

CATALYST FOR SBIR / STTR

UNIVERSITY OF NORTH CAROLINA – CHARLOTTE
BARNHARDT STUDENT ACTIVITY CENTER, SALONS A, B & C

[Directions](#)

FEBRUARY 21, 2019

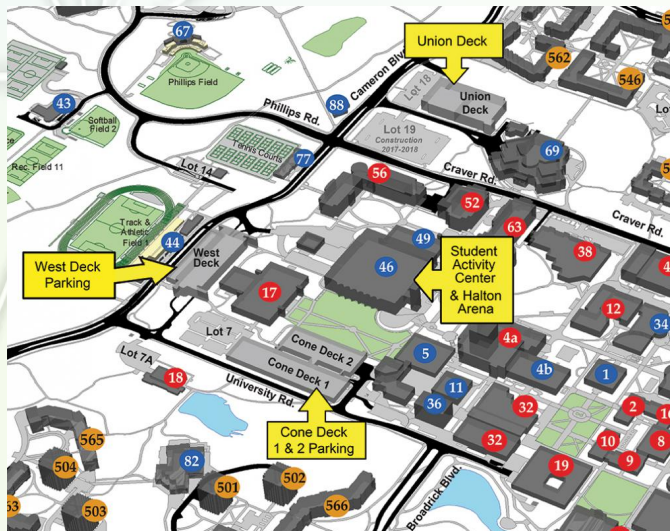
Sponsored by UNC Charlotte Research & Economic Development

[Event info and Registration – CLICK HERE](#)



The highly competitive Small Business Innovation Research (SBIR) program is a Federal funding opportunity with over \$2 billion available to support research and development projects. The complementary Small Business Technology Transfer (STTR) program uses a similar approach to fund public/private sector partnerships between small businesses and universities or research institutions.

Join us on **Thursday, February 21st**, for a free, informative, half day session, led by people with decades of experience with the program and featuring successful awardees and proposal reviewers.



AGENDA

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| 8:00 – 8:30 AM | NETWORKING BREAKFAST |
| 8:30 – 8:45 AM | INTRODUCTIONS / WELCOME
<i>Robin McIntire, Regional Director, SBTDC</i>
<i>Richard A. Tankersley, PhD, Interim Vice Chancellor for Research and Economic Development</i> |
| 8:45 – 9:30 AM | SBIR / STTR OVERVIEW
An informative discussion of the SBIR / STTR program; its history, available funding, how it works, participating agencies, etc.
<i>John Ujvari, SBIR / STTR Specialist, SBTDC</i> |
| 9:30 – 10:15 AM | HOW TO WRITE A COMPETITIVE PROPOSAL
What are the elements of proposals that tend to win awards? What are the best practices to adopt and the pitfalls to avoid?
<i>Chris Veal, Technology Commercialization Counselor, SBTDC</i> |
| 10:15 – 10:45 AM | REVIEWER PERSPECTIVE
What do the people who review SBIR / STTR proposals look for in proposals? How do they decide whether to recommend or not recommend funding for a particular proposal?
<i>David Walker, SBTDC / NSF Commercial Peer Reviewer</i> |
| 10:45 – 11:30 AM | SUCCESS STORIES
Learning from others who have won (and lost) multiple SBIR / STTR awards:
<i>Kent Colling, CEO, BluEyeQ</i>
<i>Dave Wilson, Video Collaboratory</i> |
| 11:30 – 12:00 PM | SUMMARY FINAL Q&A NETWORKING |