



# BBCetc Training and Programming Options

BBC Entrepreneurial Training & Consulting (BBCetc) offers training classes and webinars on a variety of topics relevant to technology companies and entrepreneurs. These classes can be offered under the auspices of a client or partner organization, or may be 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 training programs and webinars can be tailored for the interests and time available and combined with brief one-on-one consultations. For further information, contact Jayne Berkaw at [jayne@bbcetc.com](mailto:jayne@bbcetc.com) / 734-930-9741.

## Onsite Training

### SBIR/STTR 101: Introduction and Overview

The government's Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs make over \$2.6 billion in high-risk, non-dilutive capital available to innovative small companies annually. In this half-day class, attendees learn SBIR/STTR program basics, including program purpose, eligibility, sources of funding and tools for proposal development. The class 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

BBCetc's philosophy is that going through the *process* of commercialization planning can actually be more instructive than the plan itself. Find out why, and then learn how to travel successfully down the product-to-market pathway. 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

This seminar presents essential information for crafting a competitive proposal to meet the mission, standards and requirements of the topic agency's SBIR/STTR program. It includes information and advice on getting registered so you *can* submit, preparing the components of your proposal for maximum impact, how to approach commercialization planning, navigating the submission process, and more. **6 hrs.**

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

You've made it through the first hurdle - getting your Phase I funded. You've achieved your aims and demonstrated feasibility. You're ready to write and submit your Phase II proposal -- or are you? In this session, key considerations for a Phase II proposal are explored with specific emphasis on commercialization. It 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.**

### SBIR/STTR Proposal Preparation for NIH

This class presents critical information for developing a competitive proposal for National Institutes of Health SBIR/STTR program. In addition to up-to-date information on the SBIR/STTR programs, it 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 days**

### SBIR/STTR Proposal Preparation for NIH

This class adds a segment on commercialization planning to the 1.5-day training described above. **2 days**

## 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

If you are considering pursuing SBIR or STTR funding, the first step is to learn what it takes to be eligible and then determine which of the 11 participating agencies is the best fit for your technology. This session will give you basic information to determine if this is a path you would like to seriously pursue.

### Key Components of a Competitive SBIR/STTR Proposal

This session covers not-to-be-overlooked essentials of a competitive SBIR/STTR proposal that meets specific agency requirements as well as the expectations of reviewers. Learn tips and best practices for preparing the components of your proposal for maximum impact.

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

Start-ups often have difficulty putting their teams together for SBIR and STTR submissions. This session covers 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 your SBIR/STTR proposals.

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

A good SBIR/STTR proposal is made infinitely better by writing and formatting that enhances readability by reviewers and showcases your technology to its best advantage. Improve the competitiveness of your proposal with tips and best practices for making it look good and read well.

## Short Programs cont'd.

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.

### Agency Differences & Similarities

If you are interested in submitting an SBIR or STTR proposal, you should know that the process is uniquely interpreted by each of the 11 participating federal agencies. Choosing the appropriate agency or agencies to target with your proposal is a critical element in funding success. This session highlights some of the most important differences between agencies, where to gather additional relevant information, and how to integrate it into your decision making.

### Writing a Commercialization Plan

To be eligible for SBIR/STTR funding your state-of-the-art of technology must have commercial potential. Applicants must know their market size, characteristics, customers and competitors and how their innovation will address an unmet market need. This session deals with how to approach these topics and what information you'll need to determine the financial projections and impact of your product.

### 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 will discuss 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.

### What You Should Know about the NIH SBIR/STTR Program

This informal session provides a broad view of the National Institutes of Health SBIR/STTR programs. Learn about the structure of the NIH program, how they solicit proposals, and how you can initiate a dialog with NIH to determine if your project is a potential fit with one or more of the institutes' funding priorities.

### SBIR/STTR Topics, Components and Proposal Prep for DOD

Does your project have an application in the Dept. of Defense SBIR/STTR program? Get an overview of the various DOD components and how to find the right solicitation for your technology, plus learn essential information for crafting a competitive proposal to meet the mission, standards and requirements of the program.

### University Participation in SBIR/STTR: From 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. We explore budgets, participation by researchers, conflict of interest and post-award reporting requirements, and present updated information on SBIR/STTR policies since the 2012 reauthorization.

### Building University-Industry Research Partnerships to Secure Federal Funding for Your Technology

*Faculty...* Have you considered applying the results of your research to solve real-world problems, collaborating with small technology companies on applied research projects, or otherwise connecting with commercial partners?

*Small Businesses...* Would access to university-based resources and expertise help advance your technology toward the market, and increase your chances of securing federal R&D funding for product development?

This session explores available options and practical strategies for pursuing such opportunities in the context of funding programs for translational research, university spin-out companies, and product development by small business. It covers new initiatives for technology transfer at NSF, NIH, and other federal agencies, as well as the well-known SBIR and STTR programs.

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

A proper budget can be an effective tool in driving your project from start to finish. 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.

### What You Need to Know About Government Audits

Technology firms that receive grants or contracts are often unprepared to deal with a government audit. When is an audit required? How do you prepare? Who performs an audit? This session answers those and other questions that arise. Also covered are types of audits, company financial policies and procedures, contracts and agreements, equipment logs; required reporting, audit alerts, etc.

### Practical Strategies for Indirect Rate Development

This session explains indirect cost treatment and how to prepare an indirect cost proposal. Topics include: one-tier or two-tier indirect cost calculations, what costs are included, fringe benefit treatment, process for negotiation, different types of rates, etc.

### QuickBooks and Compliance for SBIR/STTR Recipients

This program discusses 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). We review the various sources for managing funds from DoD, NIH, NSF, or DoE, as well as reporting requirements and close-out procedures.

### 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! The two mechanisms are definitely NOT the same. The participation qualifications are different. The review criteria are different. And the ultimate goal of the R&D is different. This program highlights where you'll need to think, plan and write differently to be successful with the SBIR/STTR program -- and why you'll need more SBIR/STTR training to be competitive with your proposal. Plenty of time for questions after the presentation.

## Short Programs cont'd.

### **SBIR/STTR Granting vs. Contracting Agencies: Determining the Best Fit for Your Technology**

An SBIR/STTR **grant** provides funding assistance for company-defined R&D projects that, when successful, will lead to commercial opportunities that have been identified by the proposing company. In contrast, a **contract** is a well-defined procurement mechanism in which the funding agency specifies obligations, responsibilities and deliverables for R&D projects that are expected to result in products or services that address a

problem or opportunity at that agency. Determining if your technology is best suited for a granting (i.e., NIH, NSF, DOE) or a contracting (i.e. DOD, NASA, DHS) agency will dictate many aspects of proposal preparation, from your initial planning and interactions with agency personnel to nitty-gritty details. This session will describe the differences between granting and contracting agencies, how to determine the best fit for your technology and how to tailor your proposal for each.

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## 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: Getting Ready to Submit Your Proposal  
Formatting and Readability Tips for SBIR/STTR Proposals

### **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  
NIH: Pre-Award Assurances/ When Do I Get the Money?

### **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

### **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  
DoE: Forms, Budgets & Electronic Submission  
DoE: Pre-award Assurances/When Do I Get the Money?

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

SBIR Program Overview

### **Commercialization**

Market analysis  
Commercialization Strategy

### **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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## 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. 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.

## About Michigan's SBIR/STTR Assistance Program

The Michigan SBIR/STTR Assistance Program provides SBIR/STTR training and proposal development services to technology companies with most costs covered by the state. The program is funded by the Michigan Strategic Fund (MSF), administered by the Michigan Economic Development Corp. (MEDC) and managed by BBC Entrepreneurial Training & Consulting.

**For further information about BBCetc training programs, please contact:**

**Jayne Berkaw at [jayne@bbcetc.com](mailto:jayne@bbcetc.com) / 734-930-9741**

**734-930-9741 • [info@bbcetc.com](mailto:info@bbcetc.com) • [www.bbcetc.com](http://www.bbcetc.com)**