

NSF Proposal Preparation Intensive

February 1, 2024

9:00 a.m. – 2:30 p.m. (EST)

The National Science Foundation (NSF) invests more than \$200 million annually in their SBIR/STTR Program to promote the progress of science; to advance the national health, prosperity, and welfare; and to secure the national defense. NSF-funded research has led to breakthroughs and new discoveries that help people live longer, healthier and more productive lives, and builds a research foundation that drives further discovery.

Join this live virtual SBIR classroom for an overview of the National Science Foundation's SBIR/STTR grant program. In addition to up-to-date information on the SBIR/STTR programs, we'll take a deep dive into the NSF program specifics, so you're equipped for a successful proposal.

You'll learn:

- Program's goals and eligibility
- How to navigate the NSF website and use web tools
- The importance of Program Managers
- Application components and proposal scoring
- How to avoid common pitfalls and more!

Agenda:

9:00am

Welcome from Organizers (Center for Biotechnology & Columbia Technology Ventures)

9:15am

SBIR/STTR ABC's and Overview of NSF program

Reviewing registrations necessary for submission, strategies for targeting your proposal to meet the reviewers' expectations, how to approach each section of the proposal, and more.

10:45am

10-15-minute break

11:00pm

Project Description Elements

Review the key elements of an NSF proposal. Discuss how to present your Technical Objectives for reviewers to understand your research plan to prove feasibility. Learn about the importance of the commercial plan and how to prepare a compelling commercial plan.

12:30pm

Lunch break

1:00pm

Other key elements of the Phase I

Budget, bio sketches, facilities, collaborators, and tips on navigating the submission process.

2:30pm

Final Q&A

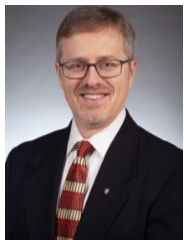
REGISTRATION LINK: <https://cfbsbirtrain2024a.eventbrite.com>



Presented by:

BBC Entrepreneurial Training & Consulting

BBCetc is nationally recognized for its success in helping emerging companies win SBIR/STTR funding and use it strategically to propel growth and has been awarded an SBA Tibbetts award and Top 50 Michigan Companies to Watch award. BBCetc manages the Michigan SBIR/STTR Assistance Program and our Michigan clients have been awarded over \$437 million in funding since 2002. www.bbcetc.com / 734.930.9741 / info@bbcetc.com / @BBC_etc



BBCetc Executive Consultant and Co-owner, Jerry Hollister

Jerry Hollister became a Co-Owner of BBCetc in Oct. 2023, six years after joining BBCetc. Jerry leads the customer development efforts at BBCetc and the NSF/DOD/DOE/USDA Team that supports clients applying to these four Agencies. He led the 2021 Catalyst Award effort that continues as the Women-CAN program funded by the SBA's Growth Accelerator Fund. Jerry leads the Technical and Business Assistance (TABAs) Program for NOAA Phase I awardees. He currently serves as a reviewer for NSF, DOE, USDA and NOAA and regularly speaks about SBIR/STTR at several national conferences.

Jerry started his career as a commissioned officer in the US Navy Civil Engineer Corps. Before his Honorable Discharge, he served as a warranted Contracting Officer for DOD. Prior to BBCetc, Jerry was Chief Operating Officer for Michigan-based Niowave, a developer of superconducting accelerators, where he worked to build the start-up company from 2008-17. During his tenure Jerry led the Niowave SBIR team that received over 45 SBIR/STTR awards worth over \$20 million and Niowave was named the DoE 2010 SBIR/STTR Small Business of the Year. He earned a bachelor's degree in Industrial and Operations

Engineering from the University of Michigan and a Certificate in Artificial Intelligence from the Massachusetts Institute of Technology. Jerry has been in key leadership positions for two companies that have received the Tibbetts Award from the SBA for excellence in SBIR/STTR: Niowave in 2016 and BBCetc in 2020.



BBCetc Principal Consultant, Megan Varnum, Ph.D.

Megan joined BBC Entrepreneurial Training & Consulting as a Principal Consultant in 2019 with a wealth of experience in leading biological technologies on the path to commercialization. As CEO of FibrosIX Inc., a Michigan company developing compounds for the treatment or prevention of fibrosis-related disorders, Megan was involved in all aspects of planning and operation of the company. This included writing an SBIR grant proposal, which was awarded from the National Cancer Institute. Her prior experience includes serving as an Entrepreneur in Residence for Michigan State University's Spartan Innovations where she assisted MSU researchers in translating their technologies into startup businesses. While at MSU, she managed the launch of two startups and assisted in preparation of both NIH and NSF SBIR proposals. A former Research Associate of the Scripps Research Institute, Megan received a B.S degree from the University of Massachusetts Amherst and a PhD from Boston University.