

# HOW TO GROW YOUR RESEARCH PROGRAM THROUGH COLLABORATING WITH INDUSTRY PARTNERS

**FEBRUARY 15 & MARCH 9**

**REGISTER FOR PART 1**

**REGISTER FOR PART 2**

## SERIES HIGHLIGHTS

- ✓ Discover how to successfully grow your research program through Industry Partners
- ✓ Determine how to successfully incorporate commercialization within academic R&D
- ✓ Understand how federal SBIR/STTR funding opportunities can support research program growth
- ✓ Learn what makes a competitive SBIR/STTR proposal
- ✓ Hear from successful experts about working with potential funding sources and investors

This series helps faculty enhance the success of their research programs in a university environment. It also provides information on the SBIR/STTR programs which are the nation's largest source of early stage, high risk research and development funding. These programs provide more than \$4 billion annually in competitive awards.

**QUESTIONS?** Email [jutta.bangs@tennessee.edu](mailto:jutta.bangs@tennessee.edu)

**TWO-PART  
VIRTUAL  
SERIES!**

# PART 1: Supporting Entrepreneurial Thinking through University/Industry Partnerships

Wednesday, Feb 15, 2022 | 9:00 AM to 11:45 PM EDT

9:00 -  
9:15 AM

## WELCOME & CO-SPONSOR INTRODUCTIONS

UT Office of Research, Innovation and Economic Development, UT Procurement Technical Assistance Center, UT MEP, UT Spark Innovation Center

9:15 -  
9:30 AM

## INTRODUCTION - A SHIFTING MINDSET

Matthew M. Mench, PhD, Dean, Tickle College of Engineering, Condra Chair, and Chancellor's Professor

9:30 -  
10:15 AM

## FEDERAL FUNDING SUPPORTING ENTREPRENEURIAL ACADEMIC R&D

Jim Greenwood, President, Greenwood Consulting Group, Inc.

10:15 -  
10:45 AM

## FROM RESEARCH TO COMMERCIALIZATION: WHAT KEY DECISIONS DO YOU HAVE TO MAKE

Shawn Carson, Lecturer, Anderson Center for Entrepreneurship & Innovation

10:45 -  
11:45 AM

## ROADMAP TO SUCCESS - PUTTING IT ALL TOGETHER

### Expert Panel:

- Anderson Center for Entrepreneurship & Innovation - Shawn Carson
- Greenwood Consulting Group, Inc - Jim Greenwood
- Spark Cleantech Accelerator - Lilly Tench
- UT Research Foundation - Gregory Sechrist
- UT PTAC - Russell Toone

11:45 AM

## NEXT STEPS & THANKS

## THANK YOU TO OUR CO-SPONSORS



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# Part 2: University Resources and SBIR/STTR Next Steps

Thursday, Mar 9, 2022 | 9:00 AM to Noon EDT

9:00 -  
9:15 AM

## WELCOME & CO-SPONSOR INTRODUCTIONS

UT Office of Research, Innovation and Economic Development, UT Procurement Development Center, UT MEP, UT Oak Ridge Innovation Institute

9:15 -  
9:45 AM

## UT RESOURCES AVAILABLE TO SUPPORT FACULTY ENGAGEMENT WITH INDUSTRY

Marc Gibson, Associate Vice Chancellor, Division of Partnerships & Economic Development Office of Research, Innovation & Economic Development

9:45 -  
10:15 AM

## INNOVATION ECOSYSTEMS: HOW PARTNERSHIPS CAN CREATE TECHNOLOGY AND ECONOMIC IMPACT

Dr. Angelique Adams, CEO of Angelique Adams Media Solutions, LLC Leadership Coach to Advanced Degree Scientists and Engineers

10:15 -  
10:45 AM

## OVERVIEW OF A COMPETITIVE SBIR/STTR PROPOSAL

Jim Greenwood, President, Greenwood Consulting Group, Inc.

10:45 -  
11:15 AM

## NAVIGATING THE PATH TO COMMERCIALIZATION (SBIR/STTR)

Shawn Carson, Lecturer, Anderson Center for Entrepreneurship & Innovation

11:15 AM -  
NOON

## ASK US ANYTHING - FACULTY & INDUSTRY EXPERTS Q&A

### Expert Panel:

- Anderson Center for Entrepreneurship & Innovation - Shawn Carson
- Faculty Success Stories - Dr. Suresh Babu, Dr. Nicole McFarlane
- Greenwood Consulting Group, Inc - Jim Greenwood
- UT-Oak Ridge Innovation Institute - Joan Bienvenue
- UT PTAC - Russell Toone
- UT Research Foundation - Gregory Sechrist

NOON

## NEXT STEPS & THANKS

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Oak Ridge Innovation Institute





## **Dr. Angelique Adams**

### **CEO of Angelique Adams Media Solutions, LLC**

Dr. Adams' company is a leadership coaching and training consultancy for scientists and engineers. Angelique is the author of Amazon's #1 career guide for women in science and technology and in 2022, she was named to the list of Top Ten Most Influential People in Leadership Consulting by CIO View Magazine.

Dr. Adams is an engineer and former corporate executive with 25 years of experience in operations, strategy, and innovation. She has a Ph.D. in Energy and Mineral Engineering from Penn State and an MBA from MIT.



## **Dr. Suresh Babu**

### **UT/ORNL Governor's Chair of Advanced Manufacturing Professor**

Dr. Babu obtained his bachelor's degree in metallurgical engineering from PSG College of Technology, Coimbatore, India, and his master's degree in industrial welding metallurgy-materials joining from Indian Institute of Technology, Madras. He obtained his PhD in materials science and metallurgy from University of Cambridge, UK in 1992. Dr. Babu has 30 years of experience in the area of advanced manufacturing, additive manufacturing, physical metallurgy, as well as computational materials modeling.

In 2013, Suresh was appointed as UT/ORNL Governor's chair of advanced manufacturing at the University of Tennessee, Knoxville, TN. In this role he acts as a bridge to the ORNL's expertise and infrastructure including manufacturing demonstration facility to develop a collaborative research and education ecosystem locally and deploy engineering solutions to manufacturing industries.

Suresh is currently leading a ONR's Multidisciplinary university research initiatives (MURI) program on fundamentals of additive manufacturing.



## **Dr. Joan Bienvenue**

### **Executive Director and Vice Provost University of Tennessee-Oak Ridge Innovation Institute**

Dr. Joan Bienvenue is executive director and vice provost of the University of Tennessee-Oak Ridge Innovation Institute. Bienvenue leads UT-ORII's efforts to leverage UT and ORNL's resources to establish a hub for world-class discovery and innovation, interdisciplinary graduate education and talent development.

Bienvenue is a American Academy of Forensic Sciences fellow. She was appointed to the National Academies of Sciences, Engineering and Medicine board on Army Research and Development in 2019, where she has co-chaired several NASEM efforts. She is a member of the advisory boards for the Tickle College of Engineering at UT Knoxville and the UT One Health Initiative. She was also recently named to the East Tennessee Economic Council's board of directors.

She holds a Ph.D. in chemistry from the University of Virginia, a master's in forensic science from the University of New Haven, a MBA from the University of Mary Washington and a bachelor's in chemistry from Rivier University.



## **Shawn Carson**

### **Lecturer, The University of Tennessee**

Shawn Carson is lecturer for UT's Department of Management, teaching courses in the undergraduate Entrepreneurship Minor Program. He brings over 20 years experience working directly with startups and entrepreneurial support programs. Shawn was awarded an MBA from UT's Professional MBA program in 2002. Areas of interest are entrepreneurship, strategic planning, equity investment and the study of risk with respect to entrepreneurship.

Shawn Carson brings together a wealth of experience in small business and startups with a passion for teaching to the entrepreneurship minor and collateral programs. He especially enjoys discussing startup opportunities with students at every level and is involved with both Vol Court and the Boyd Venture Challenge. He holds a B.S. in industrial technology from East Carolina University, and an MBA from the University of Tennessee. He is a Ph.D. candidate in education with an emphasis on entrepreneurial studies and risk management at East Tennessee State University.





## **Marc Gibson**

### **Associate Vice Chancellor for Research and Director of the Division of Partnerships and Economic Development (DPED)**

He leads a team that oversees university-wide strategy for industrial partnerships. Marc's success in this role is based on his extensive industry and community contacts in East Tennessee and his understanding of how to align diverse and sometimes competing stakeholder interests and perspectives and work toward a shared goal for the benefit of all. DPED supports inclusive economic development and impacts through knowledge and technology transfer to industry and community partners, small business incubation and support, and the development of place-based innovation initiatives that expand economic opportunities for East Tennessee businesses, communities, and individuals. Working closely with the UT Research Foundation, the Research Park at Cherokee Farm, and the Office of Community Engagement & Outreach, DPED assists with the formation and expansion of strategic partnerships between UT and external partners whose interests align with the university's commitment to advance knowledge and its impact in the community. Finally, DPED helps catalyze competitive proposal opportunities with external sponsors (government agencies, industry, non-profit organizations, and individuals) to expand the university's knowledge enterprise. Marc serves as a board member of the Tennessee Advanced Energy Business Council (TAEBC), the University-Industry Demonstration Partnership (UIDP), and the Institute for Advanced Composites Manufacturing Innovation (IACMI).



## **Jim Greenwood**

### **President, Greenwood Consulting Group, Inc.**

Jim Greenwood and his wife, Gail, have been involved in the SBIR program since its inception in 1983. The Greenwoods have taught SBIR/STTR workshops in 48 states plus Puerto Rico.

The Greenwoods also have taught at many of the National SBIR Conferences over the past 21 years. Jim has also presented workshops at the 2016 National Institutes of Health (NIH) National SBIR Conference, and Dept. of Defense's 2017 & 2018 Beyond Phase 2 Conferences. They are recipients of the coveted Tibbetts Award, based on their contributions to SBIR/STTR outreach and education efforts.

The Greenwoods also provide applicants with critiques of draft proposals, performing more than 1300 such reviews over the past decade. Additionally, they coach applicants on Phase I and II proposals being submitted to any of the SBIR/STTR awarding agencies.

Jim Greenwood has served as a commercialization reviewer for the SBIR/STTR programs at the National Science Foundation (NSF), reviewing both Phase 1 and 2 proposals, as well as proposals for NSF's supplemental programs such as Phase 1b and Phase 2b.

The Greenwoods are under contract with the University of Texas System to assist UT-related entrepreneurs applying for SBIR/STTR funding. And as a subcontractor to Dawnbreaker, Inc., the Greenwoods have served as coaches for women-owned businesses (WOBs) and minority-owned businesses (MOBs) applying to the US Dept of Energy's SBIR/STTR programs. They also are under contract with the University of Tennessee PTAC, the organizer of this webinar, to support its SBIR outreach efforts.



## **Dr. Nicole McFarlane**

### **ADVANCE and Associate Professor**

Nicole McFarlane received her PhD from the University of Maryland, College Park in 2010 and received her bachelor's and master's degree from Howard University in 2001 and 2003 respectively. She is currently an assistant professor in the Min H. Kao Department of Electrical Engineering and Computer Science at UT.

Her research interests include mixed signal integrated circuit design, analysis of information and power efficiency tradeoffs in integrated circuit design, noise theory for electronic systems and development of biosensors for lab-on-chip applications.



## **Matthew Mench**

**Dean, Tickle College of Engineering  
Condra Chair, and Chancellor's Professor**

Matthew Mench received his PhD in mechanical engineering from Pennsylvania State University in 2000 and an MBA from UT Martin in the Spring of 2022. After two years as a post-doctoral assistant and research professor, he was promoted to a tenure-track assistant professor of mechanical engineering at Penn State, where he was promoted early with tenure to associate professor 2007.

In August of 2010, Mench moved to the University of Tennessee, Knoxville (UTK), as a Condra Chair of Excellence professor of mechanical engineering with a 25 percent joint appointment at Oak Ridge National Lab.

He was awarded a National Science Foundation Early Career Development Award in 2006, and was a recipient of the Penn State Engineering Society Outstanding and Premier Teaching Awards in 2006 and 2009, respectively. He was awarded a UT Research Fellow Award in 2013, a UT Research Foundation (UTRF) Innovation Award in 2015, a Tickle College of Engineering Translational Research Award in 2016, and another UTRF Innovation Award in 2019.

In 2020 he was recognized as a Chancellor's Professor, one of the highest distinctions at UTK for a faculty member. His research interests span multi-phase transport phenomena, advanced diagnostics, sensors, and modeling of power conversion and storage systems. His work has been funded through a wide variety of industrial and government partners throughout his career including the DoE, NSF, GM, Toyota, Hyundai, US Army, and many others.



## **Gregory Sechrist**

**Associate Technology Manager, UT Research Foundation**

He focuses on the commercialization of technologies developed from inventors from the College of Engineering at the University of Tennessee Knoxville, the University of Tennessee Chattanooga, and the University of Tennessee Space Institute. Prior to joining UTRF, Gregory worked as a Licensing Associate at the University of Mississippi and as an engineer in the automotive supplier manufacturing industry. Gregory has a BS in Mechanical Engineering from Clemson University and a JD from the University of Mississippi.





## Lilly Tench

**Director, Cleantech Accelerator**  
**Assistant Director, Spark Innovation Center**  
**UT Research Park at Cherokee Farm**

Lilly Tench believes in using innovation and entrepreneurship to address the world's most pressing problems. Over the past ten years she has supported entrepreneurs working to develop solutions in key global industries from energy and agriculture. Early in her career, Lilly worked alongside No Impact Man to design sustainability education and engagement programs and also helped manufacturers to improve their environmental impact with the NYC Manufacturing Extension Partnership, ITAC. She later joined the Newlab team, helping to start an innovation center for entrepreneurs in an abandoned ship building facility that is now home to over 800 entrepreneurs. Lilly went on to support cleantech researchers at Columbia University Technology Ventures and agtech innovators at the nonprofit AgLaunch. Lilly has a BA in Peace and Social Justice from Berea College, and an MBA and an MS in Agricultural and Natural Resource Economics from the University of Tennessee.