



# Funding Your Innovation - SBIR/STTR

## Small Business Innovative Research/Technology Transfer Workshop

Please join the UC Merced Office of Research and Economic Development and the UC Merced Small Business Development Center Regional Network as they host a workshop focused on bringing more research dollars into Central California. Join us to explore how to utilize grant funding to advance your research and develop commercialization strategies to build your business. Come to network and hear practical advice from SBIR/STTR experts and previous winners making advances in small business and innovation.

## Gain a Competitive Edge in Winning Grants

**September 24th**  
12:00pm - 5:00pm

UC Merced Campus - Garden View Dining Room

Seating is Limited

### Who Should Attend:

- ◆ Highly motivated small businesses wanting to develop innovative technology products
- ◆ Large companies interested in developing strategic alliances with successful SBIR/STTR awardees
- ◆ University researchers interested in starting their own companies & interested in partnering with small businesses on collaborative R&D projects
- ◆ Organizations and consultants providing support to interested SBIR/STTR applicants

### What You Will Learn:

- ◆ Difference Between SBIR and STTR Programs
- ◆ Changes in the Programs & New Funding Limits
- ◆ Commercialization Strategy and Assistance
- ◆ Submission Dates and the Electronic Submission Process
- ◆ Proposal Preparation and Team Building
- ◆ Matching Topics with your Technology
- ◆ Budget and Reporting Requirements



### Presenter Dr. Marie Talnack

With more than 30 years experience in these programs she has worked with all 12 funding agencies. She learned the program while working at Technology Transfer Offices at several research universities, national research laboratories, and her own high-tech consulting firm. After writing more than 500 SBIR proposals and converting these into funded research and follow-on commercialization funding she will demonstrate how to effectively use these programs.

One on One Consulting with Dr. Talnack are available by appointment from 8:30am-11:30am

## With Special Guest Presentation by Lockheed Martin

Workshop Price - \$35 (Free to Faculty & Students w/current ID)



Office of Research and Economic Development



UC Merced Regional Network



Registration Link: <http://bit.ly/165gfg0> ~ Email: [casbdc@ucmerced.edu](mailto:casbdc@ucmerced.edu) ~ Phone: (877)826-7232



The UC Merced Small Business Development Center Regional Network is funded in part by a cooperative agreement with the US Small Business Administration and center host institutions. Funding is not an endorsement of any product, opinion or service. All Federal and State funded events are extended to the public on a non-discriminatory basis. Special arrangements for individuals with disability will be made if requested in advance.