



eNewsletter

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Dear Colleague:

Welcome to the October 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 SBIR submission process.

In this Issue, read about how to position a patent or pending patent when applying for SBIR and STTR opportunities as well as news about an exciting Conference in December specifically with you in mind!

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I. On Patents and SBIRs from TEDCO's Jim Poulos, Vice President of Technology Transfer

Roughly six (6) business plans out of every 1,000 business plans are reviewed favorably by angel investors. The venture capital (VC) community is likely to fund only two (2) to three (3) companies per year. Companies trying to bridge the valley of death (that appears to widen every year) or to even fund technology development must look to other sources for capital. Even if you believe angel funding is within your grasp, it is always wise to have a Plan B. SBIR funding is often easier to secure than angel or venture capital funding. Thus, in addition to TEDCO programs, SBIR funding is an important source of capital for science and technology firms. Click [here](#) to read more.

II. SBIR Tip of the Month: *The Contingency Plan*

It is important to keep in mind that the Phase I of an SBIR with funding between \$75,000 and \$100,000 is in reality a test phase to determine if the company knows what it is doing and can execute its business plan. This means that a research 'hiccup' is not necessarily the end of the world. The evaluation is on

soundly executing a business plan, and even in the face of a hiccup, you can still execute your plan. So make sure that include a "contingency plan" in your proposal. This will allow you to execute your plan, even if the research takes an unexpected turn.

III. Business Spotlight: Applied Wireless Local Area Network, Inc.

We are proud to announce that Mr. Jonathan Walker, Sr., P.E., President and CEO of Applied Wireless Local Area Network, Inc. has been selected to receive the prestigious "Top 100 Minority Business Enterprise Award". The Top 100 Minority Business Enterprise program is designed to salute the region's best minority and women business owners and to highlight their achievements. Sharon R. Pinder, founder of the TOP 100 MBE Awards Ceremony said, "The business owners selected for this award represent the best of the region's more than 350,000 women and minority owned businesses ... [that] have had a major impact in maintaining Maryland's vibrant economy."



Founded by Mr. Walker in 2001, [AWLAN](#) specializes in research & development, installation, and maintenance of Wireless Networks (i.e., Wi-Fi/WiMax). The company's specialty is free and/or fee based IEEE 802 high speed Internet access for PDAs, laptops, and mobile users. AWLAN provides all the necessary services, including Project Management, Project Controls, Project Engineering, and Quality Assurance.

AWLAN is the only certified Veteran Owned Small Business (VOSB), SBA Small Disadvantage Business (SBA SDB), Philadelphia and Maryland Minority Business Enterprise (DBE/MBE), which specializes in Wi-Fi/WiMax Technology.

IV. Pass It On! Upcoming National Events

How to Win SBIR/STTR Funds

Date: November 14, 2007 (Hosted by Center for Innovative Technology)

Time: 8:30 AM - 5:30 PM

Location: McLean, Virginia

For more information, go to <http://www.cit.org/>.

REGISTER TODAY

Maryland SBIR Conference:

From Awareness to Awards and Commercialization

December 18, 2007 (Pre-conference workshops, December 17, 2007)

University of Maryland University College Conference Center, Adelphi

[Learn more.](#)

For other events and resources, check out TEDCO's [Calendar of Events!](#)

NOTE: You are receiving this eNewsletter because of your interest in either SBIR or STTR programs. If this is in error, please contact jdubois@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). Gsecurity is a contractor who will provide technical assistance, training, and business counseling to Initiative participants.

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.