



PRINCETON
ENTREPRENEURSHIP
COUNCIL



SBIR/STTR Workshop

The Small Business Innovation Research Program, SBIR, is the federal government's largest R&D grants and contracts program targeted to small businesses with \$2 billion available annually. Through this program, companies can receive more than \$1.5 million to develop a new technology and minimize its business risk. SBIR is a great source of non-dilutive seed stage risk capital and is often used to hit valuable milestones which lead to venture funding.

This seminar will provide an introduction and overview of the SBIR and STTR programs. It will include instruction on identifying suitable R&D opportunities and on preparing a draft proposal. It will also include a presentation by a New Jersey Founder who successfully used SBIR funds to build his business.

Friday, June 7th
at the eHub
34 Chambers St.
1st Floor

10:30 AM- Introduction to SBIR and STTR

10:50 - Solicitation and topic searching

11:10 - Introduction to proposal writing

11:30 - NSF – SBIR Success Story

Adam Wolf, PhD, Chief Scientist, Arable Labs

12:30 PM - Lunch

1:00 – 3:00 - Register for 1:1 conversations with Randy Harmon

*This event is free, but **registration is required**. Please register at: bit.ly/SBIRSTTReHub*

Randy Harmon

Randy Harmon is principal of Foundations Business Development Group, LLC and also serves as Lead Technology Commercialization Consultant with the New Jersey Small Business Development Centers (NJSBDC) headquartered at Rutgers University Business School, in Newark. In addition, he is an Entrepreneur in Residence at New Jersey Institute of Technology's Enterprise Development Center Incubator, also in Newark. Randy focuses on helping entrepreneurs compete for federal SBIR and STTR R&D grants and contracts, as well as other sources of public and private funding, and in commercializing their technology. He will assist entrepreneurs in completing the required funding proposals, business plans and investor presentations. Randy worked for NJSBDC for 12 years prior to launching Foundations in 2005. Among his responsibilities at NJSBDC, Randy managed the Rutgers Technology Business Incubator in New Brunswick, from 1995 until 2001. Randy holds a BS degree from Cornell University and a MBA degree from Rutgers.

Adam Wolf, PhD

Adam Wolf is the founder and Chief Scientist of Arable Labs Inc. He holds a PhD in Biology from Stanford, and later taught at Princeton. Dr. Wolf brought his experience in agronomy, hydrology, and plant science in the creation of Arable, a company empowering people to measure and manage their land. During his scientific career, Adam lived and researched in Russia, Africa, Europe, and East Asia, and brings a global perspective on the application of data to solving real world problems. While at Princeton, Adam went through the NSF iCorps program, which was invaluable for early customer discovery, and in fact many of the customers and problems encountered during iCorps are core customers and use cases for Arable today. The technical challenges of these use cases formed the roadmap for NSF SBIR funding, which has provided over \$1M to Arable to date, and USDA CIG funding, which has been invaluable for demonstrating product efficacy and estimating ROI to the customer. These funds were leveraged into venture capital funding for Arable.