

Professional Training Programs for SBIR/STTR Applicants, Investors & Economic Development Professionals

How To Win SBIR FinancingSM -- 9.5 hours (*nation's best-in-class SBIR/STTR training program*)

With Phase I, Phase II & Contract Cost Accounting, it imparts everything needed to equip entrepreneurs for success in SBIR/STTR into a single day out of the office. This one is definitely geared for decision makers (CEO's, COO's, CFO's, CTO's, Directors of Marketing and Technology), not technical writers.

It is two days of information presented in just one day covering everything from *Strategic Planning With SBIR to Doing the Pre Proposal Homework to Phase I and Phase II Proposals to Government Contract Cost Accounting and Proposal Development*. Moreover, it provides **the applicant's perspective** of SBIR/STTR (different from the government's). This workshop literally trains attendees "HOW TO WIN FUNDING" not just "how to write proposals." Only 1 out of 9 applications wins funding; we teach how to be the one. Two major universities have evaluated this workshop and both argue that the value received is more than \$500 per person -- we 100% guarantee satisfaction.

NOTE: Due to material's depth and need for personal attention, this workshop is limited to 25 attendees.

HANDOUT: A 100 page, take-home workbook with many valuable, references, resources and inclusions for follow through when submitting SBIR/STTR applications is provided to attendees. This book is copyrighted and contains proprietary information.

SBIR Counselor WorkshopSM -- 3.5 or 5 hours (*2 versions, duration depends on the target audience*)

Designed for those who need to identify and support potential applicants. This event explains the value of SBIR as a **local economic development** tool and teaches how to screen for essential elements; to reject those who are not SBIR-appropriate and then how to support those who are. If the audience also has one of our SBIR Outreach CentersTM, then this workshop also includes an additional module to train operators in how to employ those professional resources to make outreach efforts easier and far more effective.

HANDOUTS: A workbook (25 pages) and special use tools are provided for host to copy and distribute as is a PowerPoint^(R) presentation for participants to use when speaking publically about SBIR/STTR.

SBIR Checklist WorkshopSM -- 3.0 hours (*for those applicants with currently active proposals*)

Before submitting, applicants should ensure they've addressed all of the COMPETITIVE ISSUES, not just the compliance issues. This workshop leads the "hands-on" proposal developer in reviewing a detailed 5-page checklist of competitive points to ask did you:

- * Adequately define the problem/opportunity?
- * Appropriately relate the issues to agency needs?
- * Properly state the project's objectives?
- * Write to meet the reviewer's needs and take advantage of reviewer's decision heuristics?
- * Convince reviewer of high probability (your ability and propensity) to commercialize?
- * Provide sufficiently deep technical discussions?
- * Showcase resources (personnel, subcontractors, & facilities) to best advantage?
- * Adequately differentiate yours from other offerings?

Many other critical points are covered, including general advice for writing and winning SBIR/STTRs.

HANDOUT: Competitive checklist, plus a few pages of information, is provided for host to copy, bind and distribute.

SBIR-MaxTM -- 6.5 hours (*trains SBIR/STTR winners to maximize the enormous value of their awards.*)

This hour event teaches how to convert SBIR Phase I into Phase II awards and into those sole-source "megabuck" follow-on revenues. This one includes elements of strategic planning, marketing, project management, capital acquisition and deal making. From the beginning, this has proven to be a popular, clearly effective and VERY HIGHLY RATED event.

HANDOUT: A 45 page copyrighted workbook original is provided for the host to copy, bind and distribute.

For dates, registration or to set up your event:

<http://sbir.us>

or contact us

by phone at (410) 315-8101 / (800) WIN-SBIR

by fax at (410) 315-9560 or

by e-mail at SBIR@sbir.us

"SBIR Resources" lead to "SBIR Success"

R&D Project Planning, Cost Estimating & ControlTM -- 4.5 hours (*for R&D project managers*)

Small, low-budget, short-lived projects under \$2M/2 years (like SBIR and STTR) are the most difficult to deal with from the management perspective. There simply is no room for error; one missed deadline, one over-budget task and the whole project can be in serious danger. Worse, such projects usually live in organizations with no project management culture or resources. This is no place for the untrained - such are doomed to failure. This workshop offers the theory, training and tools needed to afford such project managers reasonable CONTROL of such projects. The planning & cost estimating content presented in this workshop are also **critical to developing winning proposals** for any R&D project, not just small ones.

HANDOUT: A 25 page workbook original & core project management tools (software) are provided.

STTR StrategiesSM -- 6 hours (*brings non profit institutions & researchers together with small firms*)

Tested and proven valuable to help to raise the image of SBIR/STTR in the university community while facilitating the formation of teams. This event focuses on the most daunting elements in team formation and presents useful methods and pathways to success in STTR. A private session for the non profits helps them understand the enormous value of participation, then joint sessions with all parties helps to facilitate the process (team formation and making application). These events typically attract over 100 persons and require the participation of local intellectual property professionals, as panelists, for part of the day.

HANDOUT: Copies of slides, checklists, and other information are provided for host to copy & distribute.

SBIR/STTR Proposals - Doing The HomeworkSM -- 2.5 hours (*preparation to apply*)

This workshop has been presented at several National SBIR conferences and is always very well received. It identifies not only the homework that should be done, but also provides numerous suggested places/sources for applicants to find the information needed. One SHOULD NOT begin a proposal until this homework is completed as it is **vital for winning SBIR/STTR funds**.

HANDOUT: No handouts are provided for this workshop (presentation tempo supports note taking). Slides are posted on Internet for download.

Government's vs. Applicant's vs. Economic Development Professional's Point of View



SBIR & STTR are often misunderstood and mischaracterized programs, even by those who have attended the National SBIR Conferences. Although many forces are at work to perpetuate this situation, most of the problem can be traced to the naivete of the potential applicants hearing the SBIR presentations by the federal agencies. When one understands that the speakers and representatives for the agencies by and large:

- 1) are there to "recruit" proposals (their job),
- 2) have never marketed to the government,
- 3) have never actually developed a proposal,
- 4) do not do SBIR/STTR proposal evaluations,
- 5) have nothing to do with who wins/loses and
- 6) have no business/commercial background,

and the relevant details of the authorizing legislation then, and only then, do they have a chance to understand the business implications of those presentations. Otherwise, the listener takes all sorts of erroneous implications away from the meetings with SBIR agency representatives. However, since this is not clear, the potential applicants are letting the government advise them (*now, we can't think of a worse source of business advice, even for federal contractors*).

Even more subtle, the agency representatives are honest, hard-working and really want to help. Anyone observing or talking with them will realize this. Therefore, people instinctively trust them. But, although perfectly valid for them, the agency representative's is *a different point of view* than the one needed by either the SBIR/ STTR applicant or the economic development professional. That difference is absolutely critical to the success or failure of many applicants.

The training programs offered herein do take these critical differences into account and present SBIR/ STTR in the proper light for the target audience (applicant or Biz. counselor). They are taught by a proposal management professional with more than 35 years experience in marketing R&D projects to the government; having begun as a research scientist & progressing through serious project management, marketing and C-level executive positions.

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SBIR & STTR Training Events

For
Applicants &
Small Business
Counselors

Offered By The

