

Basic Research Grants vs. SBIR/STTR: Not all NIH Grants are Created Equal!

February 14, 2024
1:00 p.m. - 2:30 p.m. CT

You've had experience with NIH research grants - RO1s, R21s, RO3s - and you're ready to transition to SBIR/STTR. Not so fast! The two mechanisms are definitely NOT the same. The participation qualifications are different, so is the review criteria, and the ultimate goal of the R&D is different.

This webinar highlights where you'll need to think, plan and write differently to be successful with the SBIR/STTR program — and why you'll need more SBIR/STTR training to be competitive with your proposal.

This session is ideal for university students and staff experienced in grant writing and considering SBIR/STTR funding to advance R&D.

Register Here: https://us06web.zoom.us/webinar/register/WN_Ko1KtxTdRauy8cb9yuQ8_w



About BBC Entrepreneurial Training & Consulting

BBCetc is nationally recognized for its success in helping emerging companies win SBIR/STTR funding and use it strategically to propel growth and has been awarded an SBA Tibbetts award and Top 50 Michigan Companies to Watch award. BBCetc manages the Michigan SBIR/STTR Assistance Program and our Michigan clients have been awarded over \$437 million in funding since 2002. www.bbcetc.com / 734.930.9741 / info@bbcetc.com / @BBC_etc



BBCetc Senior Principal Consultant, Andrea Johanson, Ph.D

Andrea is a BBCetc Sr. Principal Consultant with over 25 years of experience in leading international collaborative research projects. Prior to joining BBC in 2006, she was responsible for developing a portfolio of agricultural biotechnology projects at Michigan State University's Institute of International Agriculture, and for reporting to federal funding agencies about the program. Andrea has also served as an international consultant on a broad range of issues relating to international agricultural development, biotechnology, biosafety, intellectual property rights and technology transfer. She holds a Ph.D. in Plant Pathology from Reading University, UK, a Master's in plant Pathology from Cornell University, and a Master of Arts in Natural Sciences from Cambridge University, UK.