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MID Michigan Innovation Center

Michigan Manufacturing Technology Center  
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Michigan Molecular Institute

MSUE Product Center (Bioeconomy  
Innovation)

OmniTech International, Ltd

Saginaw Area Manufacturers Association

Saginaw Future Inc.

Saginaw Valley State University

The Great Lakes Bay Economic  
Development Partnership (EDP)

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**Date:** April 23 2009

**Time:** 8:00 – 4:45 PM

**Location:** Central Michigan  
University Research Corporation  
[www.cmurc.com/contact](http://www.cmurc.com/contact)

**Cost:** \$75.00/person.

**Payable by check to CMU Research Corp.**  
and mailed to address below,  
or bring in person to workshop.  
Seating is limited; you must register prior to  
sending check.

**Registration:**

Email Your Name, Address, & Phone to:  
[ginnv.haight@cmich.edu](mailto:ginnv.haight@cmich.edu)

Ginny Haight, Office Assistant  
CMU Research Corporation  
2625 Denison Drive  
Mt. Pleasant, MI 48858  
Phone: 989-774-2424  
[ginnv.haight@cmich.edu](mailto:ginnv.haight@cmich.edu)

# SBIR/STTR R&D Grant Funding WORKShop For COMMERCIALLY VIABLE Alternative Energy Innovations

...The aim of this grant proposal  
*WORKshop* is to help Mid & Central  
Michigan businesses procure Multi-  
Millions in Federal SBIR/STTR grant  
funding to research, develop & - most  
importantly **COMMERCIALIZE** -  
breakthrough *Alternative Energy  
Technology (AET)* innovations:

- Advanced Battery Systems
- Advanced Vehicle Systems
- BioMass Systems (Fuels, Materials & Processing)
- Energy Efficiency
- Solar Photovoltaic Systems
- Wind Systems

*“More than half of the increase in U.S. gross domestic product (GDP) has been attributed to advancements in science, technology and innovation. The solution to many of America’s, and the world’s, greatest challenges depends on advancements in science and technology.”* – Norman R. Augustine, retired chairman and CEO of Lockheed Martin Corporation and Chairman of the U.S. National Academies committee report, “The Gathering Storm.”

# Why Should Mid & Central Michigan Small Businesses be Interested in the SBIR/STTR Grants for Alternative Energy?

Innovation is the instrument of entrepreneurship. Over 70 percent of the applicants for U.S. patents listed publicly-funded research as part or all of the foundation upon which their new, potentially patentable findings were based. Federal R&D grants can be used to eliminate technical risk, fund collaborations with universities and research institutes and attract third-party investment capital to commercialize the successful R&D results.

The federal SBIR/STTR program has numerous Alternative Energy R&D grant topics that *closely match Mid & Central Michigan's technical and business strengths*. Individual SBIR/STTR grants can range from: \$100,000 (Phase I) to \$1,000,000 (Phase II). In addition, the State of Michigan (MEDC Emerging Technology Fund) provides match funding on SBIR/STTR grants. The grant funds pay for direct project related expenses. Some of Michigan's most prominent entrepreneurial small businesses were launched with SBIR/STTR funding and continue to procure **multi-millions** in grants each year to maintain the vibrancy of their proprietary technology innovation portfolio and leverage their continued market leadership and commercial growth.

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## WORKshop Aim

To train durable goods-related companies in Mid & Central Michigan how to prepare competitive and commercially-viable SBIR/STTR R&D grant proposals for Alternative Energy-related projects, in collaboration with universities and research institutes in the region.

## Who Should Attend:

- **Small businesses** (500 employees or less) - The *WORKshop* is designed *primarily* for Senior Technical staff from durable goods-related OEM's, Total System, Sub System, Component and Raw Material Suppliers, seeking funding to research, develop and commercialize breakthrough Alternative Energy innovations.
- Large & Medium-Sized **Businesses** and/or Third-Party **Investors** seeking to *partner* with the small SBIR/STTR businesses to commercialize their successful R&D results (i.e. new Alternative Energy Technology, Product and/or Process Innovation(s)).

- **University/Institute Faculty and Staff** seeking consulting opportunities with the small businesses on their SBIR/STTR grants.
- **Free Lance Ph.D's in Hard Science** interested in partnering with the SBIR/STTR Applicants (i.e., being written into the SBIR/STTR Grants as the Principal Investigator).

## Workshop Presenter(s)

The SBIR/STTR Workshop will be taught primarily by Mark H. Clevey, an award-winning and nationally recognized **expert** in SBIR/STTR grants and related commercialization.

## Commercialization Emphasis

This *WORKshop* is aimed at individuals and companies interested primarily in R&D grants as a means to a commercial end. Accordingly, a *special emphasis* will be placed on how to craft **COMMERCIALY VIABLE SBIR/STTR** projects.

## Workshop Agenda

<u>Time</u>	<u>Agenda Item</u>
8:00–8:30 AM	Registration and Refreshment
8:30 – 9:00 AM	Welcome, Introductions, Workshop Overview
9:00 – 9:30 AM	Introduction and Overview of SBIR/STTR Programs
9:30 – 12:00 AM	Scientific, Technical and Commercial Merit - Crafting the R&D Proposal.
12:00 – 1:00 PM	Lunch Break
1:00 – 1:30 PM	Examples of SBIR/STTR Solicitations for Alternative Energy
1:30 – 2:30 PM	Collaborating with CMU, SVSU & MMI
2:30 – 2:45 PM	Break
2:45 – 3:30 PM	Commercialization Planning & MEDC Emerging Technology Fund Commercialization Matching Program
3:30 – 4:45 PM	Assistance available from the Mid Michigan SBIR/STTR Consortia Members (Program Sponsors)

### Presenter(s)

**Main Presenter** - Mark H. Clevey is the Director for Entrepreneurship and Commercialization with Saginaw Valley State University and an Adjunct Professor of Entrepreneurship with Central Michigan University. He holds a Masters Degree in Public Administration and an *Advanced Business Counselor Certification* from the Michigan Small Business Development Center Network. Mark is an award-winning and nationally recognized expert and SBIR/STTR “insider” and expert. He serves as an SBIR/STTR Phase II Commercialization Plan Reviewer for the National Science Foundation, Environmental Protection Agency and U.S. Department’s of Agriculture and Energy. He also currently serves as a member of the National Science Foundation SBIR/STTR Advisory Committee, the MEDC Emerging Technology Fund Advisory Committee and the U.S. Senate Small Business and Entrepreneurship Sub-Committee on SBIR/STTR. He also has served as a Business Plan Reviewer, for the highly regarded NIST, Advanced Technology Program (ATP). For over twelve years, Mark served as the Director of the nationally-recognized, award-winning Michigan SBIR Support Program. In this capacity he served as the Administrator of the Michigan State Research Fund (MSRF), providing multi-millions in R&D grants to Michigan cutting-edge small businesses to develop and commercialize breakthrough technology innovations. In 1989 Mark also hosted the first SBIR/STTR Commercialization Conference in the nation. When granting the prestigious “*Tibbetts Award*” to Mark for this commercialization program, Roland Tibbetts, National Science Foundation SBIR Program Manager, referred to the program as a “*model for the entire nation*” and “*one of the most important events in the entire history of the SBIR program*”). Mark also received a Special Projects Award from the Michigan Small Business Development Center Network for this effort. Finally, Mark has received the *Innovation Advocate of the Year* award from the U.S. Small Business Administration and the *Leaders and Innovation* award from Lawrence Technological University.

**R&D Collaborators** - The vast majority of SBIR/STTR funded projects are to small businesses collaborating with U.S. based research universities and institutes. A special Panel of representatives from *Central Michigan University, Saginaw Valley State University* and the *Michigan Molecular Institute* will describe their Alternative Energy capabilities and interest in partnering with businesses on individual SBIR/STTR grants. Typically universities and research institutes have facilities (laboratories, incubators, etc.), technical staff and resources that can use a portion of the grant funds to significantly augment the scientific and technical merit of a given proposal.

**Program Sponsors** – Information will be provided by Mid Michigan SBIR/STTR Consortia members on their resources, programs and services to support SBIR/STTR ventures in the Mid Michigan region.