



**INDUSTRIAL + TECHNOLOGY  
ASSISTANCE CORPORATION**

NYSTAR Funded

a NIST | Network  
MEP | Affiliate

## Tech Practice Services:

### Capital Formation

Business plans  
VC readiness  
Financial modeling

### SBIR/STTR Coaching

Federal grant targeting  
Research partner matching  
Application reviews

### Market Research

Market size analysis  
Target pricing  
Competitor intelligence

### FastTrac

Interactive business planning  
Lab to market fundamentals  
Weekly guest experts

### New Product

#### Development Training

Rapid project execution  
Lean Product Design  
Lean Product Development

### Eureka! Winning Ways

New product concepts  
New market strategy  
Continuous innovation

### Sustainable Business

Green tech funding assistance  
LEED and ISO coaching  
Cradle-to-grave cycle design

### Business Advising

Goal-focused consulting  
Business development  
Partner negotiations

# TECHSTART

*Commercialize your technology with ITAC*

## What is TechStart?

TechStart is ITAC's required orientation for technology firms and entrepreneurs. Through TechStart, you will learn how your company can benefit from working with us, our approach to commercialization, and what government funding is available to help develop your products.

## What happens at TechStart?

- Learn about commercializing technology in NYC
- Review how companies can work with ITAC
- Find out about how technologies become funded
- Discover government R&D grant funding options

## What is ITAC?

ITAC, the Industrial & Technology Assistance Corporation is a not-for-profit consulting firm with a mission to strengthen the economy of NYC by improving the performance of small to mid-size manufacturing and technology firms since 1987. With practice areas in lean manufacturing, manufacturer growth, technology, and sustainable business, ITAC stays affordable for small businesses through the support of Federal and State government agencies.

***ITAC: committed to growing NYC businesses***