

22 years
of business
achievement

SBIR
STTR

SBIR-Venture Capital Analysis & Directory

- Over **TEN** percent of *currently involved SBIR-STTR Awardees* are VC-funded at some level.
- In the twenty-two year life of the program, more than **1200 SBIR-involved firms** have attracted investment capital. **690** of these are recent awardees.
- Some **1660+** **investing entities** - Traditional, Corporate VC and a few syndicated Angel Investors - have taken equity position in SBIR-involved firms.
- In recent years, upwards of **ONE** in every **NINE** VC invested dollars in the US annually has flowed to an SBIR-involved firm.
- VC investment in SBIR-involved firms (as of Nov 2005) has reached a total of:

\$26,858,549,183

Benefits of a strong Directory presence: *At a time of considerable interest in assessing **Venture Capital's** role in the SBIR-STTR space, this first-of-its-kind publication is drawing interest and attention. The volume is expected to achieve **good community penetration** and **national distribution**, and should maintain a **fairly long shelf-life**.*

Effectively SBIR-involved, growth-oriented firms are both good investment candidates AND have access to resources to pay for the range of services they need:

- Make quality candidates aware of **your SBIR interest** and of the full inventory of **your support capabilities**.
 - Reach the **range of SBIR-involved firms** by geographic distribution and/or technology focus.
- Become an **SBIR-STTR presence** at whatever stage of development - start-up; more established; growth-oriented;
- Establish new **strategic partners**
 - Identify **new contacts and clients**
- Achieve quality lead generation

1983-2005

Be seen in this important publication:

Following the Money: *examining the extent and form SBIR-VC activity*

The in-depth **SBIR-VC Analysis and Directory** now in preparation for release at the **SBIR-VC Fair and Event** in Boston, MA. **March 6, 2006** draws down extensively on the comprehensive, relational SBIR-STTR databases developed and maintained by long-time SBIR advocates - **Innovation Development Institute**.

Grounded in the full inventory and detail of **all SBIR-STTR Awards** complete to the most recently announced, this comprehensive database system also tracks in considerable detail the current **business condition** and **technology development achievements** of every firm that has ever been SBIR-involved.

The **Business condition data** includes complete tracking of **all VC investment** in SBIR-involved firms by source, dollar commitment, syndication, quarter/round, and industry segment - with follow-up on any achieved **liquidity events**. *This complete SBIR-VC data compilation is the only one of its kind.*

In addition to extensive analysis of the many aspects of **SBIR-VC activity** thus made possible, this important publication will also include a Full Directory of the

- **1200+ VC-Funded SBIR Awardees** to date and
- the over **1660 VC Investors** which have provided them financial backing.

For information, contact longtime SBIR advocate:

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inknowvation.com

Directory Launch:

Part of an important convening of VC-funded and investment-seeking SBIR Awardees and Investment

Community in Boston, MA in March 2006

Rate card

SBIR-Venture Capital Analysis & Directory

Advertising rates: Database-Use Account Holders may take the **full Service Discount** applicable to their Account type

Full Page Display:

Full Page Display advertisers receive FIVE complementary copies of the VC-SBIR Awardees and Investors Directory with a 50% discount on bulk orders.

- Back Cover - 10" x 7"
 - full four-color \$8,500
 - two-color \$8,000
- Inside Front Cover - 10" x 7"
 - full four-color \$7,500
 - two-color \$7,000
- Inside Back Cover - 10" x 7"
 - full four-color \$7,250
 - two-color \$6,750
- Face-page (L) to Section lead (R) 10" x 7"
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Partial Pages Display:

Partial Page Display advertisers receive TWO complementary copies of SBIR Awardees and Investors Directory and 25% discount on bulk orders.

- Half page - vert-10" x 3.5" or horiz - 5" x 7"
 - B&W \$2,250
- Quarter page vertical - 5" x 3.5"
 - B&W \$1,250
- One-Third page vertical - 10" x 2.25" Can set sideways
 - B&W \$1,450
- One-Third - half vertical column - 4.75" x 2.25"
 - B&W \$900
- Business card - horizontal - 2.0" x 3.5"
 - B&W \$450

Supporter listings: \$300.00

Listing Supporters may take a 15% discount on bulk/single copy orders of **Following the Money: Analyzing the extent and form of SBIR-VC.**

- Alphabetized listing (by firm): Business Name, Address and Contact Information with brief Business Identifier

Deadline: January 10, 2006
Space and Deposit

Half Page horizontal
5.0" high 7" wide

Half Page vertical
10.0" high
3.5" wide

Full Page

10" high
7" wide

Quarter Page vertical

5.0" high
3.5" wide

Business Card size

2.0" high
3.5" wide

One-Third Full Page vertical

10.00" high
2.25" wide

One-Third half-page vertical

4.75" high
2.25" wide

- Electronic submission of Camera-ready artwork
 - CD, cartridge or email attachment
- Artwork must be at least 300 dpi. Web-use 72 dpi is inadequate for print purposes
- Four-color process ad must include color-proof
- Copy of ad to size and scale requested
- Except for Member Discounts, rates as are listed. No commission deductions
- Full payment - by credit card or check - must be received no later than February 10, 2006
- All payments are final. No refunds
- Innovation Development Institute reserve the right to reject any advertising
- Any and all liability for advertising content is the responsibility of the advertiser.

On receipt of payment Display Advertisers will be listed until **September 1, 2006** on

inknowvation.com

This listing will include a live web-link

Questions? Call:

(781) 595-2920

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