INSTRUCTIONS:

- Read the case and questions below with your team. You can use the information you learned during the presentation and the internet and CHOP intranet (with some specific suggested resources for searching below—note any keywords you use to search).
  - Academic Entrepreneurship e-book: Chapter SBIR/STTR Grants: Introduction & Overview
  - NIH SEED website: https://seed.nih.gov
  - CHOP Research: https://www.research.chop.edu
    - Office of Technology Transfer, Office of Collaborative and Corporate Research Contracts, Office of Entrepreneurship and Innovation
- Designate one person to report out on the group’s experience of the activity at the end with 1 insight/resource learned from the session and 1 question.

CASE (Part 1): You are sitting at lunch with some colleagues and several start discussing their interest in developing a mobile software application to help increase physical activity in high school kids that includes social engagement (peer groups). Someone mentions the idea of getting some funding for the project by applying for an SBIR or STTR. You are not part of this project team, but have recently attended a session on this type of funding mechanism, so they look to you for some input.

1) Based on this information, determine with your group at least 2 key questions the team should consider to help determine next steps? (i.e., It’s great they are interested and thinking about SBIR/STTR grants, but what are specific questions that should be asked to determine if this is a good route for the team/project idea?)
   • Key Question 1:
   • Key Question 2:

CASE (Part 2): Based on your questions, others share more information about promising preliminary data the project team has collected from patients (potential users of the tool) about what would make it valuable for them and reveal a connection to a small business (a software company that focuses on leveraging social networks) that has indicated interest in partnering to see about the potential commercial viability of the application. The business is 70% owned by the 2 co-founders and 7 other employees (30% by 2 outside investors). None of the members of the CHOP team are employed by the business. The business has not previously applied for any NIH SEED funding.

2) Where might you direct the small business for next steps to take in order to prepare for NIH SBIR/STTR eligibility and learning?

3) What might be some key questions/steps for the business to consider? (List one)

4) For the academic project team, which offices within CHOP might be helpful in working with this small business (list office and how might support):
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ACTIVITY WRAP UP:

- 1 insight/resource learned from session:
- 1 question to share: