

How To Win SBIR AwardsSM (NIH emphasis added)

The SBIR & STTR Business Development Seminar

Maryland SBTDC Network & Virginia's CIT will co-sponsor this Nation's Capitol area workshop 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 NIH 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; it's that different.

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: 13 Nov. 2018 from 8:30 AM to 6:00 PM

WHERE: Hampton Inn, 7027 Arundel Mills Circle
Hanover, Maryland, USA, 21076 TEL: 410-540-9225

NOTE: SEATING IS LIMITED TO THE FIRST 25 REGISTERED

TUITION: \$ 325 (\$375 after 9 Nov. 2018) – less \$50 for sponsor's affiliates

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

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

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|------|---|-----------------|
| 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 NIH) | |
| F. | Recent Program Changes | |
| G. | STTR vs. SBIR | |
| H. | Is SBIR / STTR Right For You? Your Project? Your Firm? | |
| J. | How & When To Participate | |
| K. | Bid/No Bid Statistics & Decisions | |
| L. | Planning, Organizing and Executing | |
| M. | General Principals & Advice | |
| N. | Strategic Planning Conclusions | |
| III. | LUNCH (lunch is on your own) | 12:30 - 1:15 |
| IV. | Competitive Proposals & Grant Requests | 1:15 - 4:30 |
| 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 (added NIH emphasis) | |
| F. | Preparation Before Writing (how to do your homework) | |
| G. | Developing Proposal Sections (each section is handled separately) | |
| H. | Cost and Budget Proposals (includes overview of cost strategies, | |
| J. | Working With the Forms/Web submissions (NIH emphasis added) | |
| K. | Publishing the Proposal via Grants.gov, ASSIST, 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 - 5:15 |
| | NOTE: this may take longer than scheduled depending on you. | |
| VI. | Outside Information and Support Resources | 5:15- 5:30 |
| A. | Govt. (Fed. & State) Support | (can end later) |
| B. | SBIR and the Internet | |
| C. | Third Party Offerings | |

NOTE: A workbook (~100 pages) is included.

- # REGISTRATION: surf to <http://sbir.us/> then click on the "SBIR Events" link
- # INFO: call 410-315-8101 OR E-mail the SBIR Center at SBIR@sbir.us
- # for local Hanover, MD information, contact the Center @ (410) 315-8101