



# eNewsletter

Welcome to 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. SBIRs Nurture the Development of Proprietary Technology

Small businesses often find themselves on the precipice of making a scientific breakthrough or developing a new technology that will aid mankind for years to come – only to find their progress thwarted due to a lack of funds. This is specifically the problem that the federal SBIR and STTR opportunities are designed to prevent. The SBIR program is early-stage funding aimed at helping entrepreneurs, inventors, researchers, and scientists not only develop their

technology(ies) but also transfer them into the marketplace. The program is aimed not only at the R&D stage, but also has specific benchmarks and supports built in to help move technology towards commercialization. If you find yourself at this stage, please call us. The MMRDI program is designed to assist small minority, veteran, disabled, and women-owned businesses develop a road map to pursue SBIR awards that will fund their R&D effort and guarantee their company's long-term economic success.

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## **II. The State of MMRDI**

To date, we have conducted numerous information sessions to alert you of our services and Initiative goals. Through these efforts, we have connected you with entrepreneurs and researchers -working in your specific technical areas - who have benefited significantly from winning an SBIR/STTR grant. We have also facilitated introductions with some of the prominent Federal SBIR/STTR Program Managers including;

Dr. Edward Metz of the US Department of Education,  
Ms. Kay Etzler SBIR/STTR Program Analyst for the National Institutes of Health,  
Dr. Peter Majumdar Deputy Navy SBIR Program Manager, and  
Dr. Thomas Ndousse, former SBIR/STTR Program Manager of the Department of Energy.

Going forward, we will shift our emphasis from formal events and will instead focus on cultivating one-on-one relationships with you in order to provide the specific support you need to successfully apply for and win SBIR funding from Phase I through Phase III and beyond.

First and foremost, our support consists of providing a sounding board for your ideas. Provide us with a 3-5 page white paper of your concept or give us a call so that we can match your research ideas to any of the hundreds of SBIR/STTR contract and grant solicitations that exist. Mr. Ralph Blakeney of the Small Business Development Center at the University of Maryland is one of the MMRDI partners who can help you convert your business plan and white paper into a true proposal. Following your work with him, we'll put you in contact with Dr. Robert Berger. Dr. Berger has over 10 years of experience helping companies prepare winning SBIR and STTR proposals. He also served as SBIR Program Manager for the Department of Energy from 1995 to 2003, and currently runs the SBIR consulting company, Robert Berger Consulting, LLC. Dr. Berger can help you outline your proposal and will inform you of the key pieces of information that must be included in your writing. If SBIR is not the appropriate route to take, we will help you identify alternative sources of funding by putting you in touch with our extended list of local and federal contacts.

The next level of our assistance includes the provision of intensive proposal writing/strategy workshops. John Davis, General Manager of the SBIR Resource Center<sup>(r)</sup>, hosts full-day workshops to help you get into the mindset of what proposal reviewers are looking for. Mr. Davis is nationally recognized as an expert in the field of SBIR. If you are unable to attend a workshop or would like more support as you begin writing your proposal, feel free to make an appointment with us to use Mr. Davis' proposal writing SBIR-ToolKits<sup>TM</sup>. These files walk you

step-by-step through the proposal writing process for each distinct agency and solicitation round. You can work with these files free of charge as a MMRDI client. The SBIR-ToolKits™ are housed in our offices at the Prince George's County Economic Development Center (PGCEDC) and the Small Business Development Center at the University of Maryland, but we can make arrangements to share them with you at your place of business. **Because of the value of these ToolKits™ to your proposal preparation, we will hold two orientation-training sessions, one on June 27<sup>th</sup> and a second on August 13<sup>th</sup>, to acclimate you to the software.** When you have a finished proposal in hand, Dr. Berger can review your work before you submit it to the target agency.

Finally, we can help you network. If you need to develop relationships with expert researchers or gain access to equipment at federal and university labs to execute your SBIR project, we can make those introductions on your behalf given the formal partnering arrangements TEDCO and the PGCEDC already have with the University of Maryland and the federal laboratories within the state.

As we structure the second year of the program, we are making plans to do more of our work in collaboration with the local incubators and their client companies. And we will look to you more often for suggestions on how to move forward. We're here for you, so give us a call and get involved.

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### **III. Project Management a Key Part of SBIR Success**

The Project Management (PM) of your SBIR project is a critical component of the overall project's success – and whether you will be invited back for a Phase II application. It is important to bring a well-defined PM methodology and approach to your SBIR project –and all government projects. A Project Management training course is being offered June 24<sup>th</sup> at the offices of the MTDC at 9700 Great Seneca Highway, Rockville, MD from 9:00am – 4:30pm. The registration fee is \$235. This course will help you and your organization gain the understanding, tools, system knowledge and skills to develop an effective PM culture applicable to SBIR efforts and other projects as well. This session is for engineers, researchers, managers and executives from organizations of all sizes. See the Events section below on discount options for MMRDI clients.

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### **IV. Spotlight on Success – YOUR COMPANY HERE!**

We have been spotlighting MMRDI client companies who have recently received either industry awards for their achievements, or won competitive SBIR or STTR grants. Keep forwarding us your successes so that we can honor your accomplishments and celebrate your good fortune with the rest of the MMRDI and economic development community.

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## V. SBIR Tip of the Month

SBIRs are certainly an attempt to uncover or develop new technologies. But more central to the program is the development of marketable products & solutions from that new technology. Therefore, it is critical to identify and understand the potential end users' early on & describe how their needs are currently being met. What alternatives are available to them, and what other new products or solutions are in the works? If end users' needs are not being met, be able to articulate what they are missing & how that will lead them to buy the products & solutions you will market to them.

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

### ▪ **Obtain Your Certification (8a, SDB, HubZone, MDOT, GSA)**

Date: June 19, 2008

\*\* *Hosted by Economic Development Training Institute* \*\*

Time: 6:30 p.m. – 7:30 p.m.

Location: 5625 Allentown Road, Suite 107  
Camp Springs, MD 20746

Contact: Terri Harrison

Phone: 301-423-0524

Email: [edti\\_tmh@yahoo.com](mailto:edti_tmh@yahoo.com)

Cost: Free

### ▪ **TEDCO Funding Briefing**

Date: June 20, 2008 (Hosted by TEDCO)

Time: 2:00 p.m. – 3:30 p.m.

Location: TEDCO Office; 5565 Sterrett Place, Suite 214  
Columbia, MD 21044

Contact: Timothy Copney

Registration: RSVP required. Send date of briefing and your contact information to  
[info@marylandtedco.org](mailto:info@marylandtedco.org).

Phone: 410-740-9442

Cost: Free

### • **Technical Project Planning and Management Seminar**

Date: June 24, 2008

\*\* *Hosted by the SBIR Resource Center* \*\*

Time: 9:00 a.m. – 4:30 p.m.

Location: Maryland Technology Development Center (MTDC)  
9700 Great Seneca Highway; Rockville, MD

Contact: John Davis

Registration: [Click here](#)

Phone: 410-315-8101

Email: [sbir@sbir.us](mailto:sbir@sbir.us)

Cost: \$215 for MMRDI and PG County companies. \$235 all others

- **Orientation to SBIR-ToolKits™**
  - Date: June 27, 2008
  - Time: TBD
  - Location: Prince George's County Economic Development Corporation  
1100 Mercantile Lane, STE 115-A, Largo, MD 20774
  - Contact: Ajay Gupta
  - Phone: 240-731-0756
  - Registration: Send contact information to [agupta@gsecurity.com](mailto:agupta@gsecurity.com)
  - Cost: Free
  
- **Strategic Partnerships Portfolio Meeting: "Structuring Transactions with Goliaths"**
  - Date: July 16, 2008
  - \*\* Hosted by TEDCO \*\*
  - Time: 8:30 a.m. – 1:00 p.m.
  - Location: Columbia Sheraton Hotel  
10207 Wincopin Circle, Columbia, MD 21044
  - Contact: Robbie Melton
  - Registration: RSVP required. Send contact information to [rmelton@marylandtedco.org](mailto:rmelton@marylandtedco.org).
  - Phone: 410-715-4164
  - Cost: Free for MMRDI companies
  
- **"How to Win SBIR Funding"™ SM Workshop – focus on NIH Contracts**
  - Date: July 18, 2008
  - Time: 8:30 a.m. – 6:00 p.m.
  - Location: Prince George's County Economic Development Corporation  
1100 Mercantile Lane, STE 115-A, Largo, MD 20774
  - Contact: Jacqueline Du Bois
  - Registration: [Click here](#)
  - Phone: 410-715-4176
  - Email: [jdubois@marylandtedco.org](mailto:jdubois@marylandtedco.org)
  - Cost: \$100.00 for MMRDI and PG County companies. \$200 all others
  
- **Orientation to SBIR-ToolKits™**
  - Date: August 13, 2008
  - Time: TBD
  - Location: Prince George's County Economic Development Corporation  
1100 Mercantile Lane, STE 115-A, Largo, MD 20774
  - Contact: Ajay Gupta
  - Phone: 240-731-0756
  - Registration: Send contact information to [agupta@gsecurity.com](mailto:agupta@gsecurity.com)
  - Cost: Free
  
- **"How to Win SBIR Funding"™ SM Workshop – focus on USDA, NASA and DOD STTR**
  - Date: August 14, 2008

**\*\* Hosted by SBIR Resource Center and NASA Goddard\*\***

Time: 8:30 a.m. – 6:00 p.m.

Location: NASA Goddard Visitors' Center Auditorium  
ICESat Road; Greenbelt, MD 20771

Contact: Jacqueline Du Bois

Registration [Click here](#)

Phone: 410-715-4176

Email: [jdubois@marylandtedco.org](mailto:jdubois@marylandtedco.org)

Cost: \$100.00 for MMRDI and PG County companies. \$200 all others

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## **VII. Open SBIR/STTR Solicitations**

Department of Homeland Security – Domestic Nuclear Detection Office

Open: Now

Close: July 16

National Institutes of Health (grants)

Open: Now

Close: August 5

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The opening and closing dates are subject to change. Please contact Jacqueline Du Bois at 410-715-4176 or [jdubois@marylandtedco.org](mailto:jdubois@marylandtedco.org) for updated information.

NOTE: Should you choose to not receive future *eNewsletters*, please send an email to [cjohnson@marylandtedco.org](mailto:cjohnson@marylandtedco.org).

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