

What does CTC offer?

Securing federal funding for your innovation can be a critical step in advancing toward commercial success. The Center for Technology Commercialization works with you to assemble a team who will help you evaluate the feasibility of your ideas and plan and apply for federal grants, seed angel or venture funding, business plans and more. These services are free to Wisconsin small businesses:

- One-on-one guidance and consulting
- Expert panel reviews of draft proposals
- Lean Startup, SBIR training and programs

SBIR Advance

Since SBIR funding does not cover all costs for a small business, the WEDC offers additional matching funding, administered by CTC. This money is used to accelerate the commercialization of the SBIR-developed technology, for example:

- Market research
- Customer and business model validation
- Patent and licensing expenses
- Regulatory assessment

SBIR Advance is a competitive program, with application deadlines throughout the year. Eligibility is limited to current or recent SBIR Phase I awardees who are Wisconsin-based small businesses eligible for Phase II or current Phase II awardees with no less than six months before the award end date.

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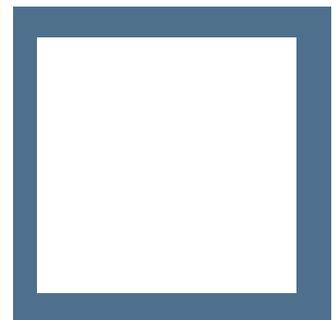
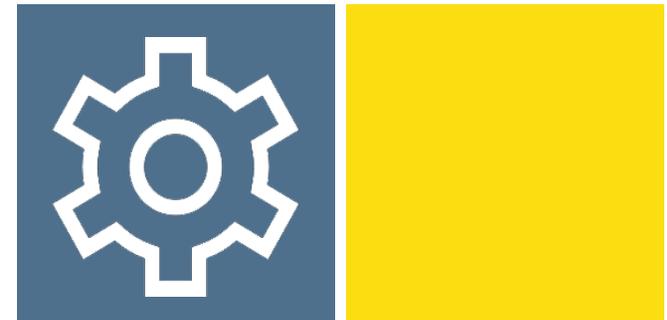
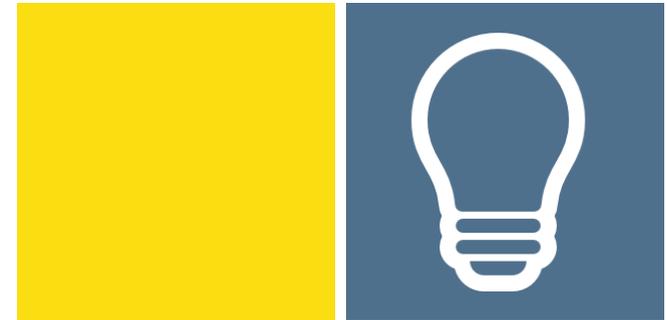


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Or request a meeting by visiting
www.wisconsinctc.org/contact

Each year, federal agencies set aside more than \$2.5 billion for small business innovation. CTC consultants have more than 60 years of combined experience and have collaborated in acquiring more than \$150 million in federal and other funding for Wisconsin businesses.

FUNDING WISCONSIN TECHNOLOGY BUSINESSES



From
feasibility to **funding**

Center for **Technology
Commercialization**

What is SBIR/STTR?

Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) are seed funds provided by 11 government agencies that award grants to entrepreneurs with promising technological innovations that have commercial merit. The funding is used for technology research and development (R&D). The company must meet a set of criteria and submit an SBIR/STTR proposal to the appropriate agency in order to receive both phases of funding.

Am I a candidate for SBIR/STTR funding?

- ✓ For-profit small business of fewer than 500 employees
- ✓ US-owned and independently operated in the US
- ✓ Staffing and facilities to successfully conduct the proposed R&D
- ✓ Innovative technology that can have a substantial impact when commercialized

PHASE 1

Establish:

- Technical and scientific merit
- Feasibility - proof of concept
- Commercial potential
- Team potential

PHASE 2

Continue efforts from Phase 1

- Build and test prototype
- Emphasis on commercialization
- Demonstrate strong leadership and team

PHASE 3

Commercialization and scaling of the business

- Private funding with financing, licensing and/or partners
- Possible funding from U.S. government



6 months - 1 year
\$100K-\$225K

Up to 2 years
\$500K-\$1.5M

SBIR/STTR Commercialization Road Map

“ I have found CTC to be one of the best resources Wisconsin has to offer its entrepreneurs. Competing for Federal SBIR grants can be intimidating and confusing. Our success in securing four SBIR grants in as many years can in no small part be attributed to their top-notch and generous support. ”

- Pete Petit, CEO of V-Glass LLC