

MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER

# SBDC Technology Commercialization Services

Overview of  
Tech Team  
Emerging Technologies Fund  
Business Accelerator Fund



AMERICA'S SBDC MICHIGAN

In partnership with: MEDC MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

POWERED BY SBA U.S. Small Business Administration

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## Tech Team's Role at the SBDC

Enable entrepreneurs to bridge the gap between technology development and commercialization. They can help you develop your commercialization strategy.



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## Early Stage

A typical tech client is:

- Less than 5 years in business
- No revenue or less than \$2 million
- Most employees are the founders
- Has IP or an innovative approach
- Looking to raise funding

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## What defines a Tech Company?

- Defined as a business in which R&D brings forth an innovative product or process.
- Where innovation typically involves intellectual property.
- Where IP contributes to a strong competitive advantage and serves as a foundation for a high rate of growth

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## Michigan Based

- Already registered in LARA
- Considering to relocate and to establish a base of operation with 50% of management working in Michigan

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## Services Provided

- One on one and team consulting
- Strategic planning and execution
- Patent Analytics
- Investment Ecosystem review
- Business plan development
- Financial modeling
- Guidance to access to capital

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## Areas of Concentration

- Advanced Materials & Manufacturing
- Advanced Life Sciences
- Agriculture
- Transportation and Mobility
- Advanced IT
- Aerospace & Defense




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## The Team Core Competencies

- **Anna Bier** – *SBIR/STTR, Federal Grants & Contracts*
- **Kayo Ramirez** - *Clean Tech, Corporate Formation & Licensing, Early Stage Financing, M&A, Pitchbook,*
- **Dave Grossman** – *Transportation, Technology Road mapping, Patent Landscaping (Technology Agnostic)*
- **Scott Taylor** – *Physical Products, Systems Thinking, Sales Strategies*
- **Lindsay Klee** - *Life Science and Health Care Commercialization (Pharma and Medical Devices)*
- **Alain Piette** – *Defense, Agriculture & Aerospace*
- **Bob Honeyman** - *Financial Modeling (Technology Agnostic)*
- **Melanie de Vries** – *Education, Professional services, Marketing as a Business, Social Media, Complex B2B process*
- **Jason Pliml** – *Information Technology, SAAS Businesses, Big Data, Artificial Intelligence*
- **Clay Phillips** – *Advanced Mobility*




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## State Funding Sources supporting the Tech Clients

- Emerging Technologies Fund (ETF)
- Business Accelerator fund (BAF)

Both Programs managed by  
Toni Brownfield  
269-615-2804  
Brownfit@gvsu.edu




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## Emerging Technologies Fund

Commercialization Matching Funds for  
SBIR/STTR recipients



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## Small Business Innovative Research (SBIR) Small Business Technology Transfer (STTR)

- More than \$2.4 billion federal research dollars awarded to small businesses each year
- Administered by SBA
- Delivered through 11 federal agencies
- SBIR/STTR assistance available to Michigan Companies through MI-SBDC and BBC Etc.

[www.sbir.gov](http://www.sbir.gov)

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## ETF Awards

- Through the MI ETF, the MI-SBDC will match
  - Phase I – \$25,000
  - Phase II – \$125,000
- ETF matching awards are grants

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## Eligibility Requirements

- SBIR/STTR recipient must raise third party commercialization funding
- Companies must submit ETF application **prior** to their SBIR/STTR deadline
- Full eligibility requirements in the ETF Guidelines and FAQs at [www.mietf.org](http://www.mietf.org)

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## Michigan Emerging Technology Fund

Program Information and Online  
Applications

[www.mietf.org](http://www.mietf.org)

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## Business Accelerator Fund

- Business Accelerator services available to companies regardless of Michigan location
- BAF grants go to business accelerators to assist their clients with expert service providers
- Maximum of \$50,000 BAF assistance per company (typical engagement < \$15,000)



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## Eligibility

- Companies commercializing advanced technology
- Focus on early stage companies
- Must work with Participating Accelerator
- Competitive award process
- 10% fee charged to companies that receive more than \$15,000 in services



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## Business Accelerator Engagements

- Business consulting
- Advanced legal assistance
- Technology consulting
- Commercialization assistance

***BAF only funds services that help companies achieve critical commercialization milestones***



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## How do BAF services differ from SBDC consulting services?

- BAF services are typically highly specialized and the service providers are required to complete specific deliverables. Examples include:
  - A consultant with vertical expertise develops a marketing and sales plan.
  - A laboratory performs testing and validation on a client's technology or product.
  - An IP attorney prepares a patent application.
  - An FDA specialist provides regulatory consulting.
- An engineering firm modifies client's product design for manufacturing.



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# Find your Participating Accelerator



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