




**AMERICA'S
SEED FUND**
2024 ROAD TOUR
GREAT LAKES

July 19, 2024 | 8 AM – 4 PM
McNamara Alumni Center
University of Minnesota

HOSTED BY

MNSBIRINC.™
Bringing America's Seed Fund to Minnesota



WELCOME



Pat Dillon

Dear SBIR Road Tour Attendees,

On behalf of the Board of Directors at MNSBIR, Inc., we are delighted to welcome you to the America's Seed Fund – SBIR Road Tour – Great Lakes, where innovation, collaboration, and advancement converge. It is an honor to have you all here, representing a diverse array of backgrounds, expertise, innovations, and aspirations.

At MNSBIR, our mission is to support the growth and success of startups and existing firms in Minnesota by facilitating access to federal research funding through the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs, and other federal research funding. We are committed to fostering an inclusive and dynamic ecosystem where women, socially/economically disadvantaged individuals, and small businesses participate in America's Seed Fund.



Brian Brockway

This SBIR Road Tour is not just a gathering; it is a testament to the collective potential and drive of our community. It is a platform where ideas are shared, partnerships are forged, and the seeds of future breakthroughs are planted. Your presence here signifies a commitment to pushing the boundaries of technology and finding solutions to the most pressing needs of our time.

We would like to extend our heartfelt gratitude to our distinguished speakers, sponsors, and organizers who have worked tirelessly to make this event a success. Your contributions are invaluable, and your efforts are deeply appreciated.

We know that today is just one point on your journey. MNSBIR, Inc. is committed to being a valuable resource as you pursue federal SBIR/STTR opportunities to research and commercialize your technological innovations. ***Let the SBIR Road Tour be a catalyst for your growth and the advancement of your endeavors.***

Thank you for being a part of this remarkable event. Together, we are shaping the future of innovation and creating lasting impacts on our communities and beyond.

Warm regards,

Pat Dillon

Pat Dillon, CDR, USN (Ret), MBA
Founder and President
MNSBIR, Inc.

Brian Brockway

Brian Brockway, MSEE
Chairman of the Board
MNSBIR, Inc.

MNSBIR, Inc. is organized as a IRS 501 (c) (3) funded in part through a Federal and State Technology Partnership Cooperative Agreement with the U.S. Small Business Administration, a grant from the Minnesota Department of Employment and Economic Development, and funding from the University of Minnesota, Technology Commercialization, and the Holmes Center for Entrepreneurship.

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July 19, 2024

MNSBIR, Inc.
200 Oak Street SE, Suite 100
Minneapolis, MN 55455

Dear Friends:

Thank you for your invitation to attend today's stop on the America's Seed Fund SBIR Road Tour. I regret that I am unable to join you for this special occasion but want to extend my best wishes for a wonderful event as you gather to learn more about unique business funding opportunities with the federal government.

This event connects entrepreneurs and innovators with exciting opportunities through the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. Today, you will have the opportunity to connect with representatives from several federal agencies, share your ideas, and potentially access funding from the \$4 billion of federal money dedicated to funding research and development among American small businesses. This partnership between government and entrepreneurs is vital to the success of our communities, our state, and our country.

I want to thank the entrepreneurs here for what you do to support our communities and power our economy. You are the driving engine of our workforce. Thank you and enjoy the event!

Sincerely,

A handwritten signature in blue ink that reads "Betty McCollum".

Betty McCollum
Member of Congress

AGENDA

TIME	AGENDA ITEM	ROOM
7:00 – 8:00 AM	Registration / Breakfast Walk-in 1:1 Registration Desk Opens	Memorial Hall
8:00 – 12:00 PM	1:1 Meetings	Thomas Swain
8:00 – 8:25 AM	Welcoming Remarks Pat Dillon, President, MNSBIR, Inc. Geri Aglipay, SBA Regional Administrator Kevin McKinnon, MN Department of Employment and Economic Development MN Rep. Jessica Hanson, Vice Chair, Economic Development Finance & Policy Committee Rommel Lee, U.S. Senator Klobuchar's Office Saolia Tucker, U.S. Senator Tina Smith's Office	Memorial Hall
8:25 – 8:47 AM	SBA America's Seed Fund Overview	Memorial Hall
8:48 – 9:52 AM	Reverse Agency Pitches	Memorial Hall
9:52 – 11:50 AM	Panels & Presentations Matching Your Project to an Agency (SBA) Inside the Head of the Evaluator (SBA) Finding Help and Support (Panel – I Corps, USPTO, FAST, SBA District Office)	Memorial Hall
11:50 – 12:30 PM	Resource Fair Exhibits / Break	Memorial Hall
12:30 – 1:30 PM	Lunch (Networking) MNSBIR Overview Collaboration.Ai (SBIR Phase III Recipient)	Memorial Hall
1:30 – 1:45 PM	Resource Fair Exhibits / Break	Memorial Hall
1:45 – 2:30 PM	Breakout Session 1	
	<ul style="list-style-type: none"> • MN Department of Employment and Economic Development Programs and Resources for Startups and Small Businesses Neela Mollgaard, MS, Executive Director, Office of Small Business and Innovation • Minnesota MedTech 3.0 Matt Lewis, MPP, Greater MSP Rob Cimperman, MBA, Launch Minnesota 	<ul style="list-style-type: none"> Memorial Hall Johnson Great Room
2:30 – 3:15 PM	Resource Fair Exhibits / Break	Memorial Hall
3:15 – 4:00 PM	Breakout Session 2	
	<ul style="list-style-type: none"> • University of Minnesota, Mayo Clinic and MIN-Corps Andrew Morrow, BA, University of Minnesota Stefan Madansingh, PhD, Mayo Clinic Ventures Ashley Mahoney, PhD, MBA, University of Minnesota • Writing a High-Quality Research Proposal Anja Metzger, PhD, Innovative MN Medical Solutions Kyle Nelson, MS, Add a Zero, LLC 	<ul style="list-style-type: none"> Memorial Hall Johnson Great Room
4:00 PM	Adjourn - Networking – On Your Own	Stubs and Herbs

SESSION DESCRIPTIONS

RESOURCES FOR STARTUPS AND SMALL BUSINESSES

1:45 – 2:30 PM • Memorial Hall

The Minnesota Department of Employment and Economic Development (DEED) provides a comprehensive range of resources and support to foster the growth and success of startups and small businesses. DEED offers financial assistance through various grant and loan programs, including the Minnesota Investment Fund, Job Creation Fund, and Angel Loan Fund, designed to fuel innovation, expand operations, and create jobs.

Launch Minnesota is a statewide initiative spearheaded by DEED to accelerate the growth of the state's startup ecosystem. This program focuses on fostering innovation and supporting high-growth startups by providing essential resources, funding, and a collaborative network. By addressing the unique challenges faced by startups, Launch Minnesota aims to create a robust, inclusive, and sustainable startup environment that drives economic growth and positions Minnesota as a leader in innovation and entrepreneurship.



Neela Mollgaard, MS
Executive Director
Office of Small Business
& Innovation

Neela's career has continually involved bringing people together to create change. She has been a leader and facilitator of organization and community innovation. She has experience working in corporate, government, and nonprofit sectors.

She is the Executive Director of the Office of Small Business and Innovation, leading statewide efforts to serve startups, small businesses, and organizations that support them. Neela joined state government about 5 years ago to create and deploy Launch Minnesota, a statewide initiative to help grow the state's innovation ecosystem. The initiative has successfully deployed millions of dollars to startups and created a network to connect and coordinate the startup ecosystem across the state.

Prior to joining state government, she was a founder of the nonprofit Red Wing Ignite, which supports entrepreneurs, businesses, and students to succeed in the 21st-century economy. They created a model, that received national attention, developing an innovative ecosystem by forging partnerships with government, academic, corporate, and community partners.

SESSION DESCRIPTIONS

MINNESOTA MEDTECH 3.0

1:45 – 2:30 PM • Johnson Great Hall

Minnesota MedTech 3.0 is creating the next frontier of med-tech innovation and inclusive economic growth, opening doors to millions in federal dollars and catalyzing new capital and talent.

Working through the GREATER MSP Partnership, more than 40 organizations are collaborating to develop a shared strategy to ensure the nation grows its global medical-technology leadership. Minnesota MedTech 3.0 builds on the MSP region's historic strengths in

healthcare, medical devices and technology innovation to create a Medtech ecosystem that is more connected, more strategic and "smarter" by incorporating cutting-edge technologies, such as artificial intelligence, machine learning and data science.

Minnesota MedTech 3.0 aims to deliver thousands of good-paying jobs, spur a new generation of startups and attract billions of dollars in private capital to our region.



Matt Lewis, MPP
Vice President,
Strategic Initiatives
Greater MSP

Matt Lewis is Vice President, Strategic Initiatives at the GREATER MSP Partnership. In this role, Matt builds and leads initiatives implementing the Greater Minneapolis-Saint Paul region's economic development strategy, aligning senior leaders at many of the MSP region's largest companies, as well as leaders in state and local government, higher education, startups and venture capital firms, foundations, and non-profit organizations.

In recent years, Matt led the development of the region's startup and innovation coalition, Forge North, and served as acting Regional Innovation Officer developing the Minnesota MedTech 3.0 strategy and coalition, which won designation as a Tech Hub by the U.S. Department of Commerce. Matt is a former journalist, active angel investor, and past civic leader of several non-profit boards focused on public policy. He earned his MBA and Master's of Public Policy from the University of Minnesota and his B.A. from the University of Wisconsin-Madison.



Rob Cimperman, MBA
Director, Launch Minnesota
Department of Employment
and Economic Development

Rob brings a passion for entrepreneurship and innovation to his role as Launch Minnesota Director. In this role, he works to further build the innovation ecosystem in Minnesota by supporting the growth and acceleration of startups throughout the state.

He also serves as an adjunct business instructor at Augsburg University and University of Wisconsin River Falls.

In his corporate career he has held leadership roles in strategy, M&A, business incubation and general management in multiple industries with companies such as 3M, Gemalto and Thales. He holds a B.S. in Marketing from Virginia Tech and an MBA from Washington University in St. Louis.

SESSION DESCRIPTIONS

UNIVERSITY OF MINNESOTA, MAYO CLINIC AND MIN-CORPS

3:15 – 4:00 PM • Memorial Hall

The University of Minnesota (UMN) and Mayo Clinic operate Technology Transfer Programs and Venture Centers to foster innovation and accelerate the commercialization of cutting-edge research. The Technology Transfer offices at both institutions play a crucial role in managing intellectual property, negotiating licenses, and supporting startup formation. By providing resources, mentorship, and access to a robust network of industry partners and investors, UMN and Mayo Clinic ensure that groundbreaking technologies have a clear pathway to impact society, driving economic growth

and improving healthcare outcomes. This collaborative ecosystem enhances the translation of research into viable products and services, contributing significantly to the innovation landscape in Minnesota and beyond.

The UMN MIN-Corps operates I-Corps funded by the National Science Foundation. I-Corps equips researchers with entrepreneurial skills to transition their discoveries from lab to market. This initiative focuses on customer discovery and business model development, empowering scientists and engineers to validate their technology's commercial potential.



Andrew Morrow

Technology Commercialization Office
University of Minnesota

Andrew collaborates with faculty and staff to commercialize software and digital innovations developed at the University. His portfolio includes intellectual property license negotiations covering patents, trademarks, copyrights, and technical expertise. Some of those licenses are to University-based start-up companies. Andrew's favorite work aligns with the AUTM Better World Project: licensing innovations that will improve our everyday lives, with the hope for long-lasting impact.

Prior to Tech Comm, Andrew spent time in sales, marketing, and business development roles at several Twin Cities start-ups. Two years performing bench science in cardiology at UCLA preceded Andrew's business development interest, and he competed internationally on the United States National Rowing Team and coached collegiate rowing at UCLA and Columbia University. Andrew holds a B.A. from Princeton University.



Stefan Madansingh, PhD

Department of Business Development
Mayo Clinic Ventures

Stefan Madansingh is a technology development and IP manager at Mayo Clinic Ventures supporting innovation, seed investment and commercialization efforts across the Mayo Clinic enterprise. Stefan is no stranger to the entrepreneurial ecosystem in southeast Minnesota, previously leading the Kauffman Foundation's 1 Million Cups in Rochester as well as Mayo Clinic's Office of Entrepreneurship, delivering academic entrepreneurial education through the Mayo Clinic Graduate School of Biomedical Sciences. Stefan completing his post-doctoral training in Assistive and Restorative Technology development at Mayo Clinic and holds a PhD in biomechanics and neuromotor control from the University of Houston. Stefan serves as the Director of Research and Development for a balance and fall risk assessment startup, Zibrio Inc., based out of the Texas Medical Center Healthcare Accelerator (formerly TMCx).



Ashley Mahoney, PhD,

MIN-Corps
University of Minnesota

Ashley Mahoney is the Director of MIN-Corps at the University of Minnesota-Twin Cities. This program is part of the Holmes Center for Entrepreneurship in the Carlson School of Management. She is also a co-PI for the National Science Foundation Great Lakes Regional I-Corps Hub and leads the statewide regional I-Corps programming. She has a BS in Chemistry, a PhD in Biochemistry, and an MBA with concentrations in management and strategy. She taught Chemistry for over 20 years at small, liberal arts colleges. After completing her MBA, she joined MIN-Corps to help innovators launch their discoveries. Additionally, she has worked with an educational startup for over 20 years and is currently supporting a technology-based innovation team.

SESSION DESCRIPTIONS

WRITING A HIGH-QUALITY RESEARCH PROPOSAL

3:15 – 4:00 PM • Johnson Great Hall

Writing a technical proposal requires careful planning, attention to detail, and a clear understanding of your project's potential impact, whether commercial and/or military. SBIR/STTR applications across agencies demand clarity, conciseness, realism, and focused project plans. Writing a SBIR/STTR proposal demands ample time to

prepare and to seek feedback to enhance the proposal selection and award. Moreover, SBIR/STTR proposals require an understanding of the market opportunity for the technology solution. Learn from experienced consultants with decades of experience and millions in SBIR/STTR funded projects.



Anja Metzger, PhD
CEO
Innovative Minnesota Medical
Solutions and
MNSBIR, Inc. Consultant

Anja Metzger, PhD has 30+ years of medical device experience with the most recent 25 years focused on cardiovascular medical devices and obtaining over 25M dollars in non-diluted small business grant funding from the NIH and DoD SBIR and CDMRP programs to explore innovative technologies and bring them to market. She has written and served as PI or a co-investigator in over 30 Phase 1, Phase 2, and Phase 2+ grant applications to support product development, pre-clinical and clinical trials. In addition to her experience in cardiovascular medical devices she has assisted several companies focused on devices for orthopedics, cancer, and other disease states. In 2012, during her tenure at Advanced Circulatory Systems, she received the SBA's SBIR Tibbets award and was recognized as being in the top 25 NIH Grant Recipients in 2013. She has extensive knowledge of pre-clinical, clinical, and product development strategies, the ability to bring theory into practice, and is recognized as a named inventor on over 30 U.S. patent applications. Work with multiple firms including Johnson & Johnson, Medtronic, and several start-up medical device companies has provided Anja an in-depth understanding of product development, clinical, regulatory and quality aspects of the medical device business. Anja has a Biomedical Engineering PhD from the University of Minnesota and a Bachelor of Arts in Chemistry from the College of St. Catherine. She is also an Adjunct Associate Professor in the University of Minnesota's Emergency Medicine Department and is an author of over 50 publications. In her role as Founder and CEO of Innovative MN Medical Solutions, she provides consulting services for non-dilutive funding opportunities, focusing on NIH and DoD SBIR/STTR grant proposals for novel medical device technologies.



Kyle Nelson, MS
CEO
Add a Zero, LLC and
MNSBIR, Inc. Consultant

Kyle Nelson is an expert in the strategy, tactics, mechanics, and rigor needed to coordinate, win, and execute competitive Federal contracts and grants. Kyle served in business development roles for over 20 years, first at Honeywell's global research lab and then at Adventium Labs, an R&D company that he helped to start in 2002 and co-owned and led as CEO from late 2010 until it was acquired in 2022. Kyle was responsible for securing competitive government grants and contracts to start, self-fund, and establish Adventium as a nationally known R&D firm. The SBIR/STTR program served an important role in Adventium's success. Kyle led successful SBIR/STTR proposal efforts that secured contracts from nearly every agency that participates in the SBIR/STTR program, including Air Force, Army, Defense Advanced Research Projects Agency, Navy, National Aeronautics and Space Administration, National Institutes of Health, and National Science Foundation. In addition to win rates well above the published national averages, he also led Adventium to secure multiple Phase III SBIRs, including two Phase III SBIR task order agreements each with ceilings over \$23M, and the prestigious SBA Tibbets Award for excellence in the Programs. Prior to Adventium Labs, Kyle served in business development and technical roles in aerospace research at Honeywell Labs. Kyle served as a proposal review panelist for several NSF programs, authored numerous publications, and holds five patents. He earned a B.A. in Mathematics from the Colorado College, and an M.S. in Computer Science from the University of Minnesota.

RESOURCE FAIR



The Small Business Administration (SBA) has been a leader in small business development for more than 60 years. In an increasingly globalized economy, we tackle challenges confronted by the small business community across geographic boundaries. Although times have changed since SBA was founded in 1953, the agency's mission—to promote the growth of small business—has not. Today, SBA is more vital than ever. We work in collaboration with partner organizations using cutting-edge technologies and well-tested best practices to multiply our impact on small businesses.



The Minnesota Department of Employment and Economic Development (DEED) is the state's principal economic development agency. DEED programs promote business recruitment, expansion, and retention; international trade; workforce development; and community development.



MNSBIR, Inc. is dedicated to advancing scientific excellence and technological innovation to bolster Minnesota's economy while fostering diversity and inclusivity. We achieve this by securing federal research and development funding to stimulate the creation of new products, services, and solutions in the private sector. With decades of proven expertise and strong relationships across the 11 participating federal agencies, we specialize in guiding qualifying firms through the process, making it less daunting and more manageable.



Defense Alliance accelerates commercialization for technology products and services by supporting small businesses in the Upper Midwest. We serve entrepreneurs, startups, small businesses and organizations across the state that support them. We help businesses by providing access to capital, improving connectivity and building capacity to start, scale and succeed.



The APEX Accelerator is funded in part through a cooperative agreement with the Department of Defense. APEX Accelerator's mission is to strengthen Minnesota's economy by stimulating job creation, growth, and business retention. To accomplish this goal, the APEX Accelerator assists businesses in securing government contracts. Using market identification, registration assistance, contracting regulations/compliance assistance, and ongoing technical support, APEX Accelerator helps businesses navigate through the complicated intricacies of obtaining federal, state, and local government contracts. APEX Accelerator staff advise and assist clients in the identification of market opportunities, preparation and proper submission of applications, certifications, and registrations necessary for them to do business with federal, state, and local government entities.



The Air Force Research Laboratory (AFRL) Regional Network – Midwest is a new science and technology ecosystem comprised of universities, large and small businesses, other government agencies, and venture capitalists. The Midwest Network supports the AFRL by cultivating strategic collaborations to drive innovative research, translation, and workforce development opportunities that bolster the critical technology needs of the U.S. Air Force (USAF). The Midwest Network encompasses 12 states and is headquartered at Purdue University.

RESOURCE FAIR



At MIN-Corps, we empower you to take your academic research beyond the lab and into the market. Our program offers access to market research, equity funding, industry mentorship, and more. By connecting you with a network of experienced professionals and resources, we help transform your intellectual property into viable products and enterprise.



The Holmes Center is the hub of entrepreneurship and innovation at the University of Minnesota that inspires, educates and connects the next generation of Minnesota's entrepreneurs. We mobilize the community and provide support for emerging entrepreneurs, both within and outside the University, through experiential courses and engaging outreach programs.



The Minnesota Nano Center, or MNC, is a state-of-the-art facility for interdisciplinary research in nanoscience and applied nanotechnology. The Center offers a comprehensive set of tools to help researchers develop new micro- and nanoscale devices, such as integrated circuits, advanced sensors, microelectromechanical systems, and microfluidic systems. The MNC is also equipped to support nanotechnology research that spans many science and engineering fields, allowing advances in areas as diverse as cell biology, high performance materials, and biomedical device engineering.



Forge North is part of the GREATER MSP Partnership. It is a coalition of 100+ partners advancing the Minneapolis-Saint Paul startup ecosystem. GREATER MSP is a partnership of more than 4,500 individuals from more than 300 leading businesses, universities, cities, counties and philanthropic organizations working together to accelerate the competitiveness and inclusive growth of the 15-county Minneapolis-Saint Paul regional economy.



LEGALCORPS

LegalCORPS is a Minnesota nonprofit organization that coordinates pro bono legal services for primarily low-income entrepreneurs, small business owners, inventors, and low revenue nonprofit organizations.



SciTech is a state-funded internship program that helps small companies connect with talent and funding. Jobs are shared with a pre-vetted candidate pool of college STEM majors actively looking for work. And for every intern hired, employers receive a \$2,500 grant to cover half their pay, up to \$5,000.



UEL is a dynamic life science incubator offering move-in ready lab spaces designed for immediate innovation. We provide a turnkey solution for startups eager to accelerate their journey from concept to commercialization.



The UNW Center for Research and Innovation exists to expand research and development initiatives in biotechnology by partnering with startup to small companies for solving real-world problems in order to bring ideas to the marketplace.



VISION

MNSBIR's vision is to foster innovation, job creation, and economic growth by leveraging federal research funding for startups and small businesses in Minnesota.

MISSION

MNSBIR, Inc. offers education, business and technical assistance to help Minnesota startups and small businesses access America's Seed Fund, turning research into products and services for domestic and global markets.

LEADERSHIP AND TEAM

Led by Pat Dillon, a long-time advocate and expert in America's Seed Fund, our team has diverse backgrounds and experiences to help startups and small businesses navigate federal funding for technology commercialization. We engage independent consultants to provide specialized support and expertise, complementing our team's capabilities. This approach allows us to customize services, scale resources cost-effectively, and extend our impact across many firms.

COMPREHENSIVE BUSINESS AND TECHNICAL ASSISTANCE

We facilitate the journey from innovative research to practical application, ensuring groundbreaking technologies achieve tangible impact and financial sustainability. Our support model includes four programs: 1) Educational Programs; 2) Catalyst Program, 3) Transition Program, and 4) Phase III Commercialization Institute. Each program offers free and confidential business and technical assistance. Firms and projects are evaluated on technical feasibility, market potential, commercialization strategy, innovation, and technical risk. We support firms across all SBIR/STTR phases, from feasibility to commercialization. Additionally, the Transition Program and Phase III Commercialization Institute provide follow-on support to help firms transition toward Phase III opportunities (sale of the product or service) with the federal government where appropriate.

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NEXT STEPS



How do you know where to start? At MNSBIR, Inc., we help you demystify the process to get started and then to become a successful applicant to any federal agency. The goal is to secure funding to bring your innovation to life. Our education, business and technical assistance are free and confidential.

This is a journey, not a destination.

NEXT STEPS:

Step 1: Review our Catalyst Readiness Tool: This is a self-paced tool empowering you to assess and evaluate your firm's readiness to apply for funding.

Step 2: Attend an Overview Session: Attend our 90-minute overview of the programs.

Step 3: Attend a Deep Dive Session: Attend a 90-minute deep dive session on the National Institutes of Health (NIH) and/or the National Science Foundation (NSF). Other agencies are supported ad hoc.

Step 4: Apply to the Catalyst Program: Apply anytime. You will need to describe your technical innovation, the technical objectives and challenges, the market opportunity, the future product or service, and a description of your company and team. We will follow-up with a meeting to discuss your project and your readiness for one of the Cohorts, or ad hoc support.

Follow-On: NIH and NSF SBIR/STTR Cohorts: If you intend to apply for funding from the NIH or the NSF, we offer free and confidential cohorts for approved Catalyst Program firms. The NIH/NSF SBIR/STTR Cohorts consist of multi-week virtual meetings created to guide you through the application process with expert advice and support from us, experienced consultants and award-winning principal investigators. *For other agencies, we provide ad hoc support.*

minnesotasbir.org



Learn more about us



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