



IPART SBIR/STTR Training Workshop

July 27, 2021

9:00 a.m. - 2:30 p.m.

Is your technology company eligible for non-dilutive federal funding through the government's SBIR/STTR program? Find out about how these two programs can provide a source of R&D funding between the initial development of your innovative idea and proof that it has potential in the marketplace. Join this workshop and learn; SBIR/STTR eligibility requirements, participating agencies, the differences between SBIR and STTR and more! This workshop is designed to provide enough information for attendees to determine if they would like to seriously pursue proposal development and tools to help begin the process and manage funds if you are awarded.

You'll Learn:

- How to do your "homework" by searching solicitations & prior awards
- How to talk to program officers
- Application components
- How to construct your budget

Register Here: <https://www.eventbrite.com/e/158158736037>

Cost \$10.00

Agenda:

9:00 a.m. - 10:30 a.m.

SBIR 101 and How to Select an Agency

This session covers the participating SBIR/STTR agencies, their differences, how to do your "homework" by searching solicitations and prior awards and talking to agency program managers.

10:30 a.m. - 10:45 a.m.

Break

10:45 a.m. - 12:15 p.m.

NIH and NSF Overview

We'll cover; similarities and differences between NIH & NSF, what technologies they fund, structure and identifying the most appropriate Institute or Center to fund your project, application components, the review process and proposal scoring.

12:15 p.m. - 12:45 p.m.

Lunch Break

12:45 p.m. - 2:15 p.m.

SBIR/STTR Budgets and Post Award

A walk through the development of a project budget; what costs need to be included, how to write a budget justification, and if the company afford to pursue this project. We'll also review what you'll need to present to your program officer, when and how you actually get the money.

2:30 p.m.

Final Q&A



About BBC Entrepreneurial Training & Consulting

BBCetc is nationally recognized for its success in helping emerging companies win SBIR/STTR funding and use it strategically to propel growth. BBCetc's Michigan clients have been awarded over \$330 million in funding since 2002. The company was recently named a 2020 Tibbetts award winner as well as one of 50 "Michigan companies to watch" by Michigan Celebrates Small Business.



About the Presenter: BBCetc Senior Principal Consultant, Jerry Hollister

Jerry joined the BBCetc in 2017 with 30 years of leadership experience in government, higher education, non-profit and for-profit enterprises. After earning an engineering degree from the University of Michigan, he served as commissioned Naval Officer in the Civil Engineer Corps and a warranted Contracting Officer for the Dept. of Defense. Prior to joining BBCetc, Jerry was Chief Operating Officer for Michigan-based Niowave, a developer of superconducting electron accelerators, where he worked to build the successful start-up company from 2008-17. Jerry was instrumental in Niowave receiving over 45 SBIR awards. Niowave was named the 2010 SBIR/STTR Small Business of the Year by the Dept. of Energy and, in 2016, was honored with the S.B.A.'s Tibbetts Award, which recognizes the best in SBIR achievement. Before joining Niowave, Jerry served in a number of non-profit and educational roles following his honorable

discharge from the Navy.



About the Presenter: BBCetc Principal Consultant, Shannon Bass

Shannon joined BBCetc as a Principal Consultant in April 2018 bringing with her 28 years of management experience in the biotechnology industry and as an independent SBIR/STTR consultant. Shannon's career began with an animal health start-up out of the University of Kentucky, which was later purchased by Neogen Corporation. She continued in senior management with Neogen for 17 years in the areas of quality control/ assurance, regulatory, pharmaceutical manufacturing and technical services. Later she became CEO of a biotech start-up which brought to market a veterinary research device and president of another medical device firm developing a product for treatment of late-stage lung cancer. A PI on multiple research grants, Shannon has assisted numerous start-ups in developing competitive NIH grant submissions, post-award management, commercialization, project management and building an effective team. She holds B.S degree in Agriculture from Murray State University in Kentucky.