

## **Thursday, June 30**



**8:30 – 9:00AM: *Registration & Breakfast***

**9:00 – 12:00PM: *SBIR & STTR Introduction & Overview*** (Break 10:30am – 10:45am)

The government's Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs make over \$2.6 billion in high-risk, non-dilutive capital available to innovative small companies annually. In this session, attendees will learn SBIR/STTR program basics, including program purpose, eligibility, sources of funding and tools for identifying SBIR/STTR opportunities. The session is intended to provide the information needed for attendees to determine if they should seriously consider pursuing an SBIR/STTR grant or contract proposal and what they will need to do to get ready to write the proposal.

**12:00 – 1:00PM: *Working Lunch and Panel Discussion***

During this moderated panel, some of Oklahoma's SBIR/STTR "veterans" and awardees will share their experiences and lessons learned, both good and bad, as they navigated the path to funding and looked ahead to commercialization.

**1:00 – 2:30PM: *Agency Differences & Similarities: Grants vs. Contracts***

Choosing the appropriate agency, or agencies, to target with your proposal is a critical element in funding success. Understanding the major differences between grant agencies and contract agencies is a key component in assessing potential opportunities for SBIR/STTR R&D funding and topic fits for ideas.

**2:30 – 2:45PM: *Break***

**2:45 – 4:30PM: *How to Talk to Program Managers: Perfect Your Elevator Pitch and Quad Chart***

Learn how to productively interact with program managers from the participating SBIR/STTR agencies during the Road Tour one-on-one meetings. Find out how talking to program managers can influence topics at some agencies and also be an important leg up as you evaluate your project's appropriateness for SBIR/STTR. Topics will include the following:

- Identifying SBIR/STTR solicitations that are potentially appropriate for your company's technology focus
- Gathering critical information before initiating contact or engaging in a one-on-one meeting
- Best approaches for making that first contact
- Effectively and efficiently communicating your company's capabilities and uniqueness while still leaving time to listen and learn
- Uncovering, and possibly creating, funding opportunities for your technology within the SBIR/STTR programs

## Friday, July 1



**7:30 – 8:00AM: *Registration & Breakfast***

**8:00 – 8:30AM: *Opening Remarks and SBIR & STTR Program Overview***

**8:30 – 10:00AM: *Agency Overviews by Program Managers & One-on-One Meetings (Concurrent)***

Department of Commerce – NIST  
Department of Agriculture (USDA)  
National Aeronautics & Space Administration (NASA)  
Missile Defense Agency (MDA)  
Department of the Navy

**10:00 – 10:15AM: *Morning Break***

**10:00 AM – 12:00PM: *Agency Overviews by Program Managers & One-on-One Meetings (Concurrent)***

Department of the Air Force  
Department of Homeland Security (DHS)  
Department of Energy (DOE)  
Department of Health and Human Services (NIH)  
National Science Foundation (NSF)  
US Patent & Trademark Office (USPTO)

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