NSF SBIR/STTR Interactive Workshop October 5-6, 2021
Presented by:
Ed Lahue, Missouri Small Business Development Center
Veronika Redmann Medical Writing, LLC

Day 1: October 5, 2021

8:30-9:15am   General background on NSF SBIR/STTR Pitches and Proposals:
- *Overview of NSF SBIR/STTR program, eligibility, NSF technology topics, and the peer review process*
- *Discussion of general contents of Project Pitch vs. Proposal*
- *Guidance on tasks to complete to prepare a competitive Project Pitch and Proposal, realistic preparation/timeline considerations*

9:15-10:00am   Topic #1: Unmet Need/Problem/Solution addressed by your product
- *Discussion of what makes a product/technology innovative to NSF*
- *Learn how to effectively identify and present the innovation of your product relative to the current market and competitors*
- *Discussion of the proposition value relative to NSF pitch/proposal writing*
- *Learn to describe and provide values quantifying the significance of the problem (including the value of the solution to customer and society)*

10:00-10:30am   Break-out Session #1: Unmet Need/Problem/Solution addressed by your product
- *For break-out sessions, participants will work with workshop leader/leaders and peers on example case studies*

10:30-10:45am   Break

10:45-11:30am   Topic #2: Market Research and Intellectual Property Strategy
- *Discussion of different primary and secondary types of market research, including on competitors*
- *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*
- *Learn methods to research and describe your market*
- *Learn how to identify and describe potential layers of customers for your product, potential future product partnerships*
- *Broad introduction to intellectual property strategy and its relevance to NSF Project Pitch and Proposal preparation*

11:30-12:00pm   Break-out Session #2: Market Research

12:00-1:00pm   Lunch Break

1:00-1:45pm   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*

1:45-2:15pm	<u>Break-out Session #3: Team Building</u>
2:15-2:30pm	Break
2:30-3:15pm	<u>Topic #4: Crafting a strong Technical Approach</u> • *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*
3:15-3:45pm	<u>Break-out Session #4: Crafting a strong Technical Approach</u>
3:45-4:30pm	Closing Statements and General Questions

Day 2: October 6, 2021

8:30-9:20am	<u>Topic #5: Budget Brainstorming</u> • *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	<u>Group Session #5: Budget Brainstorming</u>
9:50-10:00am	Break
10:00-11:00am	<u>Individual Assignment Session #6: Time for participants to work with their own projects, using table to identify and strategize how to address gaps based on workshop content</u>
11:00-11:30am	Closing Statements and General Questions