

# How To Win SBIR Awards<sup>SM</sup> (ALL agencies)

## The SBIR & STTR Business Development Seminar

University of North America, MEA Magazine and the Veterans Group will team to sponsor this event designed to equip entrepreneurs and senior personnel to win federal SBIR/STTR awards (*NOT just write proposals*) on a consistent basis at all agencies (with DoD emphasis). The instructor, training media and 100-page workbook will be provided by the SBIR Resource Center®, the nation's leading supplier of business development resources to the SBIR/STTR community. See what past attendees have said about this highly-acclaimed event at <http://sbir.us/course/workquot.html>.

**NOTE: Your satisfaction with the value of this event is  
100% guaranteed  
even if you have been to another just days before.**



## What You Will Learn

### + How to strategically align SBIR & STTR with your plans:

Learn why SBIR is America's most important source of venture financing.  
Get the all important **applicant's point of view** vs. the Government's  
(*if you've been to a National SBIR Conference, now get the rest of the story*).  
Become skilled at separating the many SBIR myths from the actual facts.  
Know the requirements for participation and the steps to take in applying.  
How to sort out the agencies, departments and the available opportunities.

### + **How to decide if you, or your firm, should pursue SBIR/STTR:**

Learn what is positive and what is real trouble with these programs.  
Recognize the best reasons for bidding & determine the costs of applying.  
Find out why some firms/projects should NOT pursue SBIR/STTR financing.  
Become aware of the near and long-term intellectual property issues.  
Know, and be able to apply, the important BID/NO-BID statistics.  
Discover how to best target the agencies and pick/reject topic opportunities.

### + **How to evoke desired responses in reviewers of SBIR/STTR applications:**

Recognize the common foundations in competitive Govt. R&D proposals.  
Discover how **SBIR & STTR proposals should be different**, and why.  
Be aware of varying agency approach, proposal & performance requirements.  
Learn what to do, and how, before writing a proposal (homework is the key).  
Employ strategies and techniques for developing **compelling** proposals.  
Understand how to handle cost estimates and develop budget proposals.  
Ascertain what can be done to **increase your odds of winning**.

### + **How to access the many resources available to help applicants.**

**WHEN:** 20 February 2020 from 8:30 AM to 6:00 PM

**WHERE:** University of North America, 12750 Fair Lakes Circle,  
Fairfax, VA 22033, 571-633-9651, [www.uona.edu](http://www.uona.edu)

**NOTE: SEATING IS LIMITED TO THE FIRST 25 REGISTERED**

**TUITION:** \$ 325 (\$375 after 4 Feb. 2010) – less \$100 for US veterans.

**REGISTRATION IS NOW OPEN**

**NOTE: Two universities have assessed this event's value at over \$500.**

## Agenda for the SBIR Business Development Seminar (representative – not actual)

- I. Introduction** (all participants) **8:30 - 9:00**
- II. Strategic Planning & the SBIR/STTR Programs** **9:00 - 12:15**
- A. Why & How SBIR/STTR Is Strategically Important.
  - B. Background, Purpose & Program Statistics
  - C. Requirements for Participation
  - D. Program Structure(s) and Follow on Opportunities
  - E. Agency Differences (special emphasis on DoD)
  - F. Recent Program Changes
  - G. STTR vs. SBIR
  - H. Is SBIR / STTR Right For You?
  - J. How & When To Participate
  - K. Bid/No Bid Statistics & Decisions
  - L. Planning, Organizing and Executing
  - M. General Principals & Advice (added emphasis on DoD)
  - N. Strategic Planning Conclusions
- III. LUNCH** (lunch is on your own) **12:15 - 1:00**
- IV. Competitive Proposals & Grant Requests** **1:00 - 4:00**
- A. Basic of Proposal and Grant Writing
  - B. What Makes SBIR / STTR So Different?
  - C. Reviewer Psychology & How One Uses That To Advantage
  - D. Proposal Structures
    - 1. handling the common elements
    - 2. handling those elements that vary
  - E. Specific Requirements & Evaluation Criteria (DoD emphasis)
  - F. Preparation Before Writing (how to do your homework)
  - G. Developing Proposal Sections (each section handled separately)
  - H. Cost and Budget Proposals (includes overview of cost strategies, estimating techniques and indirect cost rates)
  - J. Working With the Forms/Web submissions (DoD emphasis added )
  - K. Publishing the Proposal, etc.
  - L. When You Win / When You Don't
  - M. Improving the Odds of Winning
  - N. How To Win Phase II Funding (starting with the Phase I proposal)
  - O. Final Recommendations
- V. Your Specific Proposal** (open workshop -- bring questions) **4:30 - 5:30**  
NOTE: *this may take longer than scheduled depending on you.*
- VI. Outside Information and Support Resources** **5:30 - 6:00**
- A. Govt. (Fed..& State) Support (can end later)
  - B. SBIR and the Internet
  - C. Third Party Offerings

**NOTE:** A workbook (~100 pages) is included. Many recent Govt. solicitation packages and National SBIR Conference documents will be displayed in class.

**Registration open, get information or understand the refund policy:**

# surf to <http://sbir.us/> then click on the "SBIR Events" link

# call 410-315-8101 OR E-mail the SBIR Center at [SBIR@sbir.us](mailto:SBIR@sbir.us)

# for local Hanover, MD information contact the Center @ (410) 315-8101