

NIH and NSF SBIR/STTR Phase 1 Funding Strategy Session



America's
SEED FUND
SBIR.STTR

Virtual Session
Wednesday, 2/21/24
12:00 – 4:15PM ET

REGISTER NOW >

<https://attendee.gotowebinar.com/register/1097131621538827354>

Topics Covered

- ~ *SBIR/STTR Program Overview* ~
- ~ *Planning for a Phase 1 Submission* ~
- ~ *Proposal Content* ~
- ~ *Review Process* ~
- ~ *Awardee Panel* ~



The SBTDC is a business and technology extension program of the UNC System and is funded in part through a Cooperative Agreement with the U.S. Small Business Administration

Agenda

- 12:00 – 12:10** **Opening Comments / Logistics**
John Ujvari, NC SBTDC
Ashley Mooneyham, Superior Medical Experts
John Rudd, Hutchison Law

PART I

- 12:10 – 12:40** **SBIR/STTR Federal Funding Program Overview at NIH and NSF**
John Ujvari, NC SBTDC

- 12:40 – 1:00** **Getting Started with an SBIR/STTR Proposal**
- Confirming that your project is ready for SBIR/STTR
 - Identifying NIH institutes and NSF programs

- 1:00 – 1:30** **Before you Start to Write**
- Review grant application package
 - Prepare initial outline of budget
 - Prep and submit Pitch submission (NSF only)
 - Organize team
 - Small business component
 - Letters of support
 - Registrations
 - Technology Transfer and Conflict of Interest Office connectivity

- 1:30 – 1:45** **Break**

PART II

- 1:45 – 2:10** **Defining the Research Aims of your Phase 1**
Ashley Mooneyham, SME

- 2:10 – 3:15** **Preparing the Content of the Phase 1 SBIR/STTR Proposal**
- Significance
 - Innovation
 - Team
 - Environment
 - Approach

- 3:15 – 3:30** **Post Submission**
- Review process
 - Scoring criteria
 - Proposal review comments
 - Re-submission

PART III

- 3:30 – 4:15** **NIH and NSF SBIR/STTR Awardee Panel Discussion**
Zehra Parlak, Qatch Technologies
Stefan Roberts, Insoma Bio
Moderator – John Ujvari, SBTDC

Speaker Bios

Ashley Mooneyham, PhD **Superior Medical Experts** **President and Director of Grants**



Dr. Mooneyham joined Superior Medical Experts as a Medical Writer in 2018 and has since become the Director of Grants (2019) and President (2021) of the company. Ashley graduated *summa cum laude* from the University of Minnesota with a Ph.D. in Microbiology, Immunology, and Cancer Biology. She has over 8 years of scientific research experience resulting in 11 peer-reviewed publications spanning the topics of physical chemistry, cellular biology, and cancer chemoresistance. Ashley has a passion for helping small businesses secure non-dilutive funding for their health and technology innovations through the federal SBIR/STTR grant program by providing strategic consultation, project management, and comprehensive drafting support.

John Ujvari, MBA **NC SBTDC** **Director of Technology Commercialization Program**



John Ujvari is Director of the Technology Commercialization program at the NC SBTDC and statewide SBIR/STTR Program specialist. Based at the University of North Carolina - Chapel Hill. John works with clients for over two decades on the effective use of non-dilutive federal funding toward the commercialization of innovative technologies. His work has been recognized at both the state and national levels. As a frequent guest speaker, training program coordinator and business advisor, he has helped to guide clients with innovative technologies through significant fund raising and commercial successes since 2001. John also founded and continues to lead the SBTDC's Technology Commercialization Graduate Summer Consulting program. This unique program has placed nearly

200 graduate business students from top tier universities with close to 400 early stage, commercialization-driven high tech companies in NC. John earned his MBA degree from Wake Forest University's Babcock Graduate School of Management with a concentration in entrepreneurship and received a BS degree from the University of Virginia.

Awardee Panelist Bios

Zehra Parlak, PhD
Qatch Technologies



Dr. Parlak is the founder and CEO of QATCH Technologies and co-inventor of the lab-on-a-chip technology that QATCH is founded upon. Dr. Parlak got her PhD degree in electrical and computer engineering at Georgia Institute of Technology in 2010 with a focus on nanoscale material characterization. She continued her academic work as a postdoctoral researcher in Biochemistry and Mechanical Engineering & Material Science Departments at Duke University. Upon realizing the commercial potential of the lab-on-a-chip technology she co-invented at Duke University, Dr. Parlak founded QATCH Technologies in 2016. QATCH addresses a challenging problem in pharma, formulating injectables, with cutting-edge lab-on-a-chip technology, called nanovisQ™. QATCH Technologies received multiple SBIR Phase I/II grants from NSF, NIH, and NIST worth \$4.7M since 2017.

Stefan Roberts, PhD
Insoma Bio



Dr. Roberts has worked in biomaterials design and development for a decade. He has a BS in Biomedical Engineering from Washington University in St. Louis and a PhD from Duke University where he developed inSoma's foundational technology as part of his dissertation. Stefan's motivation to translate scientific work to clinical practice originates from prior positions he has held at St. Jude Children's Research Hospital and Barnes Jewish Hospital.