

# How To Win SBIR Awards<sup>SM</sup> (DoD emphasis added)

## The SBIR & STTR Business Development Seminar

Maryland TEDCO and Virginia CIT will sponsor this highly-acclaimed workshop that equips entrepreneurs and senior personnel to WIN federal SBIR/STTR awards (*NOT just write proposals*) on a consistent basis at ALL agencies (with a special emphasis on DoD). The instructor, training media, 100+ page workbook and DoD handouts will be provided by the SBIR Resource Center®, the nation's leading supplier of business development resources to the SBIR/STTR community. See what prior attendees say 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 business:

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 the important statistics and use them to **make BID/NO-BID decisions**.  
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 Jan. 2018 from 8:30 AM to 6:00 PM (2-day class in just 1 day)

**WHERE:** Hampton Inn & Suites National Harbor/Alexandria Area  
250 Waterfront St., National Harbor, MD 20745  
(ask for \$189 "SBIR Event" hotel rates) TEL: 301-567-3531

**NOTE: SEATING IS LIMITED TO THE FIRST 20 REGISTERED**

**TUITION:** \$325 (\$375 after 15 Jan.) – discounts for US Veterans & sponsor's affiliates. VISA, Master Card, PO or corporate checks accepted.

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

## Agenda for the SBIR Business Development Seminar

(representative – not actual)

- 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 (special emphasis on DoD)
  - 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
    - 1. handling the common elements
    - 2. handling those elements that vary
  - E. Specific Requirements & Evaluation Criteria (added DoD emphasis)
  - 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/Web submissions (DoD emphasis added)
  - 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 (starting 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 formal workbook (100+ pages) PLUS a special, detailed DoD supplement (~20 pages) will be included. Lunch is on your own.

### 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 National Harbor / DC information call 301-567-3531