

How To Win SBIR AwardsSM



What is the SBIR/STTR Program?

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 program to various small businesses.

These workshop are intended to help you compete for a share of the **over \$1 Billion available for 2011** and to help us move Pennsylvania up in the overall SBIR/STTR funding pool.

Workshop Presented by:



The SBIR & STTR Business Development Seminar

The Small Business Development Centers from Wilkes University, The University of Scranton and Kutztown University will co-sponsor a 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. 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>

Your satisfaction with the value of this event is 100% guaranteed.

+ **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: May 5, 2011 from 8:30 AM to 5:30 PM

WHERE: The University of Scranton, DeNaples Center, 4th Floor, Room 407C, 900 Mulberry Street, Scranton, PA 18510

NOTE: SEATING IS LIMITED TO THE FIRST 25 REGISTERED TUITION: \$ 195 per seat (\$325 after April 20, 2011)

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

Event Sponsor:



Event Co-Sponsors:



Agenda for the SBIR Business Development Seminar

(representative – not actual)

May 5, 2011 – 8:30 a.m. – 5:30 p.m.

The University of Scranton, DeNaples Center, 4th Floor, Room 407C, 900 Mulberry Street, Scranton, PA 18510

- 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
 - 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
 - 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
 - E. Specific Requirements & Evaluation Criteria
 - 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, estimating techniques and indirect cost rates)
 - J. Working With the Forms,
 - 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 (starts with the Phase I proposal)
 - O. Final Recommendations
- V. Your Specific Proposal:** (open workshop – bring questions) **4:00 - 5:00**
- VI. Outside Information and Support Resources** **5:00 - 5:30**
- A. Govt. (Fed. & State) Support (can end later)
 - B. SBIR and the Internet
 - C. Third Party Offerings
- All attendees receive a workbook (~100 pages)**

**To register, get more information or understand the refund policy:
Visit...**

All programs are offered in Partnership with the U.S. Small Business Administration. The Kutztown University Small Business Development Center is partially funded under SBA 2003 Cooperative Agreement No. 3-603001-Z-0040-23 by the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute an expressed or implied endorsement of any of the cosponsor(s) or participant's opinions, findings, conclusions, recommendations, products, or services. All SBDC programs and services are provided on a non-discriminatory basis and open to the public. During the course of your engagement with us, Kutztown SBDC staff may make referrals or introduce you to other business service providers during our learning programs or consulting engagement. However, Kutztown SBDC does not endorse any of our sponsors, instructors or referrals made by our staff. We strongly encourage you to carefully evaluate and check references on any sponsors, instructor, or individual referrals before entering into any agreement. The Commonwealth of Pennsylvania also is a cosponsor of these programs. Government-related workshops also are supported by Defense Economic Transition Assistance Contract SBAHQ-02-C-0030. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Please contact Peter Hornberger at the Kutztown University Small Business Development Center at 484-646-4003 or via the address below if you need this service. This project was financed in part by a grant from the Commonwealth of Pennsylvania, Department of Community and Economic Development. We are also funded under a cooperative agreement from the Defense Logistics Agency.