

BBC Entrepreneurial Training & Consulting (BBCetc) offers classes and webinars on a variety of topics relevant to technology entrepreneurs. Classes can be offered through client organizations or 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.

## 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.

**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 a commercialization plan.

**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.

**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.

**Getting Ready for Your Phase II NIH SBIR/STTR Proposal** - Reviews the framework for a strong commercialization plan, key activities you can initiate while working on your Phase I project, plus the overall attributes of a well-crafted proposal.

**You've Won Your Award. Now What?** - Covers how to prepare a budget, what you should know about government audits, strategies for indirect rate development, and QuickBooks & compliance tips.

## 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.

**ABC's of SBIR/STTR Funding** - Discusses how these two programs can provide a source of R&D funding between the initial idea development and proof of market potential. Covers eligibility requirements, participating agencies, the differences between SBIR and STTR, and more.

**Contracting vs. Granting Agencies** - 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.

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

**What You Need to Know about Government Audits** - Covers are 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** - Provides tips on managing 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).

**Essential of SBIR/STTR Commercialization Planning** - Covers agency expectations for commercialization plans in your Phase I and II projects, where to find cost effective market research, what quality "support & commitment letters" are and more.

**NIH RO1 and SBIR/STTR: Not all NIH Grants are Created Equal!** - You've had experience with NIH research grants - RO1s, R21s, RO3s - and you're ready to transition to SBIR/STTR. 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 high-risk/high-reward projects that don't qualify for internal funding, development of a 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 partially fund diversification into new business areas. Learn how your innovation and commercialization experience can give you an edge over companies 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.

**Understanding NIH SBIR/STTR Application Types** - Class provides an overview of your options (such as Phase I, Direct to Phase II and Fast-track), an understanding of the grant numbering system and the rules for resubmissions and revisions.

**SBIR/STTR for Start Ups: Building a Quality Team** - Find out how to use sub-contractors to fill out your team, discuss the build out of your management team, and use Advisory Boards and Technical Advisers to strengthen your company and proposals.

**Top 10 Dos and Don'ts for Your Phase I NIH Proposal** - An entertaining session that explores both the obvious and the subtle ways you can strengthen your proposal or quickly squelch reviewers' enthusiasm through lessons learned.

**SBIR/STTR for Post-Docs and Grad Students** - 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, etc.

**University Participation in SBIR/STTR: Pre-submission to Post-award** (*for university administrators*) - 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.

**Could Your Clients Benefit from Free R&D Funding?** (*for entrepreneurial support providers*) - The SBIR and STTR programs make over \$3 billion in non-dilutive (free!) capital available to innovative small companies annually. Provides an update on program requirements so you are prepared to assess your clients' eligibility to compete for this compelling source of funding.

## 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. Webinar recordings are also available on the BBCetc website and are free to Michigan companies with the discount code: MICHIGAN.

### 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 for Faculty, Post-Docs and Grad Students
- University Participation in SBIR/STTR: Pre-Submission to Post-Award
- SBIR/STTR Registrations: Getting Ready to Submit
- Formatting and Readability Tips for SBIR/STTR Proposals
- Reading the Solicitation and Using it to Write Your Proposal
- How to Protect Your SBIR/STTR Technology's Data Rights

### National Institutes of Health (NIH)

- Program Overview
- Proposal Preparation Basics
- Developing the Budget
- How to Use ASSIST to Submit your Proposal
- Preparing to Receive NIH SBIR/STTR Funding: How Do I Get the Money?

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

- SBIR Program Overview

### Department of Defense (DoD)

- Overview of Program & Components
- Proposal Preparation Essentials
- Commercialization Planning
- Preparing a Budget & Electronic Submission

### National Science Foundation (NSF)

- Program Overview
- Program Details & Planning the Project
- Proposal Preparation Essentials
- Forms, Budgets & Electronic Submission

### Department of Energy

- Program Overview
- Proposal Preparation Essentials

### 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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**For further information please contact us:**  
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