

The OC IEEE Entrepreneurs' Network Invites You To:

**An Introduction to the
SMALL BUSINESS INNOVATION RESEARCH (SBIR) & STTR PROGRAMS –
Do These Programs Fit Your Business Objectives?
How to Capture These Awards**

By **Ron Oglevie**

WHEN: Saturday, April 4, '09, Networking - 9:00 am, Presentation – 9:30 am.

WHERE: [New Meeting Location, please allow extra time to find it.] Knobbe, Martens, Olson & Bear (KMOB) Bldg, 2040 Main St., Irvine 92614, Second Floor Conference Room. For **Directions and Maps** see the KMOB web site at http://www.kmob.com/offices_irvine_map.htm#map. The building entrance and parking structure are on the back side of the building, follow signs to the 2040 entrance (there is no parking on Main St.). For GPS, or Google Map junkies, the GPS coordinates [33.682383, -117.852565] will get you nearby. The tall KMOB building markings are quite visible. Our thanks to KMOB for allowing us to meet there.

RSVP: Please RSVP to Dan Noel at Dan.Noel@ieee.org, to assure your seat. For program questions, or directions, call [Ron Oglevie](mailto:Ron.Oglevie) at 714-526-6642.

PROGRAM – The Federal SBIR & STTR (Small Business Technology Transfer) Programs are highly attractive sources of capitalization, for many emerging entrepreneurial businesses. They offer funding for vastly different R&D opportunities, without need for payback. Accordingly, the competition is high, with approximately one award for every 6-7 Phase I proposals. The good news is that simple strategies exist for beating these odds, and can dramatically enhance your probability of winning.

The purpose of this presentation is to provide a “user’s perspective” on:

- The SBIR & STTR programs,
- How it go about utilizing them,
- Their pro’s and con’s,
- Strategies for winning (beating the competition), and,
- Bid decision criteria that can help you: win the funding, or conversely, save a lot of wasted time and expense.

Prior to the meeting, you may enhance your insight into the SBIR Program by visiting <http://www.aerowebpace.com/sbir.shtml>, and viewing pertinent links presented there. Our “user perspectives” provide tips that neither the Federal Government nor other winners will give you.

SPEAKER BIOGRAPHY – Ron Oglevie, founder of the **Irvine Innovation Institute**, is an SBIR advocate and consultant, having successfully captured and performed four SBIR contracts. He has a 100% win ratio on the last 8 technology contracts that he managed, including the 4 SBIR contracts. All contract goals were met successfully and within budget. Ron has over thirty years in advanced, or new business development projects and technology development fields, primarily with North American/Rockwell, and more recently with I-cubed. He is a founding member of the OCEN. He has a BSE from UCLA and an MSAE from UCLA.