

**“SBIR-MAX” – A Phase II and Phase III Strategies Workshop**  
*- Improve Phase I Performance and Develop Your Phase II and III Strategies! -*

May 13, 2008, Rockville, MD

If you have ever received a Phase I SBIR/STTR; if you want to improve the probability of winning a Phase II award; if you are serious about leveraging your R&D work into those megabuck Phase III contracts/grants, then you really need to be in this advanced session. Most importantly, you will learn how to maximize the VERY GREAT advantages afforded SBIR/STTR firms by the authorizing law; special provisions in that law help firms to grow revenues rapidly, acquire financing from third-parties (banks, angels, venture capital, etc.), and survive far better than non-SBIR firms.

Far more than just \$100,000 in revenues, having an SBIR Phase I can be MUCH, MUCH more valuable than most have ever imagined. This workshop teaches SBIR/STTR firms how, and when, to use all the very special advantages imbued in SBIR/STTR funding by Congress to make their businesses a success.

Many companies plan their Phase II and Phase III SBIR/STTR strategies too late. The fact is, one needs to think about Phase II and Phase III as soon as (or even before) you win a Phase I. But, with the challenges of winning and performing the Phase I project, the time you spend here will be well spent. We guarantee it or we will refund your money.

This workshop shows attendees just how to wring the most value out of their SBIR/STTR projects for themselves, for the firm’s owners/investors and for their communities.

**Topics Include:**

- \* Realizing a High Quality R&D Product--managing for success (Project Management)
- \* Planning for a Winning Phase II (developing applications and audit preparation)
- \* Acquiring Phase III funds (marketing and venture capital acquisition).
- \* Using a Phase I for sole source positioning
- \* Strategic Planning, Strategic Alliances, and Customer Communications

**Agenda:**

12:30-1:00      Check-in & Registration  
1:00-2:00      "Intro & Strategic SBIR Planning for SBIR Awardees"  
2:00-3:15      "Managing for Success -- Planning, Cost Estimating & Control of R&D Projects"  
3:30 - 4:45      "Phase II – the Pursuit"  
4:45 - 5:15      “Doing the Deals” or “Tech Transfer/Licensing” (bonus module if time permits)

**Location:**      Rockville Innovation Center (RIC), 155 Gibbs St, 4th Floor, Rockville, MD

**Contact:**      John Davis, (410)-315-8101, sbir@sbir.us

**Cost:**            \$225 (early bird) – \$275 after 4 May

**Register:**      <http://sbir.us> follow the Order Form link and click on "Seminars/Events"

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**INSTRUCTOR:** John Davis serves as General Manager of the SBIR Resource Center(R), America's leading provider of business development resources to the SBIR/STTR community. He leads more than 20 SBIR workshops every year and is widely recognized as a leading national authority on the subject. He is also a much-published author and popular lecturer, an often invited speaker on Developing Federal Proposals and on R&D Project Planning & Management. Davis brings over thirty years of progressive, hands-on experience as a research engineer, R&D program manager, proposal manager, marketing director and C-level executive.