



eNewsletter

Welcome to the inaugural Issue of the *Maryland Minority Research and Development Initiative (MMRDI) eNewsletter!*

Sent to you courtesy of TEDCO and its partners in this Initiative, each issue promises to bring timely and relevant resources to aid in your grant submission process. Please let us know your thoughts on the information we have developed and feel free to [email us suggestions](#) for future issues.

In this Issue, learn more about the Initiative and its key players' roles, including direct contact information for staff...Be sure to scroll down *to register for the upcoming, August 7, 2007, Information Session* at the University of Maryland Golf Course!

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I. Welcome Message from TEDCO President and Executive Director, Renee Winsky

As President and Executive Director of the Maryland Technology Development Corporation (TEDCO) I would like to welcome you to the Inaugural e-Newsletter for the Maryland Minority Research & Development Initiative (MMRDI) - an exciting new initiative for TEDCO and our partners, the Prince George's County Economic Development Corporation and the University of Maryland College Park Small Business Development Center.

TEDCO's mission is to facilitate the creation of businesses and foster their growth in all regions of the State through the development, transfer, and commercialization of technology from

research labs and universities. We were created in 1998 by the Maryland General Assembly. Since then we have helped hundreds of companies grow and operate in Maryland. In addition to its tech transfer activities, TEDCO also offers entrepreneurial services and administers both the Maryland Stem Cell Research Fund and the Maryland Technology Transfer Program (MTTF) - all with the aim of helping Maryland businesses, especially small businesses, grow.

In looking at the broad spectrum of Maryland businesses and economic development opportunities available, our team chose to focus on the role that minority-owned businesses play in Maryland's economy and to assist them in taking advantage of all the funding opportunities that the federal government offers for research, development, and commercialization. Two of the most important of these opportunities are the Small Business Innovation Research (SBIR) and the Small Business Technology Transfer (STTR) programs.

The goal of the Maryland Minority Research and Development Initiative is to increase the number of small businesses in Prince George's County, particularly minority firms, successfully competing for these funding opportunities.

At TEDCO, we see this initiative as just another vehicle for our efforts to develop, transfer, and commercialize technology. It allows us to extend the opportunity to those businesses and entrepreneurs who may not have had the benefit of a level playing field to procure contracts or other research grants.

As you learn more about this exciting new Initiative, I hope that you will elect to participate in the upcoming workshops, seminars and conferences, and avail yourselves to all of the support services that comprise this Initiative.

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II. A Note from the MMRDI SBIR Counselor -- Ajay Gupta

The Maryland Minority Research & Development Initiative is dedicated to helping Maryland-based minority and women owned small businesses pursue Federal Small Business Innovation Research (SBIR) grants and Small Business Technology Transfer (STTR) grants. These competitive grants provide technical research funds to small businesses that collaborate with Federal Agencies and nonprofit research institutions, respectively.

I am the founder and president of Gsecurity, a cyber security and green technology firm in Greenbelt, MD. My company has been involved in product development and the commercialization of advanced research projects in the private sector; and I have served as a proposal interviewer for the National Science Foundation. I am also the MMRDI SBIR Counselor. In this capacity, I seek out and match eligible businesses to Federal SBIR and STTR funding opportunities. The MMRDI partners and I will work with these businesses and assist them throughout the application process.

The SBIR and STTR programs are among our nation's best kept secrets for building a technology business and fostering innovation. As a small business owner in Prince George's County, I am

excited to help other small businesses in our neck of the woods succeed in accessing these Federal dollars.

The MMRDI officially kicked off with a well attended breakfast event on June 19th at the University of Maryland, College Park Golf Club. We thank all of you who attended for helping us launch the MMRDI program. We look forward to assisting you and all small and minority-owned businesses in pursuing Federal SBIR and STTR grants.

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III. Spotlight on Success: JEM Engineering and Juxtopia, LLC



[JEM Engineering](#) was started by Nancy Lilly, president, and her husband in 2001. Since that time the company has grown from 2 employees to 30, with 1 contract to dozens, significantly increasing its revenues and market share. A key contributing factor to the company's success has been the numerous SBIR awards applied for and

won. These awards have helped the company commercialize many of its products, and they have opened the door to and attracted the attention of numerous Federal clients.

[Juxtopia](#), LLC's founder, president, and CEO is Dr. Jayfus Doswell. Juxtopia is a biomedical and information technology company that uses a multidisciplinary approach to link convergent technologies for the purpose of improving human health and learning. Juxtopia won over \$600,000 in SBIR/STTR funding for one product that is now being prepared for commercialization. His product uses wearable augmented reality to provide on-demand assistance and training anytime, anywhere.



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IV. SBIR Tip of the Month: Choosing a P.I.

SBIR and STTR grants require a "Principal Researcher", often referred to as the Principal Investigator or simply "P.I.". This is a term that derives from Federally funded research that primarily goes to universities. Although the SBIR/STTR program is targeted to small businesses, experience shows that having a Ph.D. on the board of the small business or as a university/research institution partner is a BIG PLUS to winning an SBIR contract, particularly if the small business is a startup and is proposing to develop new technology.

However, small businesses that already have either private capital to develop a product that is relevant to the proposal, or a product or prototype that is relevant to the proposal, can often be successful without a Ph.D. named in the proposal.

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VI. MMRDI Staff Contacts

Keep these MMRDI Staff contacts at your fingertips!

Jacqueline Du Bois, Program Manager, Minority Programs
jdubois@marylandtedco.org or 410-715-4176

Ajay Gupta, MMRDI SBA Counselor
agupta@gsecurity.com or 240-731-0756

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V. *Pass It On!* Upcoming MMRDI Events and Related SBIR Information

- **Information Session**

Date: August 7, 2007

Time: 8:30-11:30 AM

Location: University of Maryland Golf Course -- at the intersection of
Rt. 193 and Stadium Drive; College Park 20742

Contact: Jacqueline Du Bois

Phone: 410-715-4176

Registration: Click [here](#). RSVP required.

Cost: Free

- **How to Win SBIR/STTR Workshop**

Date: September 28, 2007

Time: 8:30 AM - 5:00 PM

Location: Prince Georges County Economic Development Corporation, Largo

Contact: Jacqueline Du Bois

Phone: 410-715-4176

Registration: Click [here](#). RSVP required.

Cost: \$100.00 to MMRDI and Prince George's County businesses, \$200 all others.

SAVE THE DATE

Maryland SBIR Conference:

From Awareness to Awards and Commercialization

December 18, 2007

[Learn more.](#)

For further information about any of these events, please contact Jacqueline Du Bois (jdubois@tedco.com or 410-715-4176.)

NOTE: You are receiving this eNewsletter because you were either on the guest list or attended the MMRDI Kick Off Event and Information Session in June. Should you choose not receive this monthly eNewsletter, please make your sentiments known by sending an email to cjohnson@marylandtedco.org.

The MMRDI is a two-year initiative funded by a grant from the US Small Business Administration (SBA) to the Maryland Technology Development Corporation (TEDCO). Partners in the program include the Prince George's County Economic Development Corporation (EDC), and the University of Maryland College Park (UMCP).

This project is funded by a grant from the U.S. Small Business Administration (SBA). SBA's funding should not be construed as an endorsement of any products, opinions, or services. All SBA-funded projects are extended to the public on a nondiscriminatory basis.