercialization Planning This session will discuss the expectations that various agencies have for commercialization plans in Phase I and Phase II projects, where to find cost effective market research resources, what quality "support & commitment letters" are, and more. Presenter: Becky Aistrup, BBCetc
3:00 - 5:00 p.m.	In One Place, At One Time: Michigan Entrepreneurial Support Resources Pick and choose from a roomful of resource providers, learn about their services, put names to faces and trade information. <ul style="list-style-type: none"> • Spark East • ACRE AgTech • Automation Alley 7Cs Program • BBCetc • Eastern Michigan University / Business Link • Inforum • LTU Collaboratory • Lurie Nanofabrication Facility • Macomb OU Inc • Michigan Economic Development Corp. • MichBio • Michigan Business Incubator Association • Small Company Innovation Program/Michigan Corporate Relations Network (MCRN) • Michigan Life Science & Innovation Center • Michigan Emerging Technologies Fund • Michigan Small Business Development Center • NAVSEA • US Army Tank-Automotive Research, Development and Engineering Center (TARDEC) • Economic Growth Institute - University of Michigan • United States Patent and Trademark Office (USPTO) • The Underground Incubator and Business Center • WMed Innovation Center
5:00 - 6:00 p.m.	Informal Networking

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