



**Entrepreneurial
Training & Consulting**

BBCetc SBIR/STTR Training and Programming

BBC Entrepreneurial Training & Consulting (BBCetc) offers training classes and webinars on a variety of topics relevant to technology entrepreneurs. Training options can be tailored to audience interests and time availability and combined with one-on-one consultations if desired.

- The following list of courses can be held onsite or virtually.
- Courses can be tailored to the interests, goals, and availability of our host and can be combined with one-on-one consultations if desired.
- Please contact Amy@bbcetc.com for pricing.
- Please call for information for developing new content or privately branded webinars.

GENERAL 1-SESSION TOPICS

The following topics are offered in 60-minute or 90-minute sessions (1-session), making them ideal choices for Lunch & Learn events, break-out sessions, breakfast/lunch meetings, etc. These can stand alone, be made into a weekly series or combined to create a full-day training.

ABC'S OF SBIR/STTR FUNDING

Find out about how these two programs can provide a source of R&D funding between the initial development of your innovative idea and proof that it has potential in the marketplace. Covers SBIR/STTR eligibility requirements, participating agencies, the differences between SBIR and STTR and more.

CONTRACTING VS. GRANTING AGENCIES AND SELECTING AN AGENCY

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.

ESSENTIALS OF COMMERCIALIZATION

With commercialization and transition plans being key differentiators 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 agency expectations of commercialization plans in your Phase I and II projects, where to find cost-effective market research, what quality "support & commitment letters" are and more.

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.

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.

THINK YOUR COMPANY IS TOO BIG FOR SBIR FUNDING? THINK AGAIN.

You don't have to be a startup: SBIR/STTR can fund your established company too. If your company has no more than 500 employees, and you are conducting high-risk/high-reward R&D, SBIR/STTR may be the perfect funding mechanism for those risky projects that don't qualify for internal R&D funds. If you are in-licensing a new technology or conducting joint R&D with a partner, SBIR/STTR is a potential source of high-risk capital for these projects. Learn how to leverage your innovation and commercialization expertise to fund development of your future products.

TIPS TO MANAGING YOUR SBIR AWARD

Whether you are anticipating an award or have already been funded, understanding the fundamentals necessary to manage your government dollars is key to organizing your business for success and proving your credibility for future funding. This session will cover the top 10 tips to managing your SBIR/STTR award.

FEDERAL FUNDING FOR HEALTH AND BIOSCIENCE TECHNOLOGIES R&D

Learn how to find and select health technology grant opportunities. DHHS/NIH/BluePrint MedTech, BARDA, CDMRP, and multiple SBIR/STTR funding opportunities covered.

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 class covers types of audits, company financial policies and procedures, contracts and agreements, equipment logs; required reporting, audit alerts, etc.

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. Piece of cake? Not so fast! This program highlights where you'll need to think, plan and write differently to be successful with the SBIR/STTR program.

SBIR TRAINING FOR THE TRAINERS

(for entrepreneurial support providers)
The SBIR and STTR programs make over \$4 billion in nondilutive (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.

UNIVERSITY PARTICIPATION IN SBIR/STTR

University researchers participating in an SBIR or STTR project - either as a sub-contractor or as the small business owner - must be aware of the specific rules for SBIR/STTR that may differ from other projects. Understanding these rules are critical! This webinar covers eligibility rules for SBIR/STTR, Principal Investigator Requirements, sub-contracting rules/limitations, University lab vs. Small business facilities, "Waste, Fraud and Abuse" efforts by the Federal Agencies, and more.



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AGENCY-SPECIFIC 1-SESSION TOPICS

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PROGRAM OVERVIEWS

(NIH, NSF, DOE, DOD, USDA, NASA, DOED)

Sessions are tailored for each agency and provide an overview of a specific agency's SBIR/STTR program. Covering; program goals and eligibility, what technologies they fund and their funding rates, application components, and proposal scoring communicating with the Program Managers.

NIH SPECIFIC AIMS CLINIC

Your Specific Aims page is the most important page in your NIH SBIR/STTR proposal. Learn how to craft the strongest possible Aims page to make the best impression on your reviewers. This interactive clinic will review some NIH Specific Aims page examples and use actual reviewer feedback to develop a good Aims page. Participants will spend time learning in a group session and will also break out into small group sessions for more individualized coaching and support. (intended for groups of 10 or less)

NIH PRE-AWARD ASSURANCES/WHEN DO I GET THE MONEY?

NIH applicants will want to make sure they are actually prepared to accept government funding. That means you need to have thought about and set up policies and procedures for your company's operations, put accounting and time-keeping systems in place, and have a host of other information at the ready when you are asked for it after notification, but pre-award. This session provides details on what you'll need to present to your NIH program officer, when and how you actually get the money and common errors to avoid.

FEDERAL FUNDING FOR HEALTH AND BIOSCIENCE TECHNOLOGIES R&D

Do you have a health-related or biotech technology, but need funding to advance? In this webinar will review how to find and select health technology grant opportunities, including BARDA and NIH BluePrint MedTech, CDMRP, and multiple agency SBIR/STTR Funding.

WORKING WITH DOD & SPEAKING THEIR LANGUAGE

The DOD SBIR and STTR programs offer a wide range of opportunities for small firms to address military needs in just about every technology sector. In order to become an eventual supplier to DOD, you need to understand how they do business and their unique language and acronyms. This webinar will provide a brief look at how SBIR/STTR projects fit into the DOD's procurement process, and how you can "speak their language" to improve your chances of winning Phase I and Phase II contract awards.

DOD SBIR: SPECIAL PROGRAMS

Learn the goals and initiatives of DOD's rebranded components. Our DOD expert will review DOD's mission and provide an overview of all DOD components. AFWERX, SPARTN, SOFWERX, xTechsearch, etc... all have different focus, eligibility requirements and solicitation deadlines.

NSF TECHNICAL OBJECTIVES

The NSF SBIR/STTR program expects you to come up with 1-3 clearly defined Technical Objectives related to product development for your Phase I application. This interactive workshop will teach you the important differences between Technical Objectives versus tasks. We will also go through how to use data from market research and customer discovery to determine your quantitative metrics for success.

NSF PROJECT DESCRIPTION ELEMENTS

This is a critical component of your NSF proposal. We'll review how to approach each section of the Project Description and how to present your Technical Objectives so reviewers understand your research plan to prove feasibility. Learn about the importance of the commercialization plan and how to prepare a compelling Commercial Opportunity section. A brief overview of the new Research.gov

COMMON 3-SESSION TOPICS

The following topics are full-day training intensives and can be held virtually or on-site.

PROPOSAL DEVELOPMENT INTENSIVES

(NIH, NSF, DOE, DOD, USDA, NASA, DOED)

Agency-specific proposal development training is a 3-session (full-day) intensive that reviews one agency's SBIR/STTR proposal process, mission, goals, and submission requirements. Get up-to-date details on how and when to contact program officers and details for each step of proposal submission.

POST AWARD MANAGEMENT SERIES

Understanding the fundamentals necessary to manage your government dollars is key to organizing your business for success and proving your credibility for future funding. 1-session topics could include: How to Prepare your Budget for SBIR, What you Need To Know About Government Audits, Practical Strategies for Indirect Rate Development, Policies & Procedures for SBIR/STTR Awardees.



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