

Developing the Business of Technology



**Entrepreneurial
Training & Consulting**

Federal Research Funding

SBIR/STTR and Michigan Matching

January 2018

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DEVELOPING THE BUSINESS OF TECHNOLOGY

About BBCetc

BBCetc works with technology-based entrepreneurs and companies on strategies to advance R&D efforts to commercialization. We are nationally recognized for our success in helping clients win federal funding through the SBIR/STTR programs and use it tactically to propel growth. Services include training courses and one-on-one counseling in:

- ❑ Commercialization Planning
- ❑ SBIR/STTR and Other Research Grant Assistance
- ❑ SBIR/STTR and Commercialization Training
- ❑ Grants/Contracts Management
- ❑ Programs for Entrepreneurial Support Organizations

BBCetc Team



- **Becky Aistrup, MBA** - DOD, DHS, NASA, NIH, NSF and commercialization planning
- **Kris Bergman** - Grants and contracts management, and budget and administrative support for all agencies
- **Lisa M. Kurek, MS** - SBIR/STTR educator, assessment management, NIH
- **Andrea Johanson, PhD** - NIH grants and contracts
- **Michael P. Kurek, PhD, MBA** - NSF, DOE, USDA, DoED, DOT, DOC, EPA, NIH and commercialization planning
- **Austin Dean, MBA** - NIH, NSF
- **Jerry Hollister** - DOE, NSF, DOD, commercialization planning, post award management
- **Jayne Berkaw** - Marketing and communications and training programs outside of Michigan
- **Bonnie Dawdy** - Michigan SBIR/STTR Assistance Program
- **Jodi Bergman** - Administrative support

What is the SBIR/STTR Program?

- A \$2.6 Billion Federal Funding Program
 - **SBIR:** Small Business Innovation Research
 - **STTR:** Small Business Technology Transfer

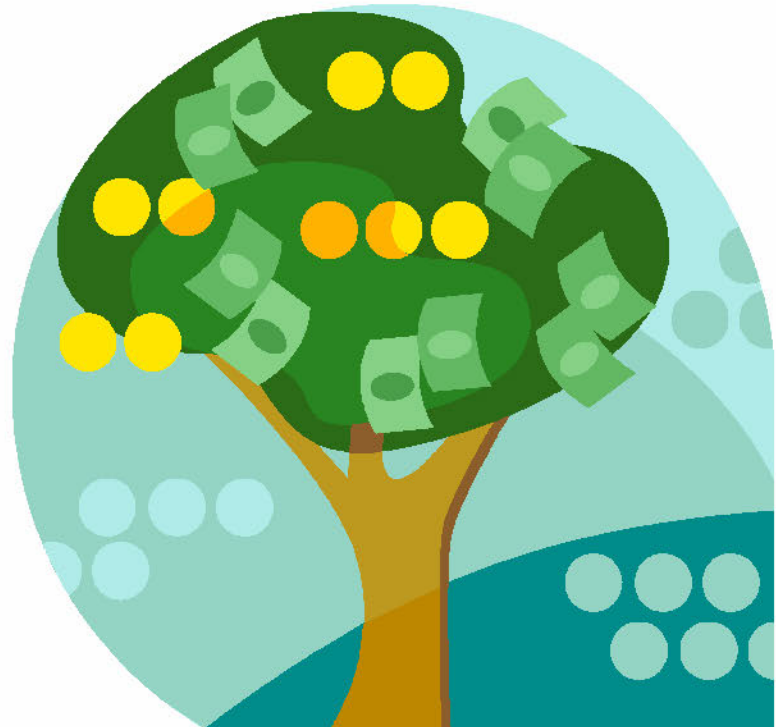


Type of Funding

\$ Debt

\$ Equity

\$ Non-Dilutive



Purpose of SBIR/STTR Programs

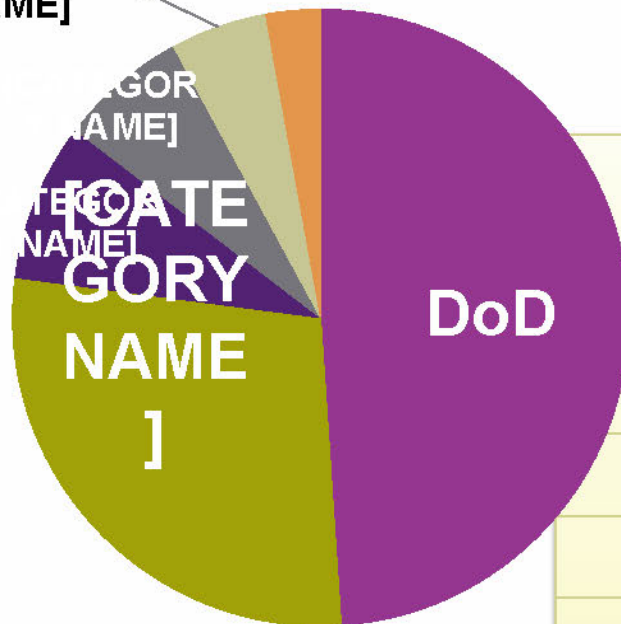


A Federal Funding Mechanism to:

- Stimulate **technological innovation** in the private sector
- Strengthen the role of small business in meeting Federal R&D needs
- Increase **commercial application** of Federally-supported research
 - *[Not an alternative source of funding basic research]*

11 Participating Federal Agencies

[CATEGORY
Y NAME]



TOTAL: ~\$2.5 B FY 2015

SBIR and STTR	SBIR Only
DOD - \$1.1 B	USDA - \$20 M
HHS - \$797 M	DHS - \$18 M
DOE - \$206 M	DOT - \$8 M
NSF - \$180 M	DOC - \$8 M
NASA - \$176 M	ED - \$8 M
	EPA - \$4 M

The Basics of SBIR: 3 Phases



Phase III: Commercialization
(no federal SBIR/STTR \$\$)

Three Phases of SBIR/STTR

- Details Agency Dependent
- Phase I – Feasibility*
 - 6 months – 1 year
 - \$80k – 225k
- Phase II - Expand results, pursue further development*
 - 2 years
 - \$750k - \$1.5m
- Phase III – Commercialization
 - Your own \$\$ (ie - no government \$!)
- *Phase I and II supplements available at some agencies

SBIR/STTR Eligibility for Funding

- Small business

- ☐ For-profit
- ☐ U. S. owned and controlled
- ☐ < 500 employees
- ☐ Located in the U.S.
- ☐ R&D must be performed in the U.S.





MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

This program is brought to you in part by the Michigan Economic Development Corporation

Learn More about Michigan's entrepreneurial eco-system of coordinated programs, service providers, universities, funding sources and more.

- \$25M focused on high-tech development annually
- 34 entrepreneurial support programs
- Federal grant matching funds, pre-seed funding, loan programs, venture funding match
- Targeted support for:
 - **Applied research** through first significant round of institutional funding
 - **Technology companies** with high growth potential

www.michiganbusiness.org



MI SBIR/STTR Assistance Program

SBIR/STTR training and proposal development services for MI technology companies with most costs covered by the program.

Goals

- Increase the number of applications from Michigan
- Increase the quality of applications from Michigan

Program Components

- Training
- One-on-one Proposal Assistance
- Outreach

Fee

- Clients pay a one-time fee of \$500, which includes training, materials and one-on-one assistance for company employees through the end of the contract.

The MI SBIR/STTR Assistance Program is funded by the MSF, administered by the MEDC and managed by BBCetc.

Learn more: <http://bit.ly/VFMZcl>



Training



Primary Workshop Training

- SBIR/STTR 101: ½ day
- Agency Specific Proposal Preparation:
 - NIH, NSF, DoE, USDA or DoD: 1 day

Other Training

- Commercialization Plan Development
- Agency Specific Budget: webinar
- Post Award Compliance and Management
- Pursuit Recorded Webinar Series--32 modules (FREE to all MI companies)

www.bbcetc.com/training





« [All Events](#)

This event has passed.

SBIR/STTR Proposal Prep for DoD

APRIL 23 @ 9:00 AM - 3:00 PM

This seminar presents essential information for crafting a competitive proposal to meet the mission, standards and requirements of the Dept. of Defense's SBIR/STTR program. It covers the differences between DoD components, how to read the topics and contact your TPOC, and how proposals are evaluated and provides advice on getting registered so you can submit, preparing the sections of your proposal for maximum impact, how to approach commercialization planning, navigating the submission process, and more.

Lunch is included.

Refund Policy: Refunds can be made up until 48 hrs. prior to training. No refunds after that time.

[+ GOOGLE CALENDAR](#)

[+ I CAL IMPORT](#)

DETAILS

Date:
04/23/2015

Time:
9:00 am - 3:00 pm

Event Categories:
[DoD related \(onsite\)](#),
[SBIR/STTR Related](#)

Event Tags:
[DoD SBIR/STTR](#), [Proposal Preparation](#)

VENUE

Ann Arbor SPARK

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ORGANIZER

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Training Coming Up
[#constantcontact](#)
<http://t.co/z5AHzsfW2g>

**FREE to all MI
companies!
Discount code:
“MICHIGAN”**

RECORDED WEBINARS

Welcome to the BBCEto SBIR/STTR Pursuit Webinar Library, which has been made possible through the support of the Michigan Economic Development Corporation*. Webinars are \$30 and last approximately one hour. Please click the webinar you would like to view and complete your purchase.

General SBIR/STTR Information

FREE! ABC's of the SBIR/STTR: Program Goals, Eligibility: Is it for You?

FREE! ABC's of the SBIR/STTR: Selecting the Right Agency

SBIR/STTR Registrations: Getting Ready to Submit Your Proposal

Formatting and Readability Tips for SBIR/STTR Proposals

Reading the Solicitation and Using it to Write Your Proposal

National Institutes of Health

NIH Part 1: Program Specifics and Strategic Planning

NIH Part 2: Proposal Preparation Basics

NIH Part 3: Developing the Budget

NIH Part 4: Forms and Electronic Submission

NIH Part 5: Pre-award Assurances/When Do I Get the Money

Dept. of Defense

DoD Part 1: Overview of program and components

DoD Part 2: Working with DoD and Speaking Their Language

DoD Part 3: Tips on SBIR/STTR Proposal Preparation

DoD Part 4: Commercialization Planning

DoD Part 5: How to Prepare a Budget for Your DoD SBIR/STTR Proposal

DoD Part 6: Pre-award Assurances/When Do I Get the Money?

National Science Foundation

NSF Part 1: Overview of program

NSF Part 2: Program Details and Planning the Project

NSF Part 3: Proposal Preparation Essentials

NSF Part 4: Forms, Budgets & Electronic Submission

Dept. of Energy

DoE Part 1: Program Overview

DoE Part 2: Program Details and Planning the Project

DoE Part 3: Proposal Preparation

NASA

NASA: Program Details and Planning the Project

NASA: Proposal Preparation Essentials

U.S. Dept. of Agriculture

Agency and Proposal Prep Overview

Grants and Contracts Management

Preparing a Budget for Your SBIR/STTR Proposal

What You Need to Know About Gov't Audits

Practical Strategies for Indirect Rate Development

QuickBooks & Compliance for SBIR/STTR Awardees

Commercialization Planning

Market Analysis

Commercialization Strategy

*Webinars are free to Michigan companies.





One-on-one Assistance: Eligibility

- Located in Michigan
- Focused on commercialization of technology
- Meet requirements of an SBIR/STTR solicitation
- Must complete an SBIR/STTR Assessment Form
- Must attend agency specific proposal prep SBIR/STTR training
- Must have qualified PI and project
- Must have sufficient time prior to deadline

One-time nonrefundable participation fee of \$500 provides:

- Unlimited 1:1 proposal prep assistance, plus templates/ outlines
- Free attendance at all webinars and MI workshops
- Training fees paid in the prior 6 months will be applied to the \$500



SBIR/STTR Assessment Form

[HOME/WHAT WE DO/SBIR/STTR/OTHER RESEARCH GRANT ASSISTANCE/SBIR/STTR ASSESSMENT FORM](#)

SBIR/STTR ASSESSMENT FORM

Please fill out the following to help us understand how we can best help you with your SBIR/STTR plans.

Name *

First

Last

Email *

Phone *

Company/Organization (if formed) *

In what year was the company formed? (if appropriate) *

Address *

Street Address

Address Line 2

City

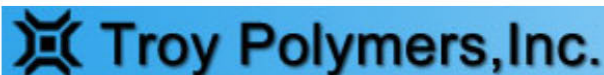
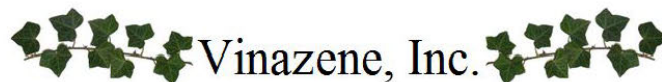
State

Why Participate??



- Over \$205 million awarded to MI client companies since 2002
- Proposal funding rates 2-3x the national average

BBCetc: SBIR/STTR Successes



SBIR/STTR Matching

Michigan Emerging Technologies Fund



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Grant Application

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Michigan Emerging
Technologies Fund

- State match up to \$25K for Phase I, \$125K Phase II
- Requires third party match
- ETF matching awards are grants
- Matching funds for *commercialization* purposes only
- **MUST APPLY PRIOR TO SBIR SUBMISSION**
- www.mietf.org

In partnership with:



Contact Us

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