

Innovation Under Pressure: Leveraging the Non-Obvious

Janet Akande-Dokun, PhD.

A chronicle of taking the Leap



Self-awareness and a readied mind



An amazing NAPPSA encounter

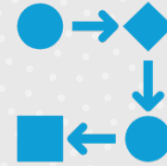


Emergence of a co-founder

“Leap and the net will appear.”

- John Burroughs

A personal pandemic-driven mind shift:



Quick adaptation and pivots will lead to uncovering new and innovative solutions.



Pressure reveals the hidden solution-provider in us



Challenging traditional ways of business strategies will always make us resourceful.



Collaboration: A powerful goal-accelerator that should not be underestimated

Leaping into Entrepreneurship:



Leveraging ecosystem resources for growth:

- *Accelerator programs*
- *Incubator programs*
- *Grants*
- *Investor readiness*

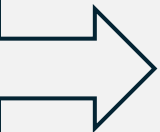


Keep showing up!




The key is to remain green!

**Funding
Resource &
Platforms**



NIA Small Business Programs
1,564 followers
1d • 



10 YEARS
Halcyon
Non-profit Organizations
Washington, DC



Station 41
 **Southern Research**



Portal Innovations You can build here

Non-dilutive Funding for Small Businesses



[sba.gov https://www.sba.gov](https://www.sba.gov)

Captures resources regarding business registration and persons of contact in your state or zip code that can help walk you through it.



<https://www.nih.gov/institutes-nih/list-institutes-centers>

Institutions and centers at the NIH with research priorities and funding opportunities



<https://nida.nih.gov/funding/small-business-innovation-research-sbir-technology-transfer-sttr-programs/resources/sample-applications>

Examples of funded SBIR grants



<https://www.sbir.gov/about>

Information on government funding programs. Must be spent on health-related products/projects within the U.S



<https://reporter.nih.gov/advanced-search>

Search for funded SBIR/STTR projects. Can be sorted based on topical areas or funding type



<https://grants.nih.gov/grants/how-to-apply-application-guide/forms-h/sbir-sttr-forms-h.pdf>

SBIR/STTR instructions for NIH and other PHS agencies SF424 (R&R) application packages



Video tutorials: <https://www.sbir.gov/tutorials>

Final takeaways

- **Reimagine Resources:** Innovative ideas can be advanced by actively engaging with key ecosystems, revealing abundant resources available to small businesses.
- **Collaboration Mindset:** In a startup environment, fostering a collaborative culture is crucial for breaking down silos and leveraging diverse expertise to drive success and innovation.



NIH/NIA (National Institute on Aging) Small Business Bootcamp Challenge Cohort for 2022 and 2023

Thank You