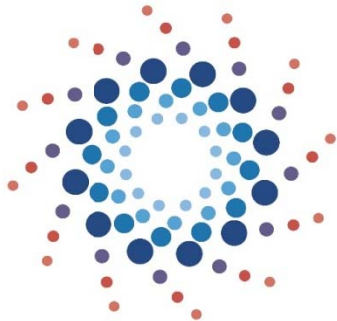


# SBIR/STTR Workshop

April 9<sup>th</sup> & 10<sup>th</sup> 2018

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**SBIR · STTR**  
America's Seed Fund

## PROPOSAL PREP WORKSHOP FOR NIH, NSF & DOD APPLICATIONS

The OBI will be hosting a 2-day SBIR Grant Writing Workshop April 9th & 10th. There will be an application process to attend this workshop, so if you are interested in being considered, please submit the application by March 20, 2018. Cost per Participant: \$75 (includes food/beverage for two days).

The Federal SBIR/STTR programs award over \$2.5 billion in high-risk R&D funding annually to qualified small businesses. The process is complex with a steep learning curve, but the impact of receiving millions of dollars in non-dilutive funding is worth the effort! Join SBIR/STTR expert, Becky Aistrup, of the SBIR/STTR consulting firm, BBCetc, for this informative workshop covering all aspects of writing SBIR/STTR grants focused on life science technologies. The workshop will focus on the National Institutes of Health (NIH), Department of Defense (DOD) and National Science Foundation (NSF), with detailed emphasis on NIH.

Topics covered will include:

- SBIR/STTR basics
- SBIR/STTR essentials for DOD and NSF, including mission, what they fund, proposal elements, and the review process
- Preparing each section of your NIH proposal
- Writing to meet reviewers' expectations
- How to plan your budget
- Electronic submission through ASSIST
- Information and advice on the key elements of your commercialization plan
- Common problems and pitfalls and how to avoid them

### About the Trainer



**Becky Aistrup**  
Managing Partner

### *BBC Entrepreneurial Training & Consulting (BBCetc)*

*Becky joined BBC Entrepreneurial Training & Consulting (BBCetc) as a Principal Consultant in 2012 and became a Managing Partner and co-owner in October 2016. Prior to joining BBC Entrepreneurial Training & Consulting in 2012, Becky was the SBIR/STTR Program Director for the Minnesota Science and Technology Authority.*

*Becky's professional background includes over 30 years of experience working within the medical, defense, aerospace, biotech, advanced materials and electronics industries, and consulting with technology companies on SBIR/STTR funding.*

*Becky holds a B.A. degree in Chemistry from the University of Kansas, an M.B.A. in Marketing Management from the University of Minnesota.*

# Program Agenda

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## Monday, April 9th (Day One)

### Morning

*SBIR/STTR Introduction and Overview*

*SBIR/STTR Essentials for NIH, DOD and NSF, including mission, what they fund, proposal elements, and the review process.*

### Afternoon

*How to craft a competitive SBIR/STTR proposal that meets the unique requirements of the NIH, including:*

- *An overview of the NIH SBIR/STTR program*
- *How to write the proposal to meet the reviewers' expectations*
- *Tips on preparing each section of a proposal*
- *What to do once you learn you are going to be funded*
- *Common problems and pitfalls and how to avoid them*

## Tuesday, April 10th (Day Two)

### Morning

*Commercialization Planning for NIH - information and advice on preparing the key elements of an NIH commercialization plan, including:*

- *Value of SBIR/STTR project*
- *Company information*
- *Market, Customer, Competition*
- *Intellectual Property Protection*
- *Finance Plan*
- *Revenue Stream*

### Afternoon

*Budget Planning for Your NIH Proposal: This section covers budget guidelines and limits, cost types, the budget justification and best practices.*

*Electronic Submission through ASSIST: Includes step-by-step information on the application submission process through NIH's ASSIST electronic submission and how to track a submission once it goes through to NIH.*

*Also possible in the afternoon: one-on-one meetings with companies to review projects, offer advice and answer questions.*

## About BBCetc

*BBC Entrepreneurial Training & Consulting (BBCetc) is a results-driven entrepreneurial consulting group specializing in helping emerging companies to win SBIR/STTR funding and using it strategically to propel growth. Its services include training courses and one-on-one consulting in the areas of technology assessment, SBIR/STTR proposal development, commercialization planning, and grants and contracts management.*

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