

## **NC SBIR Success**

### **3-C Institute for Social Development**

#### **3-C Institute for Social Development Receives \$2 Million in SBIR Funding to Help Children**

With a series of recent contract and grant wins, the 3-C Institute for Social Development ([www.3cisid.com](http://www.3cisid.com)) has exceeded the \$2 million dollar milestone in federal SBIR funding. Founded in February 2001 by Dr. Melissa DeRosier of the University of North Carolina at Chapel Hill, 3-C ISD is a research company that develops tools to help children build positive social relationships. 3-C ISD has built a uniquely talented staff of former teachers, school counselors, university graduate students, software designers, and mental health professionals to create evidence-based programs to address significant societal problems, such as bullying, rejection, and social isolation.

3-C ISD was created as an outgrowth of the 3-C (Communication, Cooperation, Confidence) social skills research project that began in the Wake County School system in 1994 and has since expanded to school systems across the country. The initial focus of 3-C was the identification of peer relation trouble spots and a social skills training program to help elementary children cope with social difficulties. Subsequent SBIR funding has allowed 3-C ISD to develop programs for older children and for parents to help their children build positive social relationships. Recent SBIR awards extend training products to meet the needs of special populations, including children with aggression/emotional issues, motor disabilities, and HFA (High Functioning Autism; in partnership with the nationally-recognized TEACCH Center at UNC-Chapel Hill).

***“The tremendous resources provided by SBTDC... have been invaluable to 3-C ISD’s commercialization planning and efforts”.***

***Melissa DeRosier, Ph.D***  
***3-C Institute for Social Development***

SBIR funding has been integral to the research and development of many of 3-C ISD’s products and services. 3-C ISD is now actively pursuing commercialization of its products at a national level with the help of SBTDC, particularly that of John Ujvari and Ervin Allen. Moving from R&D to commercialization can be a difficult transition for small businesses. The tremendous resources provided by SBTDC, including one-to-one counseling, access to a marketing intern, and informative workshops, have been invaluable to 3-C ISD’s commercialization planning and efforts.

3-C ISD is proof that the collaborative model of research, university, and business is alive and well in NC. With recent business expansions, new federal funding, and growing national recognition of the importance of positive social skills to the safety and success of children, 3-C is poised for even greater collaborative success into the future.

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