



2021 HHS Small Business Program Conference Schedule

Diverse Perspectives SEEDing Impactful Innovations



*All times are U.S. Eastern Time Zone

Monday, April 26		Tuesday, April 27		Wednesday, April 28		Thursday, April 29 & Friday, April 30	
		One-on-One Meetings with Experts		One-on-One Meetings with Experts		One-on-One Meetings with Experts	
		9:00 AM – 12:00 PM	Prescheduled 15-minute meetings with small business program staff	9:00 AM – 12:00 PM	Prescheduled 15-minute meetings with small business program staff	9:00 AM – 6:00 PM	
Time	Session	Time	Session	Time	Session	Prescheduled 15-minute meetings with small business program staff and special topic experts	
1:30 – 1:45 PM	The NIH Welcomes Diverse Perspectives	1:00 – 1:45 PM	Strengthening Your Small Business with Academic Partnerships	1:00 – 1:45 PM	Entrepreneurs in Action: Stories of Success		
2:00 – 2:45 PM	Diversity and Bias: Perceptions and Reality	2:00 – 2:45 PM	Demyth-defying Review: Submission to Score	2:00 – 2:45 PM	Communication is Key: Managing Your Award		
3:00 – 3:45 PM	America’s Seed Fund is Open for Business	3:00 – 3:45 PM	Compete Like a Pro: Path to a Fundable Phase I - OR - Go for the Gold: Path to a Fundable Fast-Track or Direct to Phase II	3:00 – 3:45 PM	Beyond Research: Building a Business		
4:00 – 4:45 PM	Secrets to a Successful Submission	4:00 – 4:45 PM	Persistence is Key: Resources for Resubmission	4:00 – 4:45 PM	Partnering for Success		

Information Desk Availability	
Monday, April 26 :	12:00 PM - 4:15 PM
Tuesday, April 27 :	8:30 AM - 4:15 PM
Wednesday, April 28 :	8:30 AM - 4:15 PM
Thursday, April 29 :	8:30 AM - 5:00 PM
Friday, April 30 :	8:30 AM - 5:00 PM

The NIH Welcomes Diverse Perspectives

🕒 1:30 – 1:45 PM

NIH leadership welcomes you to the 2021 HHS Small Business Program Conference, focusing on supporting the diverse perspectives that SEED impactful innovation. Learn about the NIH's commitment to supporting product develop and the plethora of perspectives, initiatives, product development tools, and other resources that help to move innovations into the hands of the patients, clinicians, researchers and caregivers that need them.

Speaker: **Matt McMahon**
Director, SEED, Office of Extramural Research, NIH

Diversity and Bias: Perceptions and Reality

🕒 2:00 – 2:45 PM

This session focuses on the NIH's efforts to diversify the national scientific workforce and increase diversity and inclusion in science. Presenters will discuss the issues and concerns that under-represented populations in the small business community face; present the latest data on participation and success rates; and provide an overview of NIH initiatives, Congressional mandates, and other efforts to enhance the participation of underrepresented groups in the biomedical, clinical, behavioral, and social sciences.

Speakers: **Ericka Boone, Ph.D.**
Director, Division of Loan Repayment and Acting Director, Division of Biomedical Research Workforce, NIH


Stephanie Fertig, M.B.A.
HHS Small Business Program Lead, SEED, Office of Extramural Research, NIH

Charlene E. Le Fauve, Ph.D.
Senior Advisor to the Chief Officer for Scientific Workforce Diversity, NIH

Moderator: **Eric W. Padmore, M.H.S.A.**
Senior Policy Advisor, Office of Extramural Research, NIH



America's Seed Fund is Open for Business


 3:00 – 3:45 PM

Over \$1.2 billion is available in seed funding through HHS, including NIH, and the doors are wide open for female and minority entrepreneurs and researchers to receive funding for their innovative healthcare solutions. Which of the small business programs are you eligible for and who at the NIH can help answer your question? Find out what resources are available to help you take your research innovations from concept to commercialization.

Speaker: **Stephanie Fertig, M.B.A.**
HHS Small Business Program Lead, SEED, Office of Extramural Research, NIH

Moderator: **Robert Vinson**
Small Business Program Manager, SEED, Office of Extramural Research, NIH

Secrets to a Successful Submission

 4:00 – 4:45 PM


How do you get your great research idea to the NIH for funding consideration? Who do you contact and when? In this session, learn how to identify which Institutes and Centers may be interested in your innovation, find the appropriate Funding Opportunity Announcement, and access other valuable NIH resources for new applicants, particularly those that have been historically underrepresented in the program. Our panelists identify common pitfalls and who you can contact for help during the application process.

Speaker: **Eva Garland, Ph.D.**
CEO, Eva Garland Consulting

Moderator: **Patti Weber, DrPH**
Program Director, National Cancer Institute SBIR Development Center, NIH


Day 2 : Tuesday, April 27

One-on-One Meetings with Experts

 9:00 AM – 12:00 PM

Prescheduled 15-minute meetings with small business program staff.

Strengthening Your Small Business with Academic Partnerships

 1:00 – 1:45 PM

Discover how the relationship between small businesses and academia can be mutually beneficial. This session covers the hows and whys of partnering with academic institutions, including MSIs and HBCUs. Presenters address both small business and academic perspectives and experiences. This session also explores the effective use of programs, like Diversity Supplements to NIH grants, that can be used to enhance your project team.


Speakers: **Kelly Drew**
Chief Executive Officer, Be Cool Pharmaceuticals

Johnathan M. Holifield
Senior Vice President of New Economies, Bitwise Industries

Monique Kuykendoll Quarterman, M.B.A.
Executive Director of Kentucky Commercialization Ventures

Moderator: **Ashim Subedee, Ph.D.**
Academic Innovation Team Lead, SEED, Office of Extramural Research, NIH

Demyth-defying Review: Submission to Score

 2:00 – 2:45 PM

What happens after submission? Join us as we highlight the journey of your application from submission through peer review, with key steps and important factors to note along the way. Learn how the Center for Scientific Review manages bias and conflict of interest in the review process and get your important review questions answered. This session also discusses the importance of diversity in the composition of review panels and shares details on how you can become a reviewer of SBIR or STTR applications.


Speakers: **Elia Kwee Ortenberg, Ph.D.**
Scientific Review Officer, Center for Scientific Review, NIH

David E. Pollio, M.S.W., Ph.D.
Scientific Review Officer, Risk, Prevention and Health Behavior Integrated Review Group, NIH

Vonda Smith, Ph.D.
Assistant Director, Division of Receipt and Referral at the Center for Scientific Review, NIH

Moderator: **Stephanie Fertig, M.B.A.**
HHS Small Business Program Lead, SEED, Office of Extramural Research, NIH

Option 1: Compete Like a Pro: Path to a Fundable Phase I

 3:00 – 3:45 PM

Join NIH SBIR/STTR Program Officials for a close look at what it takes for new applicants to craft a winning Phase I SBIR/STTR proposal. This session covers HHS SBIR/STTR program basics, what reviewers look for, and how to be a strong contender for funding. Peppered with real-life examples of goals achieved and mistakes made, the panel provides tips on developing a project plan, how to approach each section of your proposal, the importance of a strong team, and positioning your project for Phase II.

Speakers: **Miguel A. Contreras, Ph.D.**

Health Scientist Administrator, Division of Comparative Medicine, Office of Research Infrastructure Programs, NIH


Lili M. Portilla, M.P.A.

Director, Office of Strategic Alliances, National Center for Advancing Translational Sciences (NCATS), NIH

Moderator: **Monique Pond, Ph.D.**

Program Director, National Cancer Institute, NIH

Option 2: Go For the Gold: Path to a Fundable Fast-Track or Direct to Phase II

 3:00 – 3:45 PM

Your company has demonstrated the feasibility of your project and has a clear plan for the Phase II. You're ready to write and submit your Fast-Track or Direct-to-Phase II proposal -- or are you? This informative session explores key considerations for Fast-Track or Phase II proposal preparation with specific emphasis on choosing the right program and developing a strong commercialization plan. The panelists will provide suggestions for structuring and organizing your commercialization plan, and ways to articulate the value proposition and market appetite of your technology. You'll also hear insightful tips to jumpstart your application to achieve commercial success.

Speakers: **Christie A. Canaria, Ph.D.**

Program Director, NCI SBIR Development Center, NIH


Luis T. Gutierrez, Jr., M.B.A.

Entrepreneur in Residence, National Heart, Lung, and Blood Institute, NIH

Moderator: **Todd Haim, Ph.D.**

Chief, Office of Small Business Research, National Institute on Aging, NIH

Persistence is Key: Resources for Resubmission

 4:00 – 4:45 PM

Unfortunately, not every application receives a great review score and persistence is the key to obtaining funding. Thankfully, the NIH allows you to address reviewer concerns and resubmit your revised application for further consideration. The panelists will walk through how to interpret reviewer comments and when to engage program staff in the post-review process. Even experienced applicants have to resubmit - learn how to use all the available tools to your advantage!

Speakers: **Nishadi Rajapakse, Ph.D., M.H.S.**

Program Director, National Institute on Minority Health and Health Disparities, NIH

Allen B. Richon


Scientific Review Officer, Center for Scientific Review, NIH

Moderator: **Stephanie Fertig, M.B.A.**

HHS Small Business Program Lead, SEED, Office of Extramural Research, NIH


Day 3 : Wednesday, April 28

One-on-One Meetings with Experts

 9:00 AM – 12:00 PM

Prescheduled 15-minute meetings with small business program staff.

Entrepreneurs in Action: Stories of Success

 1:00 – 1:45 PM

Learn from the source! Hear from a diverse panel of successful grantees who have utilized NIH funding and support to develop and commercialize their technologies. Panelists share their insights on locating the right small business funding opportunity, drafting a winning application, what to do after you receive the award, and steps to build a strong business foundation to ensure success of the company. Take advantage of the tips shared by these panelists about their up-and-down experiences transitioning technologies from the laboratory to the market.

Speakers: **Donna A. Johnson, Ph.D.**

President and CEO, Pinnacle Technology, Inc.

Julius N. Korley, Ph.D., M.B.A.

Director of Entrepreneurship and Strategic Partnerships, College of Engineering, University of Delaware


Laverne Morrow Carter, Ph.D., MPH

President and Chief Product Officer, Research, Education and Social Solutions, Inc. (REESSI)

Moderator: **Stephanie Fertig, M.B.A.**

HHS Small Business Program Lead, SEED, Office of Extramural Research, NIH

Communication is Key: Managing Your Award

 2:00 – 2:45 PM

Once you are selected for funding - now what? In this session, learn how to manage your award to facilitate better communication with NIH Program Staff. From providing Just-In-Time (JIT) info to understanding the terms of the award, this panel will help recipients of funding understand their role in the grants management process. HHS is committed to preventing and deterring fraud, waste, and abuse during the award process. This session will also discuss the correct way of managing change during an award; knowing what to do and what resources are available when the unexpected happen is invaluable.


Speakers: **Marishka K. Brown, Ph.D.**
Director, National Center on Sleep Disorder Research, NIH

Mike Oberlin
Special Agent, Office of the Inspector General

Artisha Wright
Other Transaction Authority Lead Agreement Specialist, Office of Grants Management, National Center for Advancing Translational Sciences, NIH

Moderator: **Robert Vinson**
Small Business Program Manager, SEED, Office of Extramural Research, NIH

Beyond Research: Building a Business

 3:00 – 3:45 PM

The NIH provides small businesses more than just money. Explore the resources that we provide to new businesses through the Technical and Business Assistance (TAB) and NIH I-Corps programs. The NIH also provides award recipients with regulatory and business development consults with NIH's Entrepreneurs in Residence. There are even opportunities for companies to engage in training the next generation of entrepreneurs through the NIH Diversity Supplement program.

Speakers: **Kwame Ulmer**
Entrepreneur In Residence, NIH

Robert Vinson
Small Business Program Manager, SEED, Office of Extramural Research, NIH

Michael Weingarten
Director, National Cancer Institute SBIR Development Center, NIH

Moderator: **Chris Sasiela, Ph.D., RAC**
Innovator Support Team Lead, Senior Regulatory Specialist, SEED, Office of Extramural Research, NIH

Partnering for Success

🕒 4:00 – 4:45 PM

The NIH provides seed funding for companies to get their innovations to market, but many companies will need more money than the small business program can provide. The time to start thinking about who is going to support your company during the next phase of development is now! In this session, panelists share best practices for interacting with investors and partners and how to optimize those relationships. Hear directly from investors and strategic partners on how to maximize your success after your small business funds end.

Speakers: **Teddy Johnson**
Director of Technology Development, Institute of Translational Health Sciences/WE-REACH

Lebone Moses
CEO, Chisara Ventures Inc.

Eli Velasquez
Managing Partner, Investors of Color Network

Moderator: **Stephen F. Flaim, Ph.D., FACC, FAHA**
Senior Special Advisor & Investor in Residence, National Heart, Lung and Blood Institute, NIH

Day 4 & 5 : Thursday, April 29 & Friday, April 30

One-on-One Meetings with Experts

🕒 9:00 AM – 6:00 PM

Prescheduled 15-minute meetings with small business program staff.

