

Phoenix Innovation, Inc.

Technology Development Using the SBIR Program

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Phoenix Innovation, Inc.

- **R. Scott Morris, VP**
 - **BS Chem. >20 years Electrochemistry Experience, 8 US Patents, numerous publications,**
 - **Experience primarily in small business**
 - **Won a DESAT program , 1981, forerunner of SBIR, more than 15 SBIR programs, PI & PII**
 - **Co-founder of three successful small businesses**
 - **Cape Cod Research,**
 - **E Paint Co.,**
 - **Phoenix Innovation,**
 - **Phototronix, Inc.**

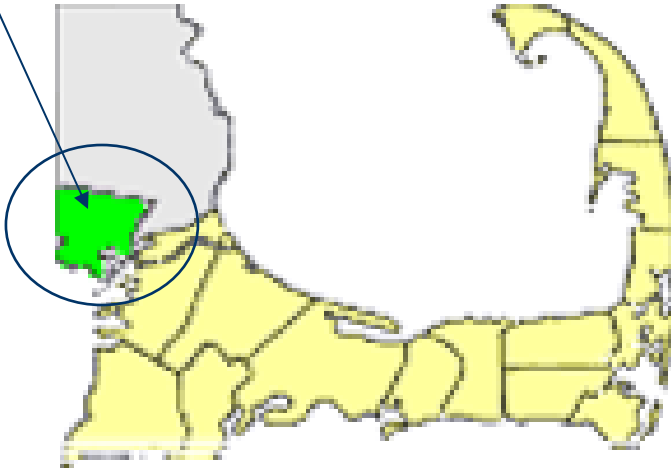
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- **Brief Description of Company**
 - Small, R&D firm, founded 1999
 - 5 employees - 4 technical, 1 clerical
 - Full synthesis lab
 - Electrochemical Test capability
 - Specialties -
 - Batteries, Fuel cells, Capacitors
 - Specialty coatings, e.g. anticorrosion, antifouling

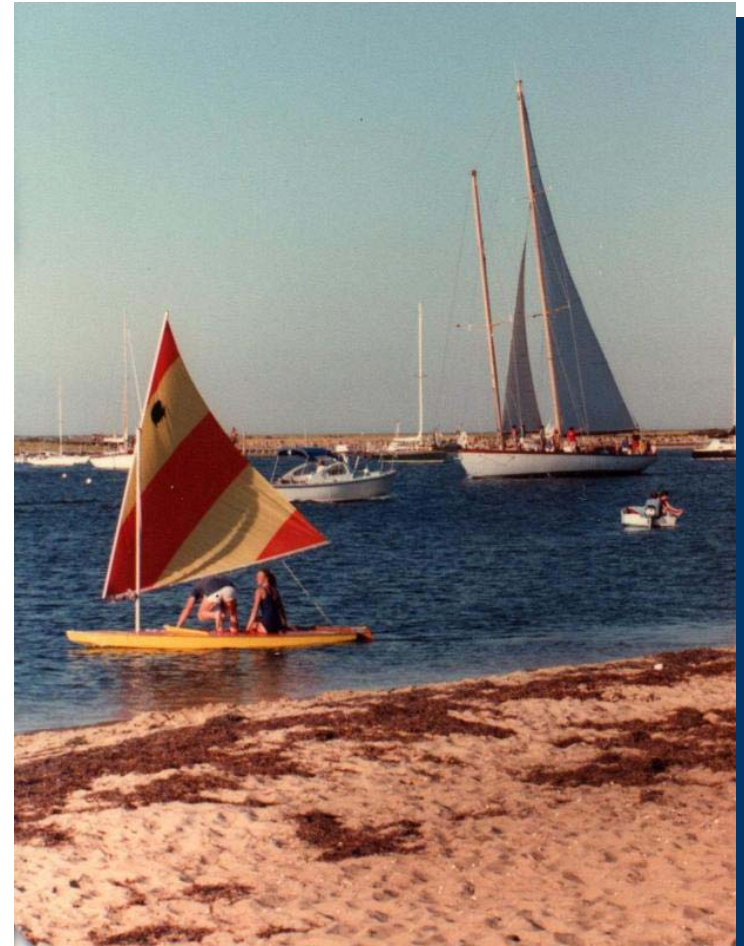
Where We Are:

Wareham

GO PATS!



Southeastern Mass, at the gateway
to Cape Cod, ~50 miles S of Boston
~50 miles from Green Airport
(Providence)



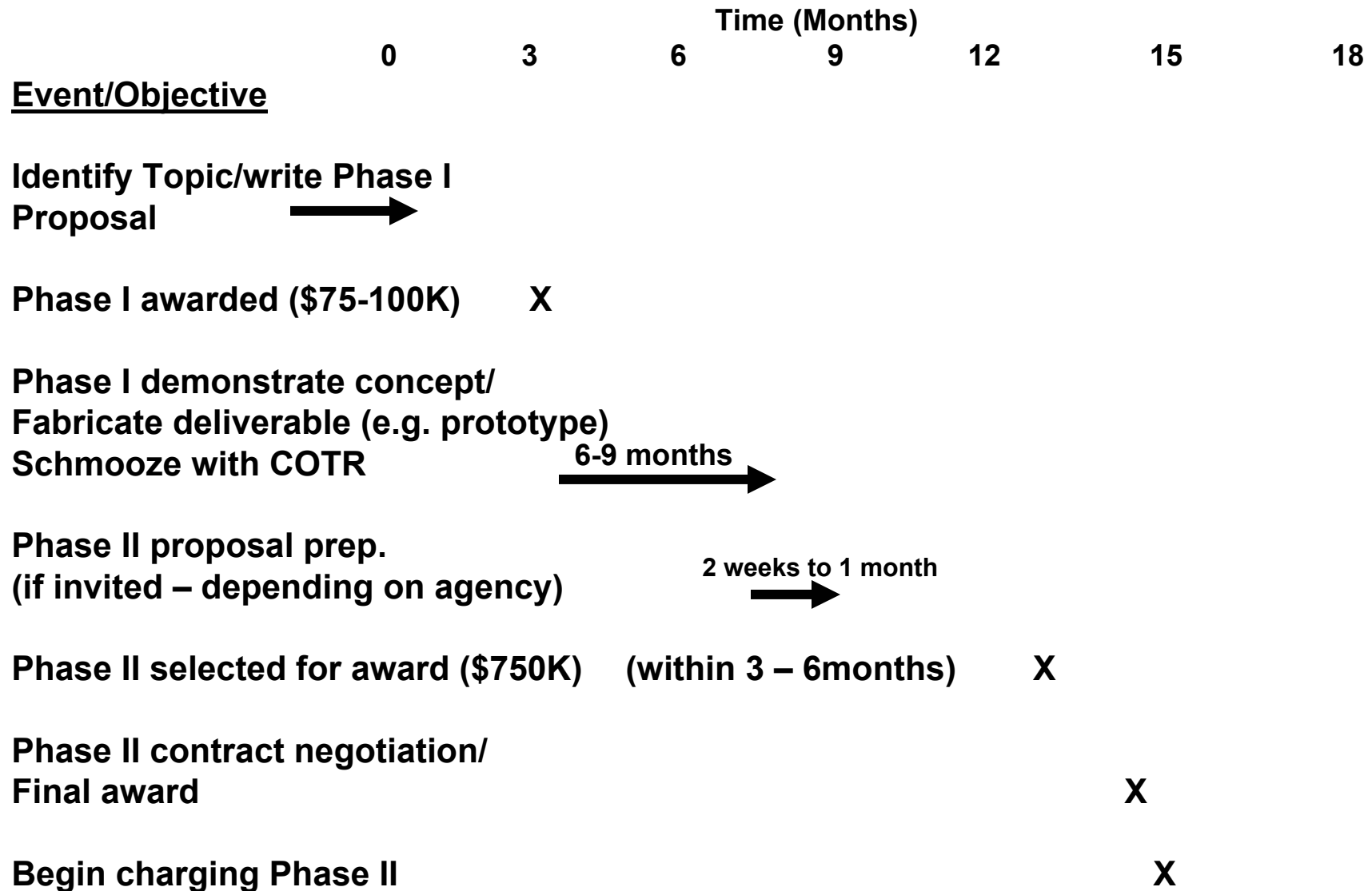
Business Strategy

- **Goal**
 - To generate sufficient annual revenue through licenses, sales etc. to pursue independent applied research
- **Strategy**
 - leverage SBIR funds to develop new products, processes and license or sell these in the private sector, partnering where possible.

Phoenix Innovation SBIR Activity

- Awards to date: 7 Phase Is, 3 Phase IIs
- Sources – MDA, ONR, DoE, USMC
- Uses of funds toward goal
 - Developing high voltage electrolytes for batteries & capacitors, developing high energy electrode materials for lithium batteries
 - Have attracted VC interest

Typical SBIR Process



Achieving SBIR Success

- **FIRST WIN A PROGRAM!**
- **Must achieve proposed Phase I objectives,**
- **Should go beyond these to demonstrate progress toward perceived Phase II goals**
- **Introduce yourself to COTR/PM early**
- **Plan a visit to get them excited about results**
- **Strategize early to obtain commercial partner for Phase II**

Additional Comments

- **SBIR is now more the Small Business Commercialization Program**
- **To win Phase I you should do the research first, i.e. include some key preliminary results to show that there's hope**
- **Contact the topic author* and get more details, start a dialogue**
- **Repeat your message in the proposal**
- **Make sure that the proposal abstract is clear and to the point**

* Contact person for the SBIR topic to which you are responding ,

Where This All Ends Up -

- **Commercialization is key to success**
- **Aim your SBIR work toward commercial success**
 - **Product for market**
 - **Product, process for military**
 - **Component in product for military**

A Few Final Words -

- Don't look to the SBIR program as an easy way out
- To be successful you must –
 - Always have your business on your mind,
 - Be willing to endure an emotional roller coaster; contract, technical, business issues,
 - Have a good accountant that knows the FAR regulations,
 - Find a good IP law firm and *follow their advice*,
 - Always be willing to go the extra mile,
 - Get a good low interest LOC,
 - Be willing to wear many hats/roll with the punches.