



## SBIR/STTR 101: Proposal Prep—NIH Focus

***Did you know?* Past attendees of this training seminar have funding success of 2-3 times the national average**

BioSTL is sponsoring an intensive, two-day seminar given by Lisa Kurek, Managing Partner of Biotechnology Business Consultants (BBC), a nationally acknowledged expert in her field. This seminar is a *let's get down to business* session that presents a highly organized "How to?" approach for strategizing, conceptualizing, writing, and submitting successful SBIR/STTR applications.

### WHO SHOULD ATTEND?

Technology-based entrepreneurs and small companies seeking funding for R&D with plans to submit a SBIR/STTR proposal to the NIH within the next 12 months.  
St. Louis-based companies can attend at a discount.

### WHAT YOU'LL COME AWAY WITH:

- Current information on the SBIR/STTR program
- Strategies for targeting your proposal to meet the mission and requirements of the NIH
- Technological innovation and commercial merit – what this really means
- Common problems and pitfalls and how to avoid them
- Preparing a Commercialization Plan so critical to successful SBIR/STTR proposals
- How to write the proposal to meet the reviewers' expectations
- How to interact efficiently with program officers and how to use feedback effectively
- Navigating the often complicated process of actual submission
- What to do once you learn you are going to be funded (and what to do next if you learn you are not)

**Program Date:** October 2-3, 2012, 8:30am - 4pm

**Location:** Center for Emerging Technologies, 4041 Forest Park Ave. St. Louis, MO 63108

**Cost:** St. Louis Area attendees - \$150, All others - \$275

**Registration:** To register, please contact Sarah Kogan at [skogan@biostl.org](mailto:skogan@biostl.org) or 314-633-5055

Registration ends June 8. Payment must be made prior to the start of the seminar and is non-refundable. Checks can be made payable to: BioSTL