

Preliminary Events

Monday, July 13

Iowa State University Research Park
2711 South Loop Drive
Ames

Tuesday, July 14

Sheraton Hotel
210 S. Dubuque St.
Iowa City

9:00-9:30 a.m. Registration and Coffee

**9:30 a.m.-1:00 p.m. *An Insider's Introduction to the SBIR/STTR Process
What You Need to Know to Be a Successful SBIR/STTR Applicant***

Mark Henry, Founder & CEO, Grow Emerging Companies LLC

Mark Henry has 32 years of experience in helping innovative small firms across the country win hundreds of seed-level SBIR/STTR government R&D grants and contracts. An expert at helping technical people sell their technical and business ideas, Mark and the Grow team provide client support in the planning, coordination, and production/writing/editing of proposals for obtaining grants and contracts that support client R&D efforts and product/service development. As a manager/principal with several SBIR-funded firms and as a national consultant, Mark has been involved in the planning, preparation, and production of some 2,400 SBIR and STTR proposals. Mark has won four National Tibbetts Awards (individually or with a company) for his contributions to the SBIR program, and has been asked to give SBIR presentations at some 60 national SBIR meetings since 1984.

1:00-1:30 p.m. Networking and Lunch

**1:30-2:30 p.m. *How to Talk to Federal SBIR/STTR Program Managers
Making Your 10-Minute Window Count***

Mark Henry, Founder & CEO, Grow Emerging Companies LLC

When you approach federal SBIR/STTR program managers about your proposed SBIR/STTR submission, you have about 10 minutes to get their attention and sell them on your project proposal. This session will help you develop a compelling elevator pitch and accompanying quad chart that will capture their attention and help move your submission up the stack of applications. This presentation is highly recommended for anyone that has signed up for 1-on-1 meetings with a federal program manager at the July 15 event in Iowa City, but it will also be helpful to anyone interested in submitting a proposal for SBIR/STTR funding.

2:45-4:30 1-on-1 Meetings with Mark and Catherine Henry (Pre-Registration required)