

# The IEEE San Fernando Valley Section

## Upcoming IEEE-CCC Speaker Program

Digital Signal Processing – FPGA

By Mr. Stevie Rhim, DTS, Inc.

- March 25, 2009

Waveguide Array Antennas & Microchip Reflectarrays for Space Applications

By Dr. Sembian Rengarajan, CSUN

- April 15, 2009

The Model Web

By Dr. Gary Geller, JPL

- May 20, 2009 (Tentative)

JPL Software Seminar

Chaired by Mr. Leonard Reder, JPL

- June 13, 2009

## IEEE-SFV Section News

SFV Engineers Council Awards

Banquet

- February 28, 2009

Senior Member Elevation Clinic

Planned for April 2009

2009 Entrepreneurship Business Plan Competition

Summer 2009

For more information, visit:

<http://www.ewh.ieee.org/r6/sfv/>



**Celebrating 125 Years**  
*of Engineering the Future*

## Presents an Entrepreneur's Workshop

### SBIR Commercialization Redux: Ready – or not – for Prime Time?

By Dr. Dennis Wonica

LaserLight Networks, Inc.

**Date:** Saturday, March 28, 2009

**Place:** Jacaranda Hall Conference Room 4440

College of Engineering and Computer Science

California State University, Northridge

18111 Nordhoff Street, Northridge, CA 91330

**RSVP:** By March 13 to Elvis Merida, [emerida@ieee.org](mailto:emerida@ieee.org)

**Info:** Dr. Joe Boisvert, [JBoisvert@spectrolab.com](mailto:JBoisvert@spectrolab.com)

**Fee (lunch included):**

\$25/IEEE Members

\$35/Non-members

\$10/Student Members

### Program

- 09:00 – Overview of Phase 1 + Phase 2 + Phase 3
- 09:15 – Phase 1 + Phase 2
- 10:15 – Question Session
- 10:30 – Break
- 10:45 – Phase 3
- 12:15 – Question Session
- 12:30 – Summary and Lunch
- 13:00 – Workshop Ends

# The IEEE San Fernando Valley Section

## Speaker Bio

Dr. Dennis Wonica wrote SBIR solicitation statements as a SETA for such DOD agencies as USAF/Phillips Lab and USA/WSMR, evaluated and down selected SBIR proposals for JPL, served as an SBIR contract monitor, wrote winning SBIR proposals, and received SBIR contracts for his own small business.

His experience includes 25+ years in advanced technology development working for large prime contractors, as consultant, for an FCRDC, but mostly as an entrepreneur. Currently he provides executive management services to high technology small firms and start-ups in strategy, marketing, and new product development. He practices in Southern California.



## Background

Congress identified **SBIR Commercialization** as a problem area, wanting to see more return on its investment. It specifically urged the Department of Defense (DOD) and other agencies to help small firms make the transition from Phase 2 to an ability to commercialize, that is, “insert” technology into an agency acquisition program or into the public marketplace. **The majority of SBIR winners do not cross over the barrier to Phase 3—commercialization.** This transition is difficult because it requires a small firm to evolve quickly from a narrow focus on R&D to a much broader understanding of agency systems and missions.

Last year, the House of Representatives called for **SBIR Phase 1 & 2 awards to triple** while the Senate proposed more modest increases. By month end September 2008 the financial crisis put the program on autopilot, without resolution until March 2009. Separately, a new provision in the Small Business Investment Expansion Act might include Venture Capitalists in the program by changing the definition of small business.

For the high tech entrepreneur to-be, should you consider the SBIR Program? If you looked at the Program before but had trouble commercializing, you might (re)consider the SBIR Program as a funding source for your new product development. In light of the proposed increases and coupled with the existing financial crisis, do these potential changes represent any opportunity for you?

## Workshop

As a high tech entrepreneur considering the SBIR Program, you must decide if it provides value. The Workshop focuses on the version of the SBIR Program from the DOD, the world’s largest procurement agency. It does not address items found at mundane SBIR workshops, such as: “how to write proposals,” “learning how to tap into funding,” “critiques of proposals,” overviews, or case studies. Instead, it will **guide your decision making from pre-Phase 1 through potential commercialization from a purely business viewpoint.**

From the customer side, it provides to you an insider’s treatment of agency topic selection, agency programs, award selection, and small business treatment. For the start-up or small business at Phase 1, it provides a model to use for your business case, considering the three most fundamental parts: product, marketing, and resources. For commercialization considerations, it specifically identifies, and suggests ways to overcome, barriers in Phase 3: your strategy, the maturity level of your technology, your product’s producibility, testing and evaluation by the customer, alliances, and finances beyond Phase 2.