



# How to Win Government Awards to Develop Products & Technologies

Tuesday, June 2, 2009

8:00 am - 4:30 pm

Presenter

**James Greenwood, Nationally Renowned SBIR Advisor**

Sponsored by

**Insyte Consulting**

Jim Greenwood, a nationally recognized consultant, will present a one-day workshop on applying for federal SBIR (Small Business Innovation Research) and STTR (Small Business Technology Transfer) awards for product and technology development. Jim has instructed thousands of workshop and conference attendees across the U.S. in how to successfully increase their chances of winning grant awards from federal agencies.

**90% of attendees have indicated an improved ability to prepare award proposals —  
And surveys have shown a tripling of attendee award win rates over the national average !**

## Who Should Attend:

- Entrepreneurs wanting to start a business around a new technology product idea
- University researchers wanting to commercialize a technology
- Phase I award winners wanting to win a Phase II award
- Applicants for Phase I awards who have not yet won an award

WNY Companies Won:

**\$30.3 Million**

FY 2004 - 2008

## What You Will Learn:

Learn how to **tap into over \$2.5 Billion Dollars in funds** that federal agencies award annually to small businesses through the SBIR/STTR programs. Awards are typically **\$100,000 for Phase I awards** and may exceed **\$750,000 for Phase II awards**.

The agenda will cover:

- Overview of how program works
- Tips on how to write a more effective funding proposal
- Overview of Federal Acquisition Requirements (FAR)
- How to prepare your proposal budget correctly and avoid pitfalls

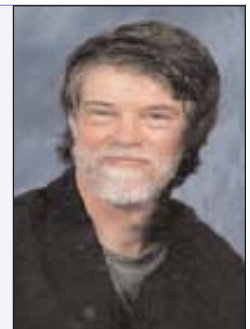
## Attendees Receive:

- A binder with presentation materials
- An offer from Jim Greenwood to provide feedback and answer questions regarding one Phase I proposal (pre or post submission)
- Email access to Jim Greenwood to answer proposal-related questions
- Ongoing SBIR/STTR assistance from Insyte Consulting

## About the Speaker:

Jim Greenwood helped develop and manage the Los Alamos Small Business Center, one of the first technology incubators in the Southwest U.S. He has also served as grant proposal reviewer for the National Science Foundation and for the U.S. Army's Quality Awards which recognizes small business projects with the greatest private and military potential.

Jim and his wife Gail received the prestigious Tibbetts Award from the U.S. Small Business Administration for their contributions to SBIR counseling and training, and have been nationally recognized for their work in developing successful small business technology incubators.



**Date:** Tuesday, June 2, 2009  
**Time:** 8:00 am - 4:30 am (registration 7:30 am)  
**Cost:** \$45.00 (includes continental breakfast & buffet lunch)  
**Place:** Center for Tomorrow, UB North Campus

**Register On-line at:**  
[www.insyte-consulting.com/home/events](http://www.insyte-consulting.com/home/events)  
or call Karen Delius - 716.636.3626 x301  
to pay by check  
**Contact for Questions:**  
Bob Kosobucki - 716.636.3626 x313  
[rkosobucki@insyte-consulting.com](mailto:rkosobucki@insyte-consulting.com)

The Center for Tomorrow is located at the Flint Road entrance of the University at Buffalo North Campus, off of Maple Road



**Insyte Consulting is the SBIR Specialist for Western New York and the Finger Lakes Regions.**

**Contacts:**

Robert Kosobucki      [rkosobucki@insyte-consulting.com](mailto:rkosobucki@insyte-consulting.com)      716.636.3626 ext 313

Jack McGowan      [jmcgowan@insyte-consulting.com](mailto:jmcgowan@insyte-consulting.com)      716.636.3626 ext 318

<http://www.insyte-consulting.com/Home/Funding/SBIR-STTR>