

# How To Win SBIR Awards<sup>SM</sup> - NIH Emphasis

## The SBIR & STTR Business Development Seminar

Montgomery County Economic Development and Maryland TEDCO will co-sponsor this 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 some of the past attendees and sponsors have said about this highly-acclaimed event at <http://sbir.us/course/workquot.html>.

**NOTE: Your satisfaction with the value of this event is  
100% guaranteed  
even if you have been to another just days before.**



## What You Will Learn

### + 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:** 23 March 2010 from 8:30 AM to 6:00 PM  
**WHERE:** VisArts at the Rockville Arts and Innovation Center  
155 Gibbs Street, 2nd Floor, Rockville, MD 20850

**NOTE: SEATING IS LIMITED TO THE FIRST 25 REGISTERED**

**TUITION:** \$ 325 early-bird price (\$375 after 15 March 2010)  
> discounts for Montgomery County incubator tenants <  
VISA, Master Card, PO or checks accepted

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

## Agenda for the SBIR Business Development Seminar

(representative – not the actual one)

- 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. NIH Focus – policy, philosophy and what it takes to win
  - G. Recent Program Changes
  - H. STTR vs. SBIR
  - I. 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 - extra emphasis on NH
    - 1. handling the common elements
    - 2. handling those elements that vary
  - 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 - extra emphasis on NIH
  - K. Publishing the Proposal, etc. – extra emphasis on Grants.Gov
  - 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**

NOTE: *this may take longer than scheduled depending on you.*
- 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

**NOTE:** A workbook (~100 pages) is included. Many recent Govt. solicitation packages and National SBIR Conference documents will be displayed in class.

### To register, get more information or understand the refund policy:

- # surf to <http://sbir.us/> then click on the "SBIR Events" link
- # call 410-315-8101 OR E-mail the SBIR Center at [SBIR@sbir.us](mailto:SBIR@sbir.us)
- # for local Rockville, MD information contact MTDC at 1-240-453-6215