



NSF SBIR/STTR: Proposal Preparation Intensive

September 19, 2024
8:30 p.m. – 3:00 p.m. (CT)

Join our SBIR Classroom for an interactive, full-day, intensive of the NSF 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 to submit a successful proposal.

You'll learn:

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

Agenda

8:30 a.m.	Registration & Refreshments
9:00 a.m.	Introduction by UND & BBCetc
9:15 a.m.	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.
10:45 a.m.	Break
11:00 a.m.	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.
12:45 p.m.	Lunch Break
1:30 p.m.	Other key elements of the Phase I Budget, bio sketches, facilities, collaborators, and tips on navigating the submission process.
3:00 p.m.	Closing remarks & 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 / 734.930.9741 / info@bbcetc.com / @BBC_etc



BBCetc Executive Consultant and Co-owner, Jerry Hollister

Jerry became a Co-Owner of BBCetc in October 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. Jerry leads the Technical and Business Assistance (TABA) 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 joining BBCetc, he was Chief Operating Officer for Michigan-based Niowave, 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 Department of Energy 2010 SBIR/STTR Small Business of the Year. Jerry 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.