



LifeSciences
SOUTH FLORIDA

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Is SBIR the Right Strategy for Your Startup?

With Cris Johnsrud of Pathfinder Research, Inc.



Webinar Date:

November 19, 2013 from
12:30 – 1:30 p.m.

Webinar Log-in:

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- **SCIENCE**

Mastering science based skills to create a
prosperous and engaging future

- **COMMUNITY**

Utilizing knowledge and skills gained to
revitalize and enrich the community

- **ENGAGEMENT**

Expanding your knowledge of the latest
breakthroughs in science and technology

- **FUTURE**

Enriching the South Florida community
through science based student engagement

Topic:

Small Business Innovation Research (SBIR) grants are frequently cited as opportunities for startup enterprises to secure undiluted R&D funding for product development. But is SBIR the right opportunity for you? To ensure that your startup or small business maximizes the benefits of the SBIR program, including the time and effort involved in the proposal development process, this webinar explores critical strategic decision points for entrepreneurs and CEOs interested in competing for SBIR Phase 1 funding. These decision points include integration of research and product development pipelines, timing, company resources, partners and infrastructure, the management team, and more.

Speaker:

For more than 25 years, Cris Johnsrud has provided grant writing assistance, project management and research services to organizations and individuals engaged in technology transfer and commercialization. In 2011, she helped design the successful pilot for the Startup Quest™ technology entrepreneurship training program and continues as part of the statewide management team overseeing its implementation across Florida. In addition to a number of professional affiliations, Cris is a member of the Board of Trustees for the Gainesville Area Innovation. She holds a PhD in Cultural Anthropology from the University of Florida, has presented papers at numerous academic and professional conferences, and delivers workshops on grant writing and market assessment to entrepreneurs.

Company Description

Pathfinder Research, Inc., provides research, planning and management support in the areas of technology-based economic development, technology transfer, and public-private collaborative programs. Pathfinder manages the Southeastern U.S. regional office for the Federal Laboratory Consortium for Technology Transfer (FLC). Additionally, the firm provides proposal development, SBIR grant writing assistance, program design and other consulting services to a variety of companies, universities and other public sector organizations.