

SBIR/STTR Overview

LINC Conference

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Center for Emerging Technologies

SBIR/STTR Statistics

- \$2.5 billion per year from 11 agencies
- I: Proof of concept awards (6 mo and \$150k)
- II: Scale up (2 yrs and \$800k -- \$1 million +)
- Topic published vs. name your own
- Consultants, universities, other labs
- Commercial partner
- Zyn.com and other research

Specifics

- Business Plan
- Commercialization Plan
- Reality checks:
 - Does it make money?
 - Reasonable/relevant exit strategy
- Teams or joint ventures encouraged
 - Letters of support must have value
- Commercialization potential is vital

Timing

- Important in Phase I
- Essential in Phase II
- Common order of parts
- Missing parts will doom the application

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by Mike Baldwin

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Baldwin



“It’s not enough to just show up. You have to have a business plan.”

Six Parts of Commercialization Plan

- (1) The Company,
- (2) Market, Customer & Competition,
- (3) Intellectual Property,
- (4) Financing,
- (5) Revenue Stream Projections, and
- (6) Other Considerations (societal, educational etc.).

Contact Information

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 - 2010 Stewart Award for SBIR advocacy
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