

Outline



Learn first hand

inside information on writing winning proposals.

COURSE TOPICS INCLUDE:

Introduction - a Pep Talk

SBIR/STTR - What's in it for you?
Framework for proposal writing.
Understanding reviewers.

Getting Started

Developing a problem and your approach to solving it. Contacting agencies to get an edge. Identifying research questions and technical objectives.

The Heart of the Proposal

Innovation Research--what's that?
What reviewers say about innovation, your approach, and the benefits of solving the problem.

Convincing Reviewers You Can Get It Done

Distinctions regarding the work plan, the research team, the budget, and commercialization.

Putting It All Together

The best sequence for writing the proposal. Transposing to the agency's format. Assuring all criteria are addressed. Maximizing read ability.

The Speaker

Dr. Robert Berger is uniquely qualified to advise companies on how to prepare winning proposals in the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.

From 1995 until 2003, he was one of only 10 SBIR Program Managers in the Federal government, and because of the size of the Department of Energy's research program, one of only 5 STTR Program Managers. In this capacity, Dr. Berger was responsible for designing and running the annual SBIR and STTR competitions at the Department of Energy, with final responsibility for the selection of all awards in these programs. For 10 years, he was the Director of the Technology and Innovation Division at the U.S. Small Business Administration, with government-wide oversight responsibilities for technical and commercialization aspects of SBIR and STTR programs.

Dr. Berger received a Ph.D. in Mechanics and Materials Sciences from Johns Hopkins University and was formerly a National Research Council Research Associate.

To Register Contact

Karen Ford at 704-687-4100
or email her at kjford@email.uncc.edu.

Directions to UNC Charlotte

From north of Charlotte via I-85

Take exit 45A (Harris Blvd). Merge onto Harris, go 1 mile to the exit for UNC Charlotte/Hwy 49. At bottom of exit ramp, turn left on 49; campus is one mile on left.

From north of Charlotte via I-77

Take exit 18 (Harris Blvd). Turn left onto Harris and go seven miles to the exit for UNC Charlotte/Hwy 49. At bottom ramp, turn left on 49; campus is one mile on left.

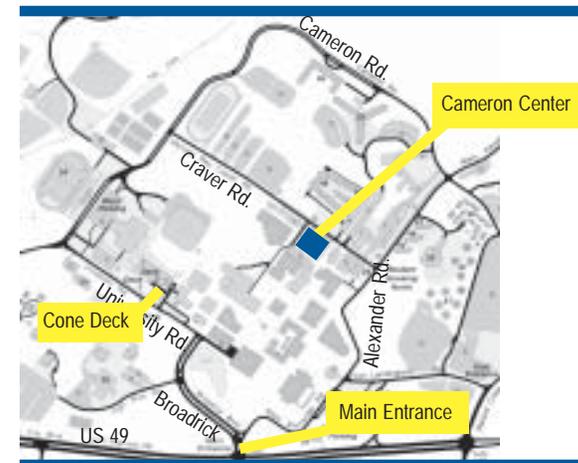
From south of Charlotte via I-85

Take exit 45A (Harris Blvd). Turn right onto Harris and go one mile to the exit for UNC Charlotte/Hwy 49. At bottom of exit ramp, turn left on 49; campus is one mile on left.

From east of Charlotte via US 74

Turn right onto Harris Blvd, and travel nine miles to UNC Charlotte/Hwy 49 exit. At bottom of exit ramp, turn left 49; campus is one mile on left.

See www.uncc.edu/public_relations/map.htm



How to get to the Cameron Applied Research Center

- Stay on Broadrick Blvd. (it veers left, then dead ends).
- Turn left onto University Road.
- Park in the Cone Visitor Parking Deck (on your right)
- The Cameron Center is on Craver Road between Burson and Auxiliary Buildings (see map above).

Registration

Course is free, but registration required.
Space is limited.

*Lunch served and
reception following workshop*

Seminar Series on Valued Partnerships

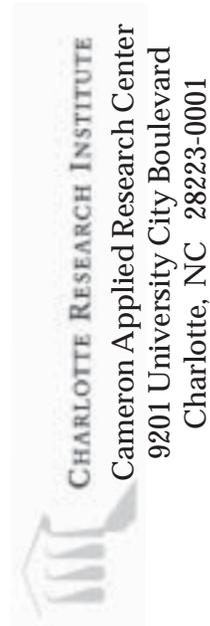
The Charlotte Research Institute at the University of North Carolina at Charlotte has initiated the Seminars on Valued Partnerships Series to enhance an established, successful research agenda at the university. The series is sponsored by Norman and Natalie Cohen.

The Seminar Series will provide opportunities for university researchers, corporate partners, business entrepreneurs, and economic development specialists to become more familiar with existing and proposed funding opportunities, to attain greater knowledge of proposal selection criteria, and to learn ways to enhance proposal submissions.

Featured speakers of the Seminar Series will include directors of federal agencies, program directors of government research offices, and leaders of major companies. The speakers will provide general overviews of their respective areas and details relating to the technical focus and selection criteria. Opportunities for one-on-one interaction between public and private sector researchers will also be scheduled.

The US Small Business Administration (SBA) Cooperative Agreement is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services. All SBA-funded programs are extended to the public on a non-discriminatory basis.

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CHARLOTTE RESEARCH INSTITUTE
AT UNC CHARLOTTE &
THE NORTH CAROLINA
SMALL BUSINESS & TECHNOLOGY
BUSINESS CENTER
INVITE YOU TO ATTEND

December 10
9 a.m. - 4 p.m.

SBIR/STTR Proposal Writing Workshop

UNIQUE
Offer
Inside!

speaker:

Dr. Robert Berger, recently retired
Program Manager for the Department
of Energy's Small Business Innovation
Research and Small Business Technology
Transfer Programs

This event is underwritten
by Duke Energy Corporation and
Norman and Natalie
Cohen