

# How To Win SBIR Financing<sup>SM</sup> with a "spotlight" on NASA & DOD

## The SBIR & STTR Business Development Seminar

Maryland TEDCO and P G County Economic Development Corporation will sponsor a workshop for MMRDI participants, and other MD firms, to train **how to win SBIR/STTR awards** (NOT just a proposal writing class) for **entrepreneurs and senior personnel**. The instructor, training media and 100+ page workbook will be provided by the SBIR Resource Center®, the nation's leading supplier of commercial SBIR resources. Read what past attendees say 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:** 14 August 2008 from 8:30 AM to 6:00 PM (can end later)

**WHERE:** NASA Goddard Visitors' Center  
ICESat Road, Greenbelt, Maryland 20771

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

**TUITION:** \$100 for MMRDI participants / \$200 MD firms / \$325 out-of-state  
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

- |             |   |                     |
|-------------|---|---------------------|
| <b>I.</b>   | <b>Introduction</b> (all participants)  | <b>8:30 - 9:00</b>  |
| <b>II.</b>  | <b>Strategic Planning &amp; the SBIR/STTR Programs</b>  | <b>9:00 - 12:15</b> |
|             | A. Why & How is SBIR/STTR Strategically Important?  |                     |
|             | B. Background, Purpose & Program Statistics   |                     |
|             | C. Requirements for Participation   |                     |
|             | D. Program Structure(s) and Follow on Opportunities   |                     |
|             | E. Agency Differences (an overview)   |                     |
|             | 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  |                     |
|             | L. Planning, Organizing and Executing   |                     |
|             | M. General Principals & Advice  |                     |
|             | N. Strategic Planning Conclusions   |                     |
| <b>III.</b> | <b>LUNCH</b> (lunch is on your own)   | <b>12:15 - 1:00</b> |
| <b>IV.</b>  | <b>Competitive Proposals &amp; Grant Requests</b>   | <b>1:00 - 4:30</b>  |
|             | A. Basic of Proposal and Grant Writing  |                     |
|             | B. Why is SBIR/STTR Different?  |                     |
|             | C. Variations Between Agencies (the details)  |                     |
|             | D. Proposal Structures  |                     |
|             | 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 cost strategies, estimating techniques and <b>how to develop indirect cost rates</b> ) |                     |
|             | J. Working With the Forms,  |                     |
|             | K. Publishing the Proposal, etc.  |                     |
|             | L. When You Win / When You Don't Win  |                     |
|             | M. Improving the Odds of Winning  |                     |
|             | N. How To Win Phase II Funding (starting with the Phase I proposal)   |                     |
|             | O. Final Recommendations  |                     |
| <b>V.</b>   | <b>Your Specific Proposal</b> (open workshop -- bring questions)  | <b>4:30 - 5:30</b>  |
|             | NOTE: <i>this may take longer than scheduled depending on you.</i>  |                     |
| <b>VI.</b>  | <b>Outside Information and Support Resources</b>  | <b>5:30 - 6:00</b>  |
|             | A. Govt. (Fed. & State) Support   |                     |
|             | 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 Resource Center at [SBIR@sbir.us](mailto:SBIR@sbir.us)
- # for local Greenbelt, MD information contact NASA at (301) 286-3978