**Business Planning for Scientists and Engineers**

**July 19th, 8 – 5 p.m.**

**Location:** Room 213, Redfield Campus, 1800 Wedge Parkway, Neil J. Redfield Building A

**Fee:** $50 (includes lunch and breaks)

Register and obtain more information for these workshops at: [http://nsbdc.org/education-training/business-training-calendar/](http://nsbdc.org/education-training/business-training-calendar/). For further information contact Dr. Fritz Grupe at 775-813-7407 or email him at fritz@unr.edu

**Workshop Description**

Scientists and engineers frequently reach points in their careers where they think about being brave and striking out on their own, being their own boss, and building a company. It’s easier said than done, and many who have tried, have failed. The factors that determine success or failure are complex, interrelated, and sometimes not intuitive. This workshop identifies the business planning process that everyone who takes this path should follow to maximize the likelihood of success. The workshop leader has over forty years of experience in business planning and guiding start-up businesses to success.

Fred Patterson has been involved with guiding companies through technology development into commercialization for over forty years, including having worked with the SBIR Program and all of its aspects virtually since its inception. As a co-founder and executive officer of two of Texas’ most successful SBIR award winning companies (SPEC and Radiant Photonics), he has been involved in the execution of over 150 SBIR and STTR contracts and grants, one third of those Phase II programs, totaling nearly $50 million, and led efforts which secured Phase III commercialization funding in excess of $25 million. Called The SBIR Coach®, he is also the former Director of Planning for Tracor Aerospace, preceded by five years in the Planning Department of The Dow Corning Corp. Fred works with several Texas sponsored technology accelerator initiatives, including the Texas Emerging Technology Fund (as “The ETF Coach”), Virginia’s Center for Innovative Technology (CIT), and international groups such as The Indus Entrepreneurs (TiE). Fred’s company works with many private sector investment sources to continually refine its trademarked “Funding Readiness Level (FRL)®” index (a combination of Technology Readiness, Business Readiness, and Dealmanship™) that the company uses to prepare clients for the challenges of seeking, securing, and managing funding for commercialization and growth.