

## - SBIR Strategy<sup>SM</sup> Session - (fixed price, half-day session)

The SBIR Strategy Session is primarily a highly-condensed training event, **customized to match the client firm's particular situation**. These always start with learning about the client's business aspirations and capabilities. From this basis, the participants then work to define and/or refine the firm's business model and implementation strategy (hence the product's name). From that, an assessment of any federal contracting (and specifically SBIR/STTR) role in the strategy, if any, is made and incorporated into the strategy when appropriate. Where federal contracting is not deemed to be appropriate, or desired, the session generally terminates and time used for our services are charged on an hourly basis (unless, of course, the original fixed-price arrangement happens to be the lesser amount) at the then published rate.

When any Federal contracting role is deemed to be appropriate, the session continues with training from the Center as to the major issues and requirements for pursuit of the federal marketplace. When SBIR/STTR is involved, this training will primarily focus on those programs/opportunities. If/when a specific agency is identified, the training and discussion will become agency specific; possibly even opportunity specific, if one is identified.

Discussions then ensue as to how to articulate the larger business strategy(s) in terms appropriate to pursuit of the near term federal market. The implementation of an acquisition strategy to support those goals is identified and fleshed out in terms of a near-term plan. Usually this incorporates 1) customer contract strategies, 2) market and technology information gathering plans, 3) formalizing an acquisition/proposal schedule and 4) discussing application requirements from a compliance standpoint.

Client knowledge is assessed, and rudimentary training is conducted where needed, in:

- 1) rules of federal marketing
- 2) agency specific requirements (if appropriate)
- 3) proper project planning (WBS, etc.)
- 4) contract cost accounting concepts
- 5) developing budgets (cost estimating, indirect cost analysis, etc)
- 6) plans, methods and tools to accomplish technology and market assessments
- 7) conforming to the SBIR/STTR model(s).

Concluding the above segment, a question and answer session is offered for whatever time remains.

Typically the above is as much as can be "shoe horned" into a half-day session. As the reader may deduce, there is precious little time to deal with any specifics of proposal writing, technology evaluations, market assessments, etc. necessary to be competitive in their next attempt to enter the federal market. This session is intended solely to provide a basis, or platform, from which to make pursuit BID/NO BID decisions and be in a position to effectively approach those more detailed issues. It is anticipated that from this point on, the client will be in a position to make effective use of our other, more focused, resources to successfully approach any individual opportunities.

**NOTE:** Typically employed opportunity-focused follow-on resources include our SBIR-ToolKit<sup>TM</sup> proposal development software, SBIR-Review<sup>SM</sup>, SBIR Leader<sup>SM</sup> or SBIR- Mentor<sup>SM</sup> services.

**NOTE:** Economic developers are encouraged to inquire about this session for their clients as these may be purchased in bulk (5 or more per year) at discount prices..