

Wisconsin Entrepreneurs' Network (WEN) Proudly Presents

Funding Technological Innovation and Commercialization: An Overview of the Federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs

Free Interactive Webinar

Tuesday, October 27, Noon – 1:30 pm

Pre-registration is required

On-line Registration: <http://www.uwex.edu/ics/wlwreg/wlwwelcome.cfm>

The Interactive Webinar is an introduction to the federal SBIR and STTR Programs and how the Wisconsin Entrepreneurs' Network (WEN) Technology Team is uniquely positioned to assist Wisconsin businesses to successfully compete in these programs.

Funding technological innovation and commercialization is a challenging endeavor given the current economic and equity capital environments. Technology-based business, startup and existing, must consider all sources of capital to start and grow their businesses. Since 1982, the federal SBIR Program has been funding innovation in companies resulting in more than 60,000 patents, numerous products and services, research partnerships with industry and academia, and a host of important economic and social benefits. Annually more than \$2 billion of federal funding is set-aside for technology-based businesses through the SBIR and STTR Programs to enable companies to research, develop and commercialize innovative ideas and concepts that lead to new products and services for domestic and international market opportunities.

Webinar Instructors

Ms. Pat Dillon is the Northwest Regional Director of the WEN Technology Team. Since 1994, Dillon has assisted more than 40 companies to win more than \$25 million in SBIR/STTR funding. Dillon has more than 20 years of public-private sector knowledge and experience in entrepreneurship and technology commercialization, business development, technology transfer and economic development. Dillon is highly recognized nationally for her knowledge and expertise in the SBIR/STTR Programs. In 1999, she was awarded the prestigious Small Business Administration Tibbetts Award for SBIR Excellence, and in 2001, she was recognized by City Business (Minneapolis/St. Paul Business Journal) as one of the 25 Most Innovative Women in Minneapolis. Dillon has served on federal agency review panels at the National Science Foundation and the United States Department of Agriculture, and was the principal investigator of an Office of Naval Research contract for SBIR outreach in a five state region. A native of Alma, Wisconsin, and Dillon graduated from Winona State University with a MBA and BS in Business Administration. Ms. Dillon is a Commander in the United States Navy Reserve with more than 32 years of service.

Mr. David Linz is the Southeast Regional Director for WEN. Before accepting this position, Linz was the vice president of marketing and business development for a small chemical engineering software company, OLI Systems. An accomplished professional and leader in the fields of technical project management, business development, and product management, Linz has extensive experience in oil and gas, chemical, nuclear, combustion, and environmental engineering. Linz is especially skillful at evaluating market opportunities and assessing technical and commercial viability of new technologies and products. Linz has a B.S. in Chemical Engineering and a M.S. in Nuclear Engineering, both from the University of Arizona, and MBA from Webster University. He is also the author of two books.