

The Business of Innovation

Greensboro, NC Triad - East

Nussbaum Center for Entrepreneurship
1451 S Elm-Eugene St, Greensboro, NC 27406

**April 30, 2024
9:00AM to 3:00PM**

Topics Covered

- ~ SBIR/STTR R&D Funding ~*
- ~ NC - Specific Funding Resources ~*
- ~ Customer Discovery Process~*
- ~ Equity Capital – Funder Insights ~*
- ~ Private & University Collaboration ~*
- ~ One NC Small Business Match and Incentive Programs ~*
- ~ Legal Considerations of Setting up an Innovation Business ~*
- ~ Greensboro and University / Business Partner Resources ~*
- ~ Success Stories from Local Innovation Businesses ~*

Partners



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

- 9:00 – 9:10** **Kick-Off**
Justin Dues and Clay Howard, SBTDC
- 9:10 – 9:45** **SBTDC and SBIR/STTR Non-Dilutive R&D Funding**
John Ujvari, SBTDC
- 9:45 – 10:20** **North Carolina Biotechnology Center Funding Programs & Resources**
Tracey du Laney, NC Biotechnology Center
Jessica Reece, NCBC Life Science Intelligence
- 10:20 - 10:30** **Break**
- 10:30 - 11:00** **Equity Funding - Insights into Dilutive Funding**
Kevin Nicusanti, SBTDC
- 11:00 – 11:45** **Legal Considerations - Setting up an Innovation-based Business**
John Rudd, Hutchinson Law
- 11:45 – 12:15** **Customer Discovery – Steps to Confirm your Market Assumptions**
Justin Dues, SBTDC
- 12:15 – 12:30** **Lunch Break**
- 12:30 - 1:15** **Key Notes – State of Innovation in North Carolina**
John Hardin, NC Board of Science, Technology and Innovation
- 1:30 – 2:15** **Greensboro and University Ecosystem Partners – Key Players to Assist you**
Moderator: Clay Howard, SBTDC
Panelists:
Laura Collins, NC A&T
Sean Johnson, NC A&T
- 2:15 – 3:00** **Local Innovation Success Story Panel – Tales from the Trenches**
Moderator: Justin Dues, SBTDC
Panelists:
AxNano – Invited
Minerva Lithium – Invited
Soelect – Invited

Speaker Bios

Clay Howard
SBTDC

Jessica Reece
NC Biotechnology Center

John Hardin
OSTI North Carolina Department of Commerce



John Hardin is the Executive Director of the Office of Science, Technology & Innovation. He was appointed Acting Director in 2008 and Executive Director in 2009. From 2003 to 2008, he served as the office's Deputy Director and Chief Policy Analyst.

In his current role he conducts strategic planning and makes recommendations for technology-based economic development, implements technology-related economic development policy and resource allocations, supervises the staff of the N.C. Board of Science, Technology & Innovation, directs and oversees the administration of grant programs to support technology development and commercialization, and oversees strategic initiatives.

From 1998 to 2003, he served as Assistant Vice President for Research and Sponsored Programs in the UNC System Office. From 1998 to 2005, he held an Adjunct Assistant Professor position in the Department of Political Science at UNC-Chapel Hill. From 2006-2018, he was a Visiting Lecturer in the Department of Public Policy at UNC-Chapel Hill, where he taught courses on American politics, public policy, policy analysis, and science policy.

A native of Tulsa, Okla., he holds M.A. and Ph.D. degrees in political science from UNC-Chapel Hill, a B.A. in economics from Baylor University, and a certificate of completion for the Leadership Decision Making program, Harvard University, John F. Kennedy School of Government. He and his wife Jane live in Durham and have two adult daughters.

John Rudd
Hutchison Law



John advises life sciences and technology companies in all stages of a company's life cycle. John typically acts as outside general counsel working closely with founders, management teams and boards of directors on company startups and formations, licensing of intellectual property, venture capital financings, commercial transactions, mergers and acquisitions and other strategic transactions. Prior to joining Hutchison, John was an associate in the mergers and acquisitions group of Jones Day's Tokyo office, where he advised public companies and private equity clients on various types of cross-border transactions, including acquisitions, divestitures, licenses, and strategic partnerships.

John Ujvari
SBTDC



John Ujvari the 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 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.

Justin Dues
SBTDC



Justin Dues serves as a Technology Commercialization Counselor at North Carolina's SBTDC. There, he takes a leading role in the delivery of SBIR/STTR advisory services, guiding researchers and entrepreneurs as they navigate the complexities of R&D to bring pioneering innovations to fruition. Justin's multifaceted career spans two decades, encompassing leadership stints in diverse settings—from the military to corporate behemoths to startups. Throughout these experiences, his unique blend of creativity and strategic acumen has consistently driven transformative and sustainable results.

In addition to holding advanced degrees in business management from UNC Charlotte, Justin is an entrepreneur in his own right, having founded a medical device company equipped with patent-pending technology. His dedication and impact in the realm of small business development were recently recognized when he was named a 40 Under 40 winner by America's Small Business Development Center Network for 2023.

For inquiries or collaborations related to entrepreneurship, tech transfer, or innovative research, Justin welcomes the opportunity to connect.

Kevin Nicusanti
SBTDC

Laura Collins
NC A&T

Sean Johnson
NC A&T

Tracey du Laney
North Carolina Biotechnology Center



Tracey du Laney, Ph.D., is a Senior Director, Science and Technology Development at the North Carolina Biotechnology Center. As Sr. Director, du Laney is responsible for managing and administering the North Carolina Biotechnology Center's research grant funding programs that are designed to advance promising scientific discoveries and technologies developed in N.C. colleges, universities, and non-profit institutions towards commercialization.

Recently, du Laney was named an AAAS Alan I. Leshner Leadership Institute Public Engagement Fellow, with a focus on human augmentation. Dr. du Laney received her Ph.D. in Biochemical Engineering from Duke University and was a postdoctoral fellow at the University of North Carolina – Chapel Hill. Prior to joining the NC Biotech Center, Dr. du Laney was a partner and co-founder of an independent life sciences consulting firm, specializing in life sciences start-up company formation, entrepreneurship, grant writing, business plan review, investor due diligence, and life sciences markets and competitor analysis.