



Program Description

Small Business Scholarship Program for BIO 2010

FUNDING TO HELP WISCONSIN COMPANIES PARTICIPATE IN THE BIO BUSINESS FORUM

Program Overview

The Small Business Scholarship Program for BIO 2010 (“Scholarship Program”) is designed to enable **small Wisconsin biotechnology companies (health, agriculture, energy, medical device, etc.)** to participate fully in the BIO 2010 International Convention to be held May 3-6, 2010 in Chicago. To receive funding, companies must participate in either the One-on-One Partnering or the Company Presentations through BIO 2010’s Business Forum. This scholarship Program is sponsored by BioForward, the UW Madison Center for International Business Education and Research (CIBER), the City of Madison, Alliant Energy, and Thrive. BioForward is coordinating the effort.

We anticipate making up to 12 awards of \$750 to \$2,000 apiece, based on articulated need, and subject to the criteria described in this document. A selection committee representing the sponsoring organizations will select the scholarship recipients. ***Applications are due by Friday, February 19th, 2010 at 4:00 PM.*** Scholarship awards will be announced the week of March 1, 2010. (Early registration rates for BIO 2010 apply through March 11, 2010).

This is a reimbursement scholarship. To receive funding, companies must register for and participate in the One-on-One Partnering or the Company Presentations within the BIO Business Forum. Funds will be disbursed following the event upon receipt of required documentation. The selection committee reserves the right to make scholarship awards as it deems most appropriate. For more information on the BIO 2010 agenda and registration options, visit: <http://convention.bio.org/>. Select “Business Forum” for forum program information.

Why Participate in the BIO 2010 Business Forum?

BIO 2010 is an international conference expected to draw nearly 20,000 bioscience industry leaders. The One-on-One Partnering through the BIO Business Forum is a match-making venue expressly designed to help companies achieve strategic business goals in a time- and cost-effective way. The Business Forum provides special search software and access to BIO registrant profiles and licensing opportunities, so that companies can set-up pre-arranged meetings with targeted senior business and scientific management to explore alliance and investment opportunities. These private half-hour partnering discussions occur within the exclusive Business Forum area of the conference.

Wisconsin companies that have already participated in Business Forum Partnering meetings endorse them as the best way at BIO to identify and engage key business partners. Check out <http://convention.bio.org/> for information on registration and deadlines.

The Business Forum also includes opportunities for companies to make 15 minute presentations. There is an additional fee associated with presenting. Companies interested in doing a Company Presentation must be chosen through BIO's selection process. See <http://convention.bio.org/> and select Business Forum for details and deadlines.

Eligibility and Award Requirements

- ✓ To apply for a scholarship, a company must have operations in Wisconsin.
- ✓ The application should be submitted by a company executive.
- ✓ Each company is eligible for one scholarship only.
- ✓ Company must complete registration requirements and participate in at least one of the following Business Forum activities: One-on-One Partnering and/or Company Presentations.
- ✓ ***This is a reimbursement scholarship.*** To receive funding following the conference, companies must provide (1) evidence of a paid invoice for BIO 2010 registration in the Business Forum, and (2) a summary highlighting their Business Forum partnering activities and/or the highlights and follow-up to date on their presentation. (Scholarship funds will not be disbursed to companies that do not participate in either the One-on-One Partnering or the Company Presentations)
- ✓ Companies will be reimbursed only if they submit a scholarship application and receive an award letter prior to the BIO 2010 conference

Selection Criteria

Preference will be given to:

- ✓ Companies exhibiting a solid technology, strategic approach to participation at BIO 2010, and financial need.
- ✓ Companies with less than 100 employees.
- ✓ First-time participants in the BIO Business Forum and companies that have not recently participated in the Business Forum.
- ✓ Companies not receiving other financial support to attend BIO 2010.
- ✓ Scholarships will be awarded to a company. Each company is eligible for one scholarship, and should submit one application.

To Apply:

- Complete the Application Cover Sheet.
- Provide an executive summary (2 pages or less, 11 point or larger font) addressing the following points:
 - ✓ Company overview--mission, product summary, key market objectives, anticipated milestones
 - ✓ Company goals for attending BIO 2010 (include specific interests such as, licensing deals, export markets, international partners, etc.)
 - ✓ How participating in the Business Forum would advance your goals
 - ✓ Why a scholarship to attend BIO 2010 would be of value to your company

Key Dates

Scholarship Application Deadline: **Friday, February 19th, 4:00 PM**

Scholarship Awards Announced: **Week of March 1**

BIO 2010 Early Registration Deadline: **Friday, March 11th**

Proof of Registration and Attendance to BioForward: **Friday, May 14th**

Scholarship Awards Disbursed: **Week of May 24th**

Submission Information

Hard copy and electronic submissions will be accepted. Go to www.bioforward.org for an Application Cover Sheet.

Submit executive summary and completed cover sheet to be received by 4:00 PM Friday, February 19th to:

Brian Moeller

BioForward

455 Science Drive, Suite 160

Madison, WI 53711

bmoeller@bioforward.org Fax: 608-236-4695 Ph: 608-236-4693

If you have questions about the BIO 2010 Small Business Scholarship Program, please contact: Karen Dettinger, Program Director, BioForward, 608-236-4756 kdettinger@bioforward.org