

Phase II & Beyond – Maximizing the Value of SBIR/STTR Awards

SBIR is SO MUCH MORE than just money for research; it is actually the *very best long term business strategy* available to America's entrepreneurs. You'll hardly believe your ears – the opportunities are really that great!

In this session you will learn to:

- * employ SBIR as a **serious, long-term business strategy**;
 - * **wring** the most **value** out of your Phase I and/or Phase II projects;
 - * appreciate the **exceptional advantages** provided under SBIR law;
 - * how to **leverage** the very powerful SBIR/STTR **business advantages**;
 - * how to be wildly successful, even without ever winning a Phase II;
 - * prepare for and **secure megabuck follow-on awards**;
 - * convince federal contract officers to give you **sole-source awards**.
- a) Did you know it is not necessary to win Phase II to be wildly successful under SBIR/STTR?
 - b) Did you know that the government can/does “bend over backward” to make SBIR firms successful?
 - c) Did you know that SBIR firms are **THE MOST PREFERRED** providers of all classes of vendors to the federal government.
 - d) Did you know that Federal Prime Contractors are actually encouraged to award subcontracts to SBIR firms (not available to any other class of vendor/subcontractor).
 - e) Did you know that SBIR-generated intellectual property is actually protected, by Congress, from any overreaching access by the government (not available to any other vendor/contractor class).
 - f) Did you know that SBIR firms enjoy a “poison pill”- like takeover defense strategy which allows them to safely play with the big boys (protects both you and your IP from them).
 - g) Come, learn the secrets and intricacies of these, **and many more**, important SBIR/STTR issues.

If you're an SBIR entrepreneur/business developer (not just a researcher) who is serious about securing business success for your firm, then you dare not miss this session. This is the **MOST POWERFUL & VALUABLE** seminar you will ever attend – anywhere, at any price. We **guarantee it, or your tuition will be waived**.

LISTEN! We don't know any stronger way to say this than to put the money where our mouth is by offering the seat at no cost if you are not just absolutely impressed with the value of this seminar.

SEATING IS LIMITED and should fill up very fast once the full promotion efforts swing into gear. Secure your seat early to avoid disappointment. Early-bird discount pricing ends at COB on 18 March 2011.

Agenda for this special 29 July 2011 Boston, MA event:

- 9:00 - 9:30 AM Check-in & Registration
 - 9:30 -10:30 AM “Intro & Strategic Planning for SBIR/STTR Winners”
 - 10:30 -12:00 PM “Managing for Success -- Planning, Cost Estimating & Control of R&D Projects”
 - 12:00 -12:45 PM Lunch & Host Presentations
 - 12:45 - 1:45 PM “*Protecting & Employing Intellectual Property (IP) When Doing Business With The Federal Government*” - by Jesse Erlich, Burns and Levinson LLP
 - 2:00 - 3:00 PM “Phase II – the Pursuit” (if you want to continue on within SBIR – here's how)
 - 3:00 - 4:00 PM Bonus Module: “Federal Budget Proposals & Contract Cost Accounting Concepts” (this was easy in Phase I – not so much in Phase II & much harder in Phase III)
 - 4:00 - 4:30 PM Bonus Module: “Doing the Deals: Where the Rubber Meets the Road.”
- * NOTE: if time runs short, one or more of the bonus modules may be compressed, or even not presented, but all the presentation slides for these will be in the take home workbook.

Tuition: \$295 until 15 July 2011 / \$325 thereafter / \$375 at the door (if seats are still available).

To Register: Call the SBIR Center at 410-315-8101 or surf to <http://sbir.us> then follow “SBIR Events” link.

Local Event Hosts: SBANE (Smaller Business Assoc. of New England) and Burns & Levinson, LLP

Event Venue: Burns & Levinson, 125 Summer Street, Boston, MA 02110-1624 Tel: 617-345-3000

You dare not miss this session if your firm has ever had an SBIR / STTR award!