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MSEC SEMINAR AND COMMERCIALIZATION FORUM



INVITED SPEAKER:

Dr. JOHN BRUNO

“SBIR/STTR Proposal Writing Strategies and Tips”

February 28th, 2020

1:30 – 2:30 PM

RFM 3224

Biography:

Dr. Bruno completed his Ph.D. in Microbiology and Immunology in 1991 at the University of Arizona and his postdoctoral studies with the National Research Council at the former Brooks Air Force Base, TX. He then worked for 3 years at ECBC, Aberdeen Proving Ground, MD and has remained active in chem-bio defense via SBIR and BAA-funded projects ever since. He has worked in the field of aptamers and biosensors for 22 years and was the CSO of Operational Technologies Corp. in San Antonio, TX for 15 years where his division sold DNA aptamers via the internet. Since September 2018 Dr. Bruno has served as Principal Scientist and Director of Biotechnology at Nanohmics, Inc. In Austin, TX. At Nanohmics, Inc. Dr. Bruno has been responsible writing and executing SBIR proposals and projects and won 5 SBIR Phase I projects worth a total of \$862,000 in 2019. He has authored 100 peer-reviewed journal articles, 7 book chapters, and edited a book entitled Biomedical Applications of Aptamers, obtained 16 issued US and EU patents and won a 2011 SBA Tibbetts award for excellence in SBIR-funded aptamer research, development and commercialization as well as Second Place (\$120k in prize money) in the 2015 FDA Food Safety Testing Technology Challenge for Aptamer-based assays and a handheld fluorometer.

FOR MORE INFORMATION OR IF YOU WOULD LIKE TO HAVE LUNCH WITH THE SPEAKER,
PLEASE CONTACT DR. SHANNON WEIGUM AT SWEIGUM@TXSTATE.EDU

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Abstract:

Dr. Bruno has written or coauthored over 70 Small Business Innovative Research (SBIR) and Small Business Technology Transfer (STTR) grants worth over \$16M in the past 20 years. His proposal writing and commercialization of resultant biotechnologies led to his former company winning a 2011 SBA Tibbetts Award for excellence in SBIR-funded commercialization of DNA aptamer technology and acquisition of his former company for commercialization of aptamers in the food safety testing industry. In this seminar Dr. Bruno will summarize the purposes and history of the SBIR/STTR program while highlighting its successes from a general and personal perspective. Bruno will then provide an overview of how to write a successful SBIR/STTR Phase I and/or Phase II proposal and provide personal insights and tips regarding optimal proposal writing techniques. The seminar will be accented with personal examples and hopefully a little humor.

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