

# EXPLORE NEW FUNDING SOURCES TO ADVANCE YOUR TECHNOLOGIES



## SBIR & STTR programs (Emphasizing DOD and DOE)



14 Oct. 2009 12:00-2:00

*Saratoga Technology + Energy Park® (STEP®)  
10 Hermes Rd, Malta*

The SBIR and STTR programs invest more than \$2.5B annually into pre-feasibility research and development by small technology businesses in response to their proposals. The DOD is the federal agency with the most resources and routinely announces specific "challenges" for which they require assistance with truly innovative research, including:

Nanotechnology	Imaging	Propulsion	Sensing	Communications
Materials	Energy	Computing	Medicine	Human Factors

The DOE has a network of federal laboratories that also address challenges for which they seek assistance from small businesses with strong research capabilities in science or engineering in any of the following research areas:

1) advanced building air conditioning and refrigeration, thermal load shifting, and cool roofs; 2) water usage in electric power production and industrial processes ; 3) power plant cooling; 4) advanced gas turbines and materials; 5) sensors, controls, and wireless networks; 6) advanced water power technology development; 7) smart controllers for smart grid applications; 8) advanced solar technologies; 9) advanced industrial technologies development; and 10) advanced manufacturing processes.

The proposals are relatively easy to write (25 pages) for individuals with experience in federal grantsmanship for academic research. Approximately one out of eight or ten proposals is funded at the Phase I level (six months feasibility research), and one out of two or three are funded at the Phase II level (two years to develop the project to the point of commercialization). Attendees will receive a quick overview of the program, advice on how to compete successfully for awards, and how to use these programs to build growing technology companies.

**Martin Casstevens** is the Business Formation and Commercialization Manager at the University at Buffalo's Office of Science, Technology Transfer and Economic Development (STOR) and Director of Directed Energy – a NYSERDA funded incubator program in alternative energy. During a 15 year career in managing high tech companies, he was awarded several SBIR contracts.

**Marcene Sonneborn** is the Small Business Innovation Research (SBIR) Specialist for the Central New York SBIR Outreach Program (which covers 35 counties, including the capital district). She has over 17 years of experience assisting companies with SBIR and STTR proposals. A 1997 Tibbetts Award recipient, she has helped numerous companies successfully compete for federal support.

While attendance is free, an RSVP is requested. Please contact Tricia King at [tek@nyserda.org](mailto:tek@nyserda.org) or 862-1090 ext. 3479 if you would like to attend.