



AWARE PILOT PROGRAM

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Background

- Women as well as racial and ethnic minorities are severely underrepresented in academic entrepreneurship. Minorities make up just 8% of U.S. born innovators and Women represent only 12% of U.S. innovators.

Areas of Underrepresented

- STEM related programs
- Academic entrepreneurship programs
- Regional innovation incubators
- Federally funded SBIR/STTR grants
- Venture capital investment portfolios



Significance

- Limited Access to Training & Mentorship
- Lack of Awareness of Funding Opportunities
- Unestablished Business Networks



Project Overview

- Determine the barriers and facilitators to SBIR submission for successful women and minority early entrepreneurs.
- Develop linkages between entrepreneurs and academic researchers interested in connected health technologies and approaches.
- Develop tools that could be broadly disseminated to institutions and networks to foster women and minority innovative entrepreneurs.



Overall Goal

Increase successful SBIR/STTR applications from women/minority owned businesses.

Aims:

1. Create a database of relevant events and contacts.
2. Identify the common themes, barriers, & facilitators of entrepreneurs.
3. Conduct semi-structured interviews with thought leaders in the entrepreneurial & venture capital arena.



Aim 3 - Methods

- Develop a prototype of a “navigation portal” to provide resources to help small businesses to access funding opportunities, mentorships, and social connecting.
- Create a Interview Review Guide to gather insights and feedback on the online navigation portal
- Conduct interviews to gather feedback on early stage AWARE website prototype to guide ongoing development.



Results

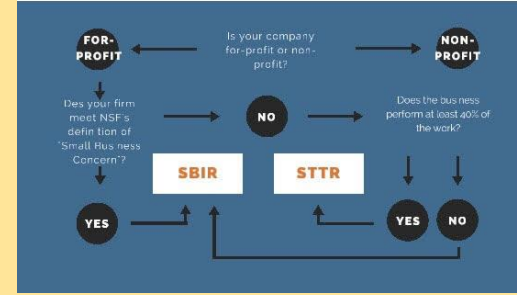
1. Distinct mentorships between entrepreneurs and academic researchers.
2. Creating a tissue for public health innovators.
3. Creating a central place for grant information.

My Role



SHOULD YOU APPLY?

Find more info here to help you through this flow chart <https://www.sbir.gov/faq/eligibility-requirements>



getting started

SBIR & STTR APPLICATIONS



Release dates are distributed throughout the year. Here is a list of current solicitations. All solicitations contain a section where the evaluation criteria are discussed. Guidance is actually provided in the various solicitations. You must also review the literature. This means that you must place considerable emphasis on putting your team in place.

More details [here](#) and [here](#)



SBIR

The Small Business Innovation Research (SBIR) program is a highly competitive program that encourages domestic small businesses to engage in Federal Research/Research and Development that has the potential for commercialization. Through a competitive award process, SBIR enables small businesses to explore their technological potential and provides the incentive to profit from commercialization. By including qualified small businesses in the nation's research and development (R&D) arena, high-tech innovation is stimulated, and the United States gains entrepreneurial spirit as it meets its specific R&D needs.

VS



STTR

STTR differs from SBIR in several ways, including:

1. For and STTR award, the small business must perform at least 40% of the work and the single partnering research institution must perform at least 50% of the work.
2. STTR requires the Small Business Concern (SBC) and its partnering institution to establish an intellectual property agreement detailing the allocation of intellectual property rights and rights to carry out follow-on research, development or commercialization activities.

The Small Business Technology Transfer (STTR) program expands funding opportunities in the federal innovation arena. Central to the program is the expansion of the public-private sector partnership to include joint venture opportunities between small businesses and nonprofit research institutions. The unique feature of the STTR program is the requirement for the small business to formally collaborate with a research institution in Phase I and Phase II. STTR's most important role is to bridge the gap between performance of basic science and commercialization of resulting innovations.

SBIR & STTR Funding





Lessons Learned

- Many funding opportunities are poorly marketed to entrepreneurs.
- Many people don't know where to seek assistance.