

MEDIA ALERT  
September 1, 2010

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**FOR IMMEDIATE RELEASE**

## **TALK ON INNOVATIVE MEDICAL TECHNOLOGY AT THE UNIVERSITY OF ROCHESTER**

*– Free Lecture for Inventors, Researchers, and Entrepreneurs –*

**WHAT:** David Beylin, program director for Medical Imaging, Image-Guided Interventions, and Radiation Therapy at the SBIR Development Center for the National Cancer Institute of the NIH, will give a talk on “Using NCI SBIR/STTR Funding for Commercialization of Innovative Medical Technology,” on Thursday, September 9 from 9 to 10:30 a.m. at the University of Rochester School of Medicine and Dentistry. **Free and open to the public**, this talk will discuss how a research project can turn into a high-growth start-up company using financial resources from the SBIR/STTR programs. After discussing the general structure of the SBIR/STTR programs, Beylin will focus on the SBIR programs at the National Cancer Institute, providing funding in medical imaging, radiation therapy, nanotechnology, anti-cancer agents, biomarkers, proteomics, pharmacodynamics, health IT and many more areas of interest to the NCI.

This lecture is part of the F.I.R.E. (For Inventors, Researchers, and Entrepreneurs) Lecture Series and is sponsored by the University’s Offices of Technology Transfer and the Center for Entrepreneurship.

**Pre-registration required:** 585.784.8856 or [david\\_englert@urmc.rochester.edu](mailto:david_englert@urmc.rochester.edu)

**WHO:** Speaker: David Beylin, program director for Medical Imaging, Image-Guided Interventions, and Radiation Therapy at the SBIR Development Center for the National Cancer Institute of the NIH.

**WHEN:** Thursday, September 9 from 9 to 10:30 a.m.

**WHERE:** Class of '62 Auditorium (G-9425 and 1-9425)  
University of Rochester School of Medicine and Dentistry  
601 Elmwood Ave., Rochester, N.Y.  
Parking is available, for a slight fee, in the Kornberg Lot or in the parking ramp

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