

The Alabama Procurement Technical Assistance Center and the Alabama International Trade Center at The University of Alabama are Hosting this Informative Webinar

Looking for Opportunities in Critical Times:

Learn about the SBIR/STTR program & COVID-19 Funding

Presented by the University of California Riverside's SBIR/STTR Resource Center

Wednesday, May 13, 2020 • 11:00 a.m. to 12:30 Central Standard Time

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The federal SBIR/STTR program is viewed as the leading resource for many small businesses looking for commercialization and contracting support. What challenges and opportunities are being offered by federal agencies during this COVID-19 emergency? What lessons can we learn about what it takes to win these awards? How can we facilitate an expedited submission and review of proposals? What are the decision criteria for this special funding?

- Part I:
- Introduction to the SBIR/STTR Program; Federal Mission & Goals; and Participating Agencies
 - The Three-Phase Process: Dollar Amounts Available
 - Applicant Eligibility Requirements; Size Rule; Applicant Criteria
 - How to Start – Specifics of the Sequential Multi-Registration Process: Rules of the Road
 - SBIRs Response to COVID-19
 - Areas of research being funded and Specific Agency Interests
 - NIH-Accelerated Funding Opportunities
 - NSF-Focused Proposal Requests
 - How the Expedited Submission Process works
 - Key guidelines and procedures for NSF proposals
 - How to Apply; Your Expected Timeline

- Part II:
- Proven Best Practices and Lessons Learned from Successful Awardees
 - How Industry, University, & Federal Partnerships Can Help You Succeed: the National Science Foundation's "Partnerships for Innovation" Fund
 - Crucial, Overlooked Elements of the Proposal: Ignore at Your Peril
 - Key Reviewer Criteria Always Considered when evaluating your proposal
 - The Essentials of a Well-Prepared Project Description: Designing an Effective Study Approach
 - Your Commercialization Plan: Why It is Vital



About the Speaker and University of California Riverside's SBIR/STTR Resource Center. This interactive workshop is given by serial entrepreneur **Dr. Martin Kleckner**. His ventures and clients have been awarded over \$60 Million in federal agency and private funds during the past six years. He has worked with the highly-regarded Innovation Corps (NSF I-Corps; I-Corps at NIH) program at universities nationwide and has more than 30 years of experience in senior level operations, general management, marketing, and business development. He serves as an Entrepreneur-in-Residence with the UC Riverside Office of Technology Partnerships and has been a reviewer for the NIH. In the last 4 years, he has advised start-ups in winning 16 SBIR grants. **The University of California Riverside's SBIR/STTR Resource Center**, in partnership with UCR's EPIC SBDC and the Office of Technology

Partnerships, offers small businesses comprehensive SBIR/STTR proposal support. The Center assists with the SBIR/STTR proposal submission process, development of a winning proposal, and connecting companies with UC Riverside.



This procurement technical assistance center is funded in part through a cooperative agreement with the Defense Logistics Agency. The University of Alabama serves as the host institution. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. UCR's EPIC SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA. All programs are extended to the public on a nondiscriminatory basis.