

# Federal Funding Assistance for Research and Product Development

written by Lauri Moon | March 26, 2021

## You have an idea, so how do you finance it?

Join Connie Casteel, with the Advanced Technology Development Center (ADTC), as she covers the different federal funding assistance programs that are available for small to medium manufacturers. These funding opportunities, Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR), provide non-dilutive research funding to help businesses prove its technology is feasible and provides the incentive to profit from its commercialization. Through these competitive awards-based programs, companies are able to advance R&D, technological innovation, and product development to help build a strong national economy.

## Presentation topics will include:

- Details about “America’s largest seed fund”, that has \$3 billion available annually, with an average award up to \$1.5 million or more.
- Eligibility requirements to qualify for funding opportunities.
- How we can help you navigate and coach you through the proposal process.
- Identifying the right research grant or contract for you (funds are not a loan and do not have to be paid back).
- How your company will retain its Intellectual Property rights and ownership.
- Examples of other companies currently awarded funding including; Quest Renewables (DOE project), Atheraxon (NSF project), Global Technology Connection (Air Force DOD project), IRobot (Army DOD project).

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## **Presenter...**

**Connie Casteel** is an expert in the federal SBIR and STTR funding programs—funding utilized by small companies to develop new innovative products and services. She currently serves as SBIR/STTR Catalyst for the Advanced Technology Development Center (ADTC), Georgia’s high-tech startup incubator housed on the campus Georgia Tech. With over 15 years of SBIR/STTR assistance experience, her primary responsibilities include educating entrepreneurs and companies on the SBIR/STTR programs, providing strategic direction, coaching/consulting, one-on-one proposal support, and providing commercialization guidance. While providing insights to SBIR/STTR applicants, she has also served as a national SBIR/STTR Reviewer for federal agencies helping assess the commercial feasibility of proposed innovations.

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