



## NSF SBIR Interactive Workshop August 16 – 17, 2022

Presented by:

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### Day 1: August 16, 2022

8:30-9:15am	<u>General background on NSF SBIR/STTR Pitches and Proposals:</u> <ul style="list-style-type: none"><li>• Overview of NSF SBIR/STTR program, eligibility, NSF technology topics, and the peer review process</li><li>• Discussion of general contents of Project Pitch vs. Proposal</li><li>• Guidance on tasks to complete to prepare a competitive Project Pitch and Proposal, realistic preparation/timeline considerations</li></ul>
9:15-10:00am	<u>Topic #1: Unmet Need/Problem/Solution addressed by your product</u> <ul style="list-style-type: none"><li>• Discussion of what makes a product/technology innovative to NSF</li><li>• Learn how to effectively identify and present the innovation of your product relative to the current market and competitors</li><li>• Discussion of the proposition value relative to NSF pitch/proposal writing</li><li>• Learn to describe and provide values quantifying the significance of the problem (including the value of the solution to customer and society)</li></ul>
10:00-10:30am	<u>Break-out Session #1: Unmet Need/Problem/Solution addressed</u> <ul style="list-style-type: none"><li>• For break-out sessions, participants will work with workshop leaders and peers on example case studies. In addition, time will be allotted for each participant to reflect and record key gaps and next steps for their concept</li></ul>
10:30-10:40am	<u>Topic #1 Gaps &amp; Next Steps for Your Concept (Individual Assignment)</u>
10:40-10:50am	Break
10:50-11:30am	<u>Topic #2: Market Research and Intellectual Property Strategy</u> <ul style="list-style-type: none"><li>• Discussion of different primary and secondary types of market research, including on competitors</li><li>• Learn how to select parameters during market research that would allow you to make a decision whether your product has a viable market or whether product pivots are needed</li><li>• Learn methods to research and describe your market</li><li>• Learn how to identify and describe potential layers of customers for your product, potential future product partnerships</li><li>• Broad introduction to intellectual property strategy and its relevance to NSF Project Pitch and Proposal preparation</li></ul>
11:30-12:00pm	<u>Break-out Session #2: Market Research</u>
12:00-12:10pm	<u>Topic #2 Gaps &amp; Next Steps for Your Concept (Individual Assignment)</u>
12:10-1:10pm	Lunch Break

- 1:10-1:50pm Topic #3: Team Building
- Learn how to round out and recruit key team members for your project
  - Determine if your project and technical approach would be strengthened by partnering with federal agencies, academic collaborators, consultants, and other business entities like contract research organizations (CROs)
  - Discussion of NSF Biosketches and Letters of Support/Intent
- 1:50-2:20pm Break-out Session #3: Team Building
- 2:20-2:30pm Topic #3 Gaps & Next Steps for Your Concept (Individual Assignment)
- 2:30-2:40pm Break
- 2:40-3:20pm Topic #4: Crafting a strong Technical Approach
- Learn ways to clearly define quantitative measurements of progress/success in individual steps in your technical approach
  - Determine ways to present challenges and alternative solutions to steps in your technical approach
  - Discussion of when and how regulatory aspects of your product should be presented in a Project Pitch and/or Proposal
  - Learn how to convey verbally or visually with figures the role of your technical approach in the overall timeline for product development and entry to market
- 3:20-3:50pm Break-out Session #4: Crafting a strong Technical Approach
- 3:50-4:00pm Topic #4 Gaps & Next Steps for Your Concept (Individual Assignment)
- 4:00-4:30pm Closing Statements and General Questions

## Day 2: August 17, 2022

- 8:30-9:20am Topic #5: Budget Brainstorming
- General budget considerations to meet SBIR/STTR requirements
  - Learn the benefits and costs of making consultants, subawards and CROs part of your project and included in your budget
  - Learn what should be provided in quotes and when quotes are needed
- 9:20-9:50am Group Session #5: Budget Brainstorming (All Participants Together)
- 9:50-10:00am Topic #5 Gaps & Next Steps for Your Concept (Individual Assignment)
- 10:00-10:10am Break
- 10:10-10:20am Individual Assignment Session #6: Time for participants to finalize the gap analysis based on their own concept and selecting top 2 next steps
- 10:20-11:00am Break-out Session #6: Share Your Concept and Your Top 2 Next Steps
- 11:00-11:30am Closing Statements and General Questions



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