



# BBCetc Training and Programming Options

BBC Entrepreneurial Training & Consulting (BBCetc) offers training classes and webinars on a variety of topics relevant to technology entrepreneurs. These classes can be offered through client or partner organizations, or scheduled regionally and open to the community. BBCetc consultants also participate on panels and as speakers at conferences and workshops around the country.

The following list of onsite programs and webinars can be tailored for the interests and time availability and combined with brief one-on-one consultations if desired. For further information on training programs and scheduling, contact Jayne Berkaw at [jayne@bbcetc.com](mailto:jayne@bbcetc.com) / 734-930-9741.

## Onsite Training

### **SBIR/STTR 101: Introduction and Overview**

Provides enough information for attendees to determine if they would like to seriously pursue a grant or contract proposal.

**3 hrs.**

### **Commercialization Planning for SBIR-Stage Companies**

Includes tips on developing a credible commercialization plan, using market research to direct your efforts, how to build a business model and commercialization planning differences across agencies. **3 hrs.**

### **SBIR/STTR Proposal Preparation - NSF/DOD/DOE/USDA**

Presents essential information for crafting a competitive proposal to meet the mission, standards and requirements of the topic agency's SBIR/STTR program. **6 hrs.**

## Short Programs

The following programs generally run for approximately one-and-a-half to two hours, making them ideal choices for Lunch & Learn events, break-out sessions, breakfast/lunch meetings, etc.

### **SBIR/STTR Eligibility and Selecting the Right Agency**

Learn what it takes to be eligible for SBIR/STTR funding and then determine which of the 11 participating agencies is the best fit for your technology.

### **Agency Differences & Similarities**

This session describes the differences between granting and contracting agencies, how to determine the best fit for your technology and how to tailor your proposal for each.

### **Writing a Commercialization Plan**

SBIR/STTR applicants must know their market size, characteristics, customers, competitors and how their innovation addresses an unmet market need. Find out how to approach these topics and what information you'll need to determine the financial projections and impact of your product.

### **University Participation in SBIR/STTR: Pre-submission to Post-award**

Universities are often directly or indirectly involved in the development and execution of SBIR/STTR-funded projects, so it is important that university administrators understand SBIR/STTR requirements *and* that the small business understands the university's policies. This session covers issues that need to be addressed both as the proposal is being developed and after it is awarded looking specifically from the university's perspective.

### **How to Prepare a Budget for Your SBIR/STTR Proposal**

This session covers important considerations in budget development, including what costs need to be included, how to write a budget justification, what indirect rate should be used and more.

### **SBIR/STTR Proposal Preparation for NIH**

Covers registrations necessary for submission, strategies for targeting your proposal to meet the reviewers' expectations, how to approach each section of the proposal, tips on navigating the submission process, and more. **1.5-2 days**

### **Getting Ready for Your Phase II NIH SBIR/STTR Proposal**

Provides the framework for a strong commercialization plan as well as key activities you can initiate while still working on your Phase I project, and reviews the overall attributes of a strong, well-crafted proposal. **6 hrs.**

### **You've Won Your Award. Now What?**

Covered in this program: how to prepare a budget, what you should know about government audits, strategies for indirect rate development, and QuickBooks & compliance. **3-4 hrs.**

### **Could Your Clients Benefit From Free R&D Funding?**

*(for entrepreneurial support providers)*

The SBIR and STTR programs make over \$2.6 billion in non-dilutive (free!) capital available to innovative small companies annually. Get updated on program requirements so you are prepared to assess your clients' eligibility to compete for this compelling source of funding.

### **NIH RO1 and SBIR/STTR: Not all NIH Grants are Created Equal!**

You've had experience with NIH research grants - RO1s, R21s, RO3s. You are ready to transition to SBIR/STTR proposals. Piece of cake, right? Not so fast! This program highlights where you'll need to think, plan and write differently to be successful with the SBIR/STTR program.

### **Think Your Company is Too Big for SBIR Funding? Think Again.**

If your company is involved in doing things like high-risk/high-reward projects that don't meet the criteria for internal funding, development of a new technology that is in-licensed and/or evolving a new product idea jointly with another company, you may be able to use the SBIR/STTR programs to supplement your internal R&D budget or to partially fund diversification into new business areas. Learn how your innovation and commercialization experience can give you an edge over companies that are still developing their first product or service.

### **Formatting and Readability Tips for SBIR/STTR Proposals**

Improve the competitiveness of your proposal with tips and best practices for making it look good and read well.

## Short Programs cont'd.

### What You Need to Know About Government Audits

Technology firms that receive grants or contracts are often unprepared to deal with a government audit. This program covers types of audits, company financial policies and procedures, contracts and agreements, equipment logs; required reporting, audit alerts, etc.

### QuickBooks and Compliance for SBIR/STTR Recipients

Learn how to manage your SBIR/STTR grant or contract to improve your odds of moving from Phase I to Phase II, and Phase II to Phase III (transition and/or commercialization).

### SBIR/STTR for Start Ups: Building a Quality Team

Find out how to use sub-contractors to fill out your team, how to discuss the current and future build out of your management team, and how to use Advisory Boards and Technical Advisers to strengthen your company and proposals.

### Top 10 Dos and Don'ts for Your Phase I NIH Proposal

Imagine what you might learn if you could see hundreds of proposals before submission and summary statements post-review. That's exactly what the BBCetc has done over the past almost 20 years. In this entertaining session we explore both the obvious and the subtle ways you can strengthen your proposal or quickly squelch reviewers enthusiasm through lessons learned.

## Webinars

Webinars are designed to introduce, complement or enhance BBCetc's on-site training courses, though they also can be used independently to help facilitate the development of competitive SBIR/STTR proposals. Each webinar lasts approximately one hour and covers a specific aspect of the SBIR/STTR process.

### SBIR/STTR Basics

ABC's of SBIR/STTR: Program Goals, Eligibility: Is it for you?  
ABC's of SBIR/STTR: Selecting the Right Agency  
SBIR/STTR Registrations: Step 1 in Preparing to Submit  
Formatting and Readability Tips for SBIR/STTR Proposals  
SBIR/STTR for Post-Docs and Grad Students  
University Participation in SBIR/STTR: From Pre-submission to Post-award

### National Institutes of Health (NIH)

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

### Department of Defense (DoD)

DoD: Overview of Program & Components  
DoD: Proposal Preparation Essentials  
DoD: Commercialization Planning  
DoD: Preparing a Budget & Electronic Submission  
DoD: Working with DoD & Speaking Their Language  
DoD: Pre-award Assurances/When Do I Get the Money?

### NASA

NASA: Program Details & Planning the Project  
NASA: Proposal Preparation Essentials

### Top 10 Brilliant Ideas and Stupid Mistakes: Secrets of Phase II NIH Proposal Success

More money, more time, and more work equates to more proposal in Phase III! It also equals more opportunities to either impress the reviewers or propagate the same mistakes that they see all too often. In this session, we discuss tangible recommendations to integrate into your proposal or make sure don't see the light of the reviewer's day.

### Commercialization Planning for SBIR-Stage Companies

With commercialization and transition plans being a key differentiator in the SBIR/STTR programs, it is important to know what the agencies are looking for and how to go about developing good plans. This session covers the expectations that various agencies have for commercialization plans in your Phase I and Phase II projects, where to find cost effective market research resources, what quality "support & commitment letters" are, and more.

### SBIR/STTR for Post-Docs and Grad Students

This program provides information on commercializing research discoveries, starting a company and taking your technology with you as well as SBIR/STTR basics like eligibility, participating agencies, and how to determine if this type of funding makes sense for your technology.

### National Science Foundation (NSF)

NSF: Program Overview  
NSF: Program Details & Planning the Project  
NSF: Proposal Preparation Essentials  
NSF: Forms, Budgets & Electronic Submission  
NSF: Pre-award Assurances/When Do I Get the Money?

### Department of Energy

DoE: Program Overview  
DoE: Program Details & Planning the Project  
DoE: Proposal Preparation Essentials

### U.S. Department of Agriculture (USDA)

SBIR Program Overview

### Commercialization

Market Analysis  
Commercialization Strategy  
Essentials of Commercialization Planning

### Post-Award Management

How to Prepare a Budget for Your SBIR/STTR Proposals  
What You Should Know About Government Audits  
Practical Strategies for Indirect Rate Development  
QuickBooks & Compliance for SBIR/STTR Recipients  
Policies & Procedures for SBIR/STTR Awardees

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