



## SBIR/STTR Overview & Essentials for NSF & DOD

October 24, 2024

9:00 a.m. – 4:00 p.m. (CT)

This interactive workshop reviews the mission and goals of the National Science Foundation (NSF) and the Department of Defense (DOD) SBIR/STTR Programs. The session will provide a concise overview of two major SBIR agencies, their funding priorities and application processes, alongside guidance on assembling a project team to get the work done.

Attendees will learn:

- How to select the right agency to align with your project's goals.
- Discover essential tips for building the optimal team for your SBIR/STTR project.
- Gain insights into how these agencies manage their SBIR/STTR programs.
- Effective strategies for engaging with the agency's program officials.

### Agenda:

8:30 a.m.

9:00 a.m.

more!

11:00 a.m.

12:00 p.m.

1:30 p.m.

2:00 p.m.

3:30 p.m.

### Refreshments

#### SBIR/STTR Overview

Covers SBIR/STTR eligibility requirements, participating agencies, the differences between SBIR and STTR and

#### Networking / Lunch

#### Essentials of NSF

This webinar covers the basics of the NSF programs including goals and eligibility, what NSF funds and its funding rates, application components and proposal scoring.

#### Break

#### Essentials of DOD

We'll walk you through DoD's rules and inform you of the steps to preparing a DoD proposal, and how to contact the TPOC along with many practical tips and advice on pitfalls to avoid.

#### Final Q&A



### About 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. BBCetc's Michigan clients have been awarded over \$444 million in funding since 2002. The company was recently named a 2020 Tibbetts award winner as well as one of 50 "Michigan companies to watch" by Michigan Celebrates Small Business. [www.bbcetc.com](http://www.bbcetc.com) / 734.930.9741 / [info@bbcetc.com](mailto:info@bbcetc.com) / @BBC\_etc



### BBCetc Principal Consultant, Monique Branham

Monique Branham is a BBCetc Principal Consultant; she joined the company in July of 2021. She has 22 years of experience in the DOD. She joined the United States Air Force in 1999 and has an M.B.A in Aviation from Embry Riddle Aeronautical University. While in the Air Force, she served as a Quality Assurance personnel of government contracts and a Resource Management Officer. Monique moved to the Air Force Space and Missile System Center (SMC) and became the SBIR/STTR commercialization expert. Monique's work was instrumental in finding leveraged funding from government, academic, and private sectors and writing intricate transition management plans led to the successful commercialization of SBIR topics that are currently operating on the International Space

Station. Monique garnered leveraged funding for commercialization for over 20 SBIR topics. Monique has received awards from SMC for Innovation and leadership. Monique has an honorable discharge from the United States Air Force.