

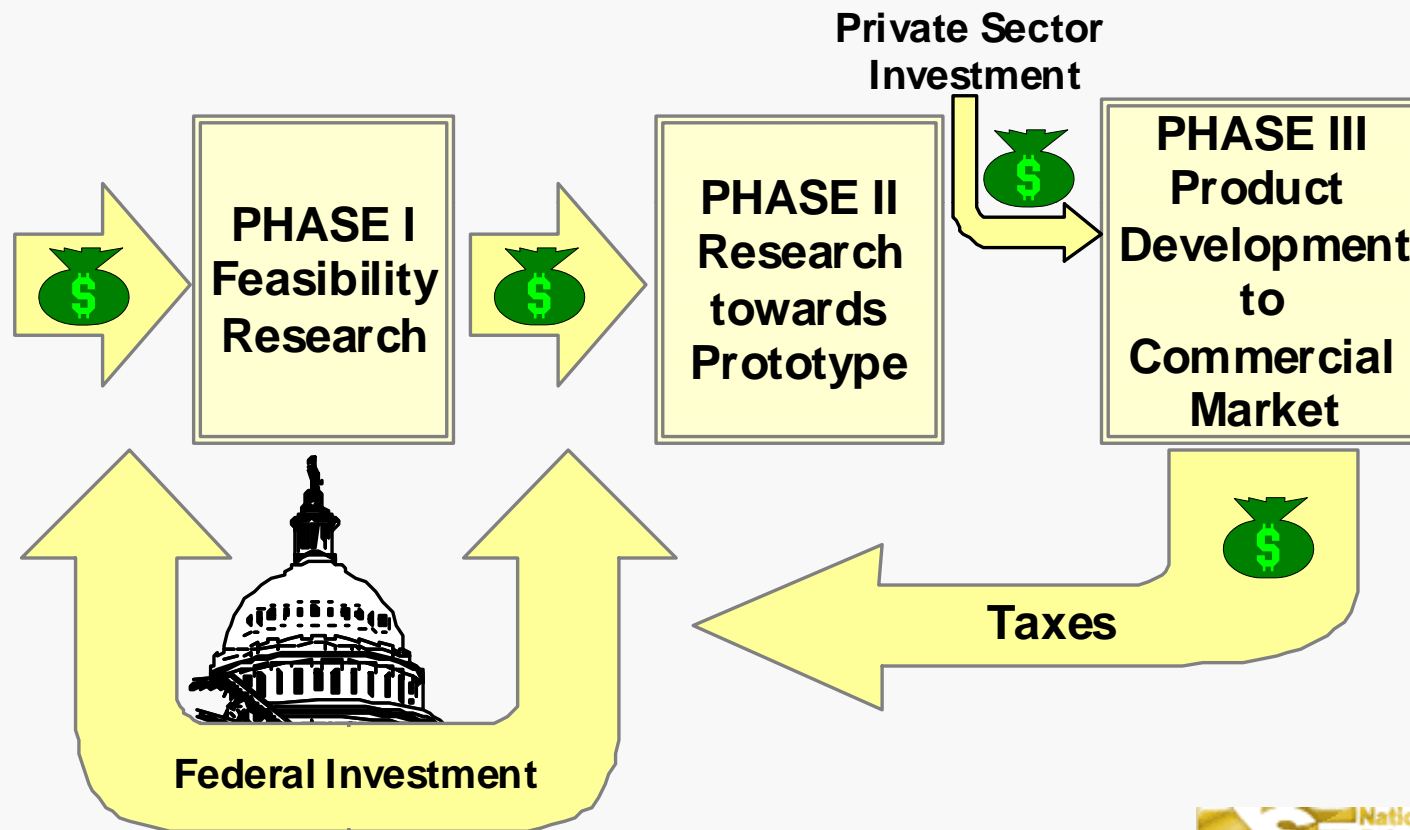
# The B-Word in SBIR



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# SBIR Program





# SBIR Phase III

## Commercialization

- Product Development
- Market Development
- First Production for First Sale

# **Product Development**

- **Product Design and Prototyping**
- **Process Design and Eqpt. Specification**
- **Eqpt. Procurement and Installation**
- **Production Trial Runs**
- **System Integration (as necessary)**
- **Other**

# Market Development

- Beta Testing with Prototypes
- Exhibitions, Road Shows, and Symposia
- Develop Channels of Distribution
  - Direct Sales Force
  - Outside Sales Force, i.e., middlemen
  - OEM Sales
- Promotion, Advertising, Spec Sheets, etc.



## Phase III Scheduling

- **Identify Development Tasks**
- **Order Serial and Parallel Tasks**
- **Gantt Chart**



## Phase III Cost Estimation

- **Estimate Cost of each Task**
- **Sum the Task Costs for Capital Rqmt.**
- **Schedule the Capital Requirements**



## Phase III Capital Sources

- **Follow-on Funding Commitment**
- **Phase IIb matching funds**
- **New Investment, e.g., VC, IPO, etc.**
- **Internal Funds from Current Sales**
- **Debt Capital**