

What is SBIR/STTR?

SBIR/STTR funding is government R&D funding that requires no repayment, no equity dilution and no “external control.” To date, over \$16 billion has been awarded by the SBIR to program to various small businesses.

Who Should Attend?

Technology-based small businesses entrepreneurs, researchers, and faculty seeking funding for R&D with plans to submit a SBIR/STTR proposal within the next 12 months.

Why Attend?

You will be able to:

- Decide if you, or your firm, should pursue SBIR/STTR
- Become aware of the near and long-term intellectual property issues
- Discover how to best target the agencies and pick/reject topic opportunities
- Learn how SBIR & STTR proposals should be different, and why
- 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

Agenda 8:00 AM-6:00 PM

8:00-8:30 AM

Registration

8:30-9:00 AM

I. Introduction

9:00-12:15 PM

II. Strategic Planning & the SBIR/STTR Programs

- Why & How SBIR/STTR Is Strategically Important
- Background, Purpose & Program Statistics
- Requirements for Participation
- Program Structure(s) and Follow on Opportunities
- Agency Differences
- Recent Program Changes
- STTR vs. SBIR
- Is SBIR / STTR Right For You?
- How & When To Participate
- Bid/No Bid Statistics & Decisions
- Planning, Organizing and Executing
- General Principals & Advice
- Strategic Planning Conclusions

12:15-1:00 PM

III. Lunch

1:00-4:00 PM

IV. Competitive Proposals & Grant Requests

- Basics of Proposal and Grant Writing
- What Makes SBIR / STTR So Different?

IV (continued)

- Reviewer Psychology & How One Uses That To Advantage
- Proposal Structures
 - handling the common elements
 - handling those elements that vary
- Specific Requirements & Evaluation Criteria
- Preparation Before Writing (how to do your homework)
- Developing Proposal Sections (each section is handled separately)
- Cost & Budget Proposals (includes overview of cost strategies, estimating techniques & indirect cost rates)
- Working With the Forms
- Publishing the Proposal, etc.
- When You Win / When You Don't
- Improving the Odds of Winning
- How To Win Phase II Funding (starts with Phase I proposal)

4:00-5:00 PM

V. Your Specific Proposal (bring questions)

5:00-6:00 PM

VI. Outside Information and Support Resources

- Govt. (Fed.& State) Support
- SBIR and the Internet
- Third Party Offerings

Register Today! Class is limited to 25!! Your Satisfaction with the value of this event is 100%

April 29th	June 14th	September 23rd
THE CHAMBER of Commerce, Inc.	Erie Technology Incubator	Duquesne SBDC
5000 Brooktree Road #100	130 W. 8th Street	600 Forbes Avenue
Wexford, PA 15090	Erie, PA 16501	Pittsburgh, PA

Fee: \$175; includes breakfast, lunch and 100 page workbook.

To Register visit www.duq.edu/sbdc or call 412-396-1633

About the Speaker

John Davis

John Davis is the General Manager & CEO of The SBIR Resource Center®, the leading commercial provider of business development resources and software tools to the SBIR/STTR community.



Mr. Davis has personally developed/supported proposals and grant requests to each of the 11 SBIR/STTR agencies every year since 1994 and leads professional SBIR training workshops at least 10 times every year.

He has over thirty years of progressive experience as an executive, program manager, research engineer and proposal writer in leading technical organizations where he won, and led the performance on numerous US Government R&D projects. Davis is a popular speaker on “Competitive Proposal Writing” and “R&D Project Management.”

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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/workshop.html>

Event Partners



How to Win SBIR AwardsSM

8:00 AM—6:00 PM

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600 Forbes Avenue
Pittsburgh, PA

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.

Hosted By:

Duquesne University SBDC
Gannon University SBDC

Speaker:

John Davis, CEO & General
Manager of The SBIR Resource



Funding support and resources are provided by the Commonwealth of Pennsylvania through the Department of Community & Economic Development; through a cooperative agreement with the U.S. Small Business Administration; and in part through support from Duquesne University. All services are extended to the public on a non-discriminatory basis. Special arrangements for persons with disabilities can be made by calling 412.396.6233. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA."