



# eNewsletter

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Welcome to the December Issue of the *Maryland Minority Research and Development Initiative (MMRDI) eNewsletter!* Sent to you courtesy of TEDCO and its partners in this Initiative, each issue promises to bring timely and relevant resources to aid in your SBIR submission process.

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## **I. Looking to 2008**

While the Holidays are upon us, your MMRDI staff is at work and available should you have any questions regarding the program or the SBIR/STTR process. Please do not hesitate to contact us.

In fact, we are busy planning events for the new year. As you may know, the National Institutes of Health (NIH) releases its annual SBIR solicitations early in January. Our first two events of the year will focus specifically on the NIH.

On January 18, 2008 from 8:30am – 11:30am at the City of Bowie Town Hall, we will host an Information Session focused on funding opportunities at the NIH. Jo Anne Goodnight,

SBIR/STTR Program Coordinator of the NIH and the Department of Health and Human Services, Public Health Service, will be our guest speaker.

On January 30, 2008 at the offices of the Prince George's County Economic Development Corporation, we will host a full-day workshop devoted to applying for the NIH's SBIR and STTR grants.

In addition to these events, we are also continuing our planning efforts for the Maryland SBIR conference. The "*From Awareness to Awards and Commercialization*" Conference, originally scheduled for December 17-18, 2007 was rescheduled in order to provide the best opportunity for the broadest small business community to take advantage of this exceptional program.

The rescheduled conference will be a one-day event and will take place at the University of Maryland University College Inn and Conference Center in Adelphi, Maryland on March 4, 2008. Please **save-the-date** and plan to join us for a dynamic conference with a full agenda of expert panels, speakers, workshops, poster sessions, and networking opportunities! See the *Pass It On!* section below for details.

The pre-conference "*Getting Your Product to Market*" commercialization workshop will be held separately May (date, time and location to be determined). Those who originally registered for the pre-conference SBIR Workshop are welcome to attend the January 30th workshop which will be presented by *SBIR Resource Center*® founder John Davis.

If you have any specific questions about the conference and/or its program, do not hesitate to contact Christine Johnson at [cjohnson@marylandtedco.org](mailto:cjohnson@marylandtedco.org) or 410-715-4171.

**We look forward to working with you throughout 2008 and to seeing you at these great events!**

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## **II. Spotlight on Success: V-Empower Inc.**

We are proud to announce that MMRDI member firm, [V-Empower Inc.](#), has been awarded the #1 spot among *Maryland's Fast 50 Technology Companies* by Deloitte & Touche LLP with revenue growth of 9,268% between 2002 and 2006. (View the [Press Release](#).)

"Deloitte's Maryland Technology Fast 50 Companies have shown the strength, vision and tenacity to succeed in today's very competitive technology environment," said Mr. Gary H. Tabach, Managing Partner for Deloitte's Greater Washington Practice. "We applaud the successes of V-Empower, Inc. and acknowledge it as one of the very few to accomplish such an impressive growth rate over the past five years."

**V-Empower, Inc.** is a Customer-focused consulting and Information Technology solutions company that offers a wide range of customized services and standard tools to fulfill the Information Technology needs of its global customer base.

To be considered for the *Maryland's Fast 50 Technology* program, a company should:

- Have been in business for a minimum of 5 years (2002 – 2006),
- Have operating revenues of at least \$50,000 in 2002 - \$5,000,000 in 2006,
- Be headquartered in Maryland, and
- Own proprietary intellectual property or proprietary technology that contributes to a significant portion of the company's operating revenues or devotes a significant proportion of revenues to research and development of technology.

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### **III. SBIR Tip of the Month: Read the Fine Print**

Once you have identified a solicitation to which you wish to respond, it is in your best interest to read and re-read the solicitation to ensure you fully understand all the requirements.

One of the major reasons companies do not succeed in winning the SBIR they seek is that they fail to answer **all** of the questions raised in the solicitation.

The information they submit often does not directly relate to the information that has been requested; or it answers the questions in a format that is non-compliant with the agency. Spending extra time re-reading the solicitation and formatting requirements will help you identify all of the things the agency is asking for before you begin writing your proposal.

The effort you put forward upfront will pay dividends in the end. Make sure your response is directly relevant to the topic and does not stray into subject areas that do not directly apply. So, if you are looking for something to do or read during your down-time, please consider reading – and re-reading – the SBIR solicitation.

Adapted from the “*Helpful Tips for Writing an SBIR Proposal.*” 2007. Pennsylvania Small Business Development Center. For more, click [here](#).

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### **IV. Pass It On! Upcoming MMRDI Related Events**

- **MMRDI Information Session - NIH Opportunities**

Date: January 18, 2008

\*\* Hosted by City of Bowie Economic Development Center \*\*

Time: 8:30 AM - 11:30 AM

Location: 2614 Kenhill Drive, Classroom 204  
Bowie, Maryland 20715

Registration and Program Details: Click [here](#)

Contact: Jacqueline Du Bois

Phone: 410-715-4176

Cost: No cost

- **How to Win SBIR Awards <sup>SM</sup> Workshop – focus on NIH**

Date: January 30, 2008

\*\* Hosted by Prince George's County Economic Development Corporation \*\*

Time: 9:00 AM - 6:00 PM

Location: Prince George's County Economic Development Corporation  
1100 Mercantile Lane, STE 115-A, Largo, MD 20774

Registration: Click [here](#)

Contact: Jacqueline Du Bois

Phone: 410-715-4176

Cost: \$100

**SAVE THE DATE!**

**Maryland 2008 SBIR Conference**

Tuesday, March 4, 2008

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University of Maryland University College Conference Center  
3501 University Boulevard East  
Adelphi, Maryland 20783

**For other events and resources, check out TEDCO's [Calendar of Events!](#)**

***A RELATED EVENT:***

- **SBIR and STTR Programs: Winning Strategies to Fund Your Innovation**

Date: January 11, 2008

\*\* Presented by The Federal Sales Academy \*\*

Time: 8:30 AM - 3:30 PM

Location: Bethesda, Maryland

Contact: Fedmarket.com

Phone: 888.661.4094

Registration and Programmatic Details: Click [here](#).

Cost: \$500 per person

NOTE: You are receiving this eNewsletter because of your interest in either SBIR or STTR programs. Should you choose to not receive future *eNewsletter*, please send an email to [cjohnson@marylandtedco.org](mailto:cjohnson@marylandtedco.org).

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