

# Business Focus Workshops

for

*MDA SBIR Phase I Award Winners*

## **Overview:**

The National Technology Transfer Center (NTTC) provides commercialization assistance to early-stage technology developers through MDA's Technology Applications program. Developing a commercial strategy early on can lay the groundwork for future business success. This workshop gives you a valuable opportunity to interact with experts in business and technology transfer, and to review and expand your strategy for commercializing products that result from your MDA research.



## **Format:**

The BFW is a one-day intensive meeting where you will be teamed with an NTTC commercialization engineer and a business consultant. This team works independently for four hours, covering a detailed topic list of business development issues such as: market applications, sales projections, marketplace benefits, competition, intellectual property, finance strategy, and more. During the session you will prepare a five-chart presentation that concisely summarizes the business case for your product. The day concludes with your presentation to a larger group of business experts and technologists, who provide targeted feedback.

## **Preparation:**

BFWs require no preparation of materials ahead of time. The process of developing your business case as a collaboration with your team in the workshop session has proven to be a unique value of the BFWs.

## **Benefits:**

- Review and expand your commercial business plan
- Generate a concise and credible business case
- Get realistic and supportive feedback on how to proceed
- Get names and phone numbers of industry contacts
- Balance your research objectives with your business objectives

## **Comments from previous participants:**

- “The workshop highlighted the fact that we didn’t have a reasonable grasp on our market. Thanks for help in refocusing our attention on the business and marketing planning.”
- “Thank you for showing us how other companies in our position approach risk.”
- “I see now that my two priorities are; to solidify my intellectual property position, and to develop an Advisory Board.”
- “It looks like we should go back and re-evaluate our marketing and sales methods.”
- “Thanks for showing us how to present our company in 4-5 slides.”
- “The approach of not restricting your efforts to only one part of the company was very productive.”
- “There must have been a couple hundred years of experience in this group. I could never hope to access that if I had to pay for it.”
- “...it was very well organized, very helpful for businesses starting for the first time along the path to commercialization. This is a MUST for all new Phase I winners.”

## **Sign up:**

Attendance is limited, so sign up today by visiting our website at [www.mdatechnology.net/signup](http://www.mdatechnology.net/signup) or calling the NTTC BFW coordinator, Jeff Reynolds, at (703)966-5182. Email: [jreynolds@nttc.edu](mailto:jreynolds@nttc.edu).