

How can I access the SBTDC's help?

Contact an office nearest you to speak to one of the SBTDC's technology and commercialization counselors – www.sbtdc.org/offices.

For additional business, technology development, and commercialization information and online assistance, visit the following sites:

- **Technology commercialization resources:**
www.sbtdc.org/tech
- **SBIR/STTR information, news, and events:**
www.sbtdc.org/sbir
- **Becoming an Investor-Ready Entrepreneur program:**
www.sbtdc.org/investorready
- **Information guide to capital opportunities in North Carolina:**
www.sbtdc.org/capital
- **Venture and angel funding information & resources:**
www.nccapitalhighway.com
- **NC's Inception Micro Angel Funds:**
www.inceptionmicroangelfund.com



Our Locations

Asheville wcu@sbtdc.org 828.251.6025	Durham ncdu@sbtdc.org 919.530.7386	Hickory asu@sbtdc.org 828.345.1110
Boone asu@sbtdc.org 828.262.2492	Elizabeth City ecsu@sbtdc.org 252.335.3247	Pembroke uncp@sbtdc.org 910.775.4000
Chapel Hill uncch@sbtdc.org 919.962.0389	Fayetteville fsu@sbtdc.org 910.672.1727	Raleigh ncsu@sbtdc.org 919.715.7373, x500
Charlotte uncc@sbtdc.org 704.548.1090	Greensboro ncat@sbtdc.org 336.334.7005	Wilmington uncw@sbtdc.org 910.962.3744
Cullowhee wcu@sbtdc.org 828.227.3459	Greenville ecu@sbtdc.org 252.737.1385	Winston-Salem wssu@sbtdc.org 336.779.7340

For detailed information for each office, visit www.sbtdc.org/offices

sbt^tdc
Your business. Better.

Small Business and Technology Development Center
(800) 258-0862 | info@sbtdc.org | www.sbtdc.org

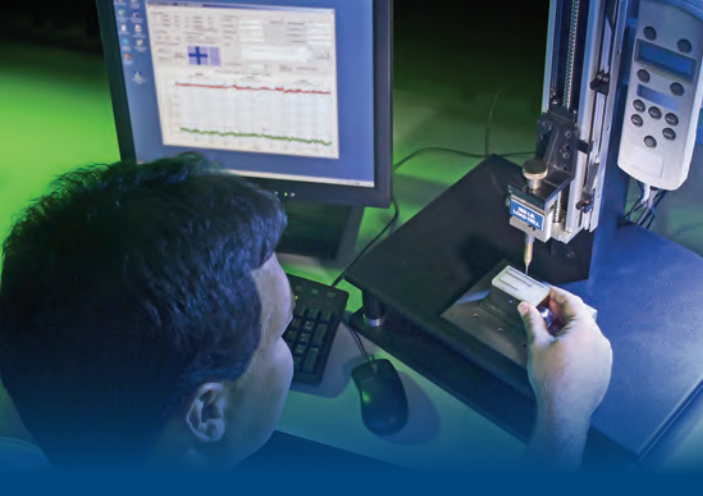
The SBTDC is administered by NC State University on behalf of the University of North Carolina System and is operated in partnership with the U.S. Small Business Administration.

Want to *accelerate*
your technology to market?



sbt^tdc
Your business. Better.

Tech Commercialization Services



How can the SBTDC help me turn my idea into profits?

The SBTDC offers a mix of one-on-one business counseling, workshops and conferences, and professional resources to help you transform your technology into a successful business. We have the knowledge, experience, and resources to help you:

What are the SBIR and STTR programs?

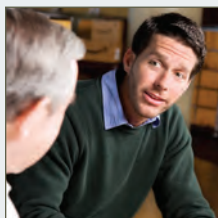
The highly competitive Small Business Innovation Research (SBIR) program is a Federal funding opportunity with over \$2 billion to support research and development projects. The Small Business Technology Transfer (STTR) program uses a similar approach to fund public/private sector partnerships between small businesses and universities or research institutions. The SBTDC offers periodic SBIR/STTR workshops across North Carolina and a free online video training. For more information about our services, events, and trainings, or to sign up for our newsletter, go to www.sbtcdc.org/sbir.

Are you an Investor-Ready Entrepreneur?

The SBTDC's Becoming an Investor-Ready Entrepreneur™ (IRE) is a day-long program to educate and prepare growth-oriented entrepreneurs to successfully engage private equity investors. Designed by experienced business leaders, angel investors, fund executives, and venture capitalists, the IRE helps you:

- Understand what investors look for and expect
- Reduce the barriers to funding
- Navigate the process more easily
- Assess your readiness for investor capital
- Increase the chances of obtaining funding

To learn more about the IRE or register for an upcoming event, visit www.sbtcdc.org/investorready.



BUILD A STRONG BUSINESS FOUNDATION

Your business model needs to be as sound as your technology in order to secure early-stage capital. The SBTDC's business & technology counselors help entrepreneurs:

- Develop a business plan
- Design a marketing strategy
- Create cash flow projections
- Evaluate intellectual property



DISCOVER FINANCING OPPORTUNITIES

The SBTDC can walk you through the private and public capital landscape, explain federal R&D programs such as SBIR and STTR, and help you identify angel and venture capital opportunities. We conduct events and seminars across North Carolina that:

- Identify various funding and financing options
- Explain SBIR, angel, and venture requirements
- Detail how to get your business ready to compete



PRODUCE WINNING FUNDING PROPOSALS

Public funding of SBIR, STTR, and other R&D funding opportunities require stringent proposal criteria and documentation. It helps having someone with knowledge and experience navigating the various programs to guide you. The SBTDC can help your business craft and review your proposals. Give yourself the best chance of qualifying for a federal or state R&D grant.



PURSUE EQUITY CAPITAL

Looking for angel investment or venture capital? The SBTDC can help you **assess your readiness, identify potential funding sources** that match your situation and goals, and **prepare you to make your pitch**. Take advantage of our experience working with angel investors, fund executives, and venture capitalists. We understand what investors look for and expect from the companies they fund.



ACCELERATE YOUR SUCCESS

Do you have the right business model, go-to market strategy, or financial plan to keep your success going or get you back on track? Our counselors, resource tools, and proven processes can **save you time and accelerate your plans for a better future** by helping you:

- Assemble an effective team
- Streamline operations
- Communicate your value proposition
- Improve employee performance