



# SBIR/STTR Phase II PROPOSAL WRITING WORKSHOP

**Thursday, July 9 • 8 a.m. - 5 p.m.**  
Bailey Alumni Center, University of Arkansas at Little Rock

Each year, small companies receive more than \$2 billion in federal SBIR/STTR grants and contracts. This workshop will help entrepreneur-authors plan and then complete each section of a Phase II SBIR/STTR proposal. Lead instructor Sharon Ballard will focus on two areas key to winning: the work plan/research plan and the commercialization plan. Participants will use proposal outlines from various agencies and learn techniques through exercises that address the content for each section of a Phase II proposal.

**Targeted specifically for companies that have received at least one SBIR Phase I award and are confident they will be invited to submit a Phase II proposal**

#### About the instructor:

Sharon C. Ballard, president/CEO of EnableVentures, Inc., is a former multiple-SBIR awardee with global product commercialization successes. The business development executive with Fortune 100 companies has decades of experience instructing and coaching science and technology entrepreneurs internationally.

In this workshop, Ballard will offer strategies and specific steps to attract commercialization partners and provide tools, techniques, and examples that can ease doing business with the government.

Best of all, participants gain insight and feedback from a “been there/done that” instructor and walk away with the essential elements of a Phase II proposal outlined and reviewed.

**Cost:** Register by June 25 and pay \$150 • Registration after that date increases to \$200 • Discounted rate for Arkansas faculty: \$100 (*Fee includes breakfast, lunch and materials*) • **2 easy ways to register! Call:** (501) 683-7700 or (800) 862-2040 (Outside Pulaski County) **Online:** [asbtdc.ualr.edu/sbir2](http://asbtdc.ualr.edu/sbir2) • **More info:** Mildred Holley ([mxholley@ualr.edu](mailto:mxholley@ualr.edu)) OR Laura Fine, ([lfine@ualr.edu](mailto:lfine@ualr.edu)), (501) 683-7700

*Check, cash, and Visa, MasterCard, and Discover credit cards accepted*



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**Space is limited to 40 participants**