



FOR IMMEDIATE RELEASE
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ASU TECHNOLIS, ARIZONA DEPARTMENT OF COMMERCE AND
THE ARIZONA TECHNOLOGY COUNCIL PARTNER TO HELP TECHNOLOGY
AND LIFE SCIENCE ENTREPRENEURS OBTAIN FUNDING — Workshop on November 13

Tempe, Arizona — ASU Technopolis, a program of the university's Office of Research and Economic Affairs, will partner with the Arizona Department of Commerce (ADOC) and the Arizona Technology Council to help technology and life science entrepreneurs obtain funding for early-stage technology development from the federal government.

"Accessing capital is one of the greatest challenges for any entrepreneur, but it is even more critical for technology and life science companies because their products require years of development before they are market-ready," said Julia Rosen, director of ASU's Office of Economic Affairs.

"The Arizona Department of Commerce's Office of Innovation and Technology has been working with the Arizona Technology Council, the Small Business Development Centers and others to educate entrepreneurs about the value of the federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. The partnership with ASU Technopolis will take the education of entrepreneurs to a new level," said Gilbert Jimenez, director of the Arizona Department of Commerce. "After this year's successful round of AZ FAST Grants that are helping tech and life science companies apply for federal dollars, we will pursue additional funds

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and enhance our commitment to entrepreneurial excellence through the partnership with ASU Technopolis.”

Todd Bankofier, president of the Arizona Technology Council, said “the Tech Council delivers programs that help our members’ bottom lines. Expanding the sources of capital available to local entrepreneurs is a much-needed service.”

SBIR/STTR Programs award federally-funded grants or contracts to support small technology product development. They are particularly beneficial to technology and life science entrepreneurs compared to other forms of financing because these programs do not require that the funding be paid back, nor that entrepreneurs give up an ownership stake in their companies.

ASU Technopolis, the Arizona Department of Commerce and the Arizona Technology Council have coordinated their respective SBIR/STTR programs to provide a complementary mix of services to the business community. The Arizona Technology Council will focus on general overview workshops. ASU Technopolis will provide in-depth, half- and all-day training sessions. The Arizona Department of Commerce will continue to support the Tech Council for the overview workshops, and apply for funding to continue one-on-one grant proposal assistance available via its AZ FAST Grant program.

The first event of the joint program is a Phase II SBIR training session, scheduled for Thursday, November 13, from 8:00 am to 4:00 pm. The participant fee is \$200 and participants can register at www.asutechnopolis.org. This training session is targeted towards entrepreneurs with prior experience with the SBIR program. The workshop will be led by Sharon Ballard, a principal with Tech Continuum Ventures, which provides coaching and training to ASU Technopolis’ entrepreneurs. “Sharon Ballard is one of the nation’s foremost experts on winning SBIR/STTR grants. She ran a

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technology company that won over 30 awards. Recently she has led the writing efforts for over a dozen proposals on behalf of ADOC's FAST Grant program," said Rosen.

The general overview workshops led by the Arizona Technology Council feature John Snodgrass, technology program manager at the Maricopa County Community College District's Small Business Development Center. "The partnership between the Arizona Technology Council, the Arizona Department of Commerce and ASU Technopolis will directly contribute to increasing the amount of funding local entrepreneurs successfully obtain, thus spawning new companies and creating high-salaried jobs for our economy," added Bankofier.

"This partnership brings together the resources of government, the private sector and the university to accomplish what none of us can do alone," said ADOC's Director of the Office of Innovation and Technology Sandra Watson.

The Arizona SBIR/STTR Education Series Calendar is:

SBIR Program Phase II Workshop	November 13, 2003	ASU Technopolis
SBIR Program Overview	January 29, 2004	Arizona Technology Council
SBIR Program Phase I Workshop	March 11, 2004	ASU Technopolis
SBIR Program Phase II Workshop	April 15, 2004	ASU Technopolis
SBIR Program Overview	April 29, 2004	Arizona Technology Council
SBIR Program Phase I Workshop	May 13, 2004	ASU Technopolis

About ASU Technopolis and the ASU Office of the

Vice President for Research and Economic Affairs

ASU's Office of the Vice President for Research and Economic Affairs initiated the ASU Technopolis program to help increase the breadth and diversity of Greater Phoenix's knowledge

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economy. ASU Technopolis educates, coaches and mentors Greater Phoenix technology and life science entrepreneurs. The Office of Economic Affairs works with faculty researchers, campus units, community organizations, government, and businesses to increase ASU's contribution to the metropolitan economy. For more information, visit www.asutechnopolis.org.

About the Arizona Department of Commerce

Collaborating with economic development partners statewide, the Arizona Department of Commerce works to create jobs, expand the tax base, increase per capita income and promote a globally competitive business environment. The agency provides reliable information and research, community assistance, targeted business attraction and development coupled with strategic workforce development. Recognizing innovation, technology and entrepreneurship as key drivers in today's knowledge-based economy, ADOC provides assistance and resources to accelerate the success of entrepreneurs throughout Arizona. For more information, visit www.azcommerce.com.

About The Arizona Technology Council

As the technology catalyst for Arizona, the Arizona Technology Council drives the continued advancement of the state's technology sector by facilitating new business connections for member companies; educating and empowering technology stakeholders; unifying Arizona's technology advocate groups around common goals; accelerating technology-related public policy in Arizona; and cultivating a national image for Arizona in technology. The Council currently represents over 30,000 employees across more than 400 leading technology companies. For more information, visit www.aztechcouncil.org.