https://www.sbir.gov/tutorials

- Designed to provide you with pivotal information quickly
- Accommodates different learning styles
- Check out the brief videos
Agency Intros

- Each agency has a unique culture
- Program implementation varies
- World of acronyms
Complete a quad chart

- A quad chart is a 1 page document commonly used for government presentations
- Keeps introduction brief; good leave behind
- Prepare a one-page quad chart that introduces you and your firm
- Spend no more than 5 minutes discussing it
- Prepare a list of agency questions
# TECHNOLOGY DEVELOPMENT

**Technology/Research Overview:** The team has developed a method to reduce triglycerides; improve glucose tolerance; and reduce weight using an adult stem cell technology platform.

**Intellectual Property Protection:** Two issued patents and one patent pending.

**Stage of Development:** Basic research.

**Value Proposition:** Can reduce the risk of cardiovascular disease for those that cannot treat this syndrome with exercise.

## COMPANY INTRODUCTION

**Mission:** To improve patient outcomes by transforming great science into actionable solutions for the treatment of metabolic diseases.

**Founded:** 2005

**Number of Employees:** 20

**Facility Description:** We are currently developing this method in a laboratory located at the Mayo Clinic in Rochester, MN.

**Product Sales:** None to date

## RESEARCH NEED

Seeking funding to test this platform on diabetes, high blood pressure, and abnormal cholesterol levels.

## OPPORTUNITY

**Need/Problem:** Metabolic syndrome is becoming increasingly common due to a rise in obesity rates among adults. In the future metabolic syndrome may overtake smoking as the leading risk factor for heart disease.

**Target Customer:** About 32% of people in USA are considered to suffer from metabolic syndrome, with the risk increasing with age (e.g., 40% of people aged between 40 and 60 are considered to suffer from this syndrome).

**Market Opportunity:** Our technology aims to address the rise in obesity rates in order to reduce the risk of a debilitating stroke or myocardial infarction.
## Generate Questions

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<th>AGENCY NAME</th>
<th>Questions to ask</th>
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Listen

• Ask questions and listen
• At least half of meeting should be with the agency person providing you with information
Was your meeting successful?

• Yes…
  – You will have gained insight into whether or not a specific topic is good for you
  – The questions you prepared in advance will have been answered
  – You will walk away with lessons learned regarding mistakes that others have made in proposal preparation