



The Nation's Premier SBIR Support Services Company

**Live Online Course - Getting Ready to Write an SBIR or STTR Proposal**

**Instructor: Mark Henry, the “Vince Lombardi” of the SBIR Program**

See: [http://www.pbcinc.com/pbc/res\\_mhenry.asp](http://www.pbcinc.com/pbc/res_mhenry.asp)

A reasonable timeline for the proposal-preparation process is 10 to 12 weeks. This course is designed to cover the first 5 weeks of that effort. We believe that as much as 90 percent of the proposal effort can be the work required in getting ready to write the actual grant or contract proposal.

We will offer one session a week for two hours, from **1 pm to 3 pm MDT** starting **Wednesday January 18<sup>th</sup>**, and continuing on the following **Wednesdays: 1-25, 2-1, 2-8, 2-15**. The total cost for the five sessions will be \$199 (unless you have a discount card from one of Mark's recent talks). (A typical cost for this work on a one-on-one basis is \$600-\$1000).

**Session 1: Program overview, eligibility basics, and identifying proposal opportunities**

- A basic overview of the SBIR/STTR programs
- Eligibility issues (company ownership, for-profit status, Principal Investigator employment status, etc.)
- Introduction to the homework process and potential information sources
- Identifying potential topics or areas of interest at SBIR/STTR agencies
- The “pre-qualification” process and worksheet

**Session 2: Review of pre-qualification results, introduction of the “white paper” pre-proposal process**

- Assessment of pre-qualification worksheets
- Overview of the white paper process and examples
- Introduction of the pre-proposal data worksheet
- Instructions for drafting initial white paper

**Session 3: Review of initial white papers and pre-proposal data worksheets**

- Evaluation of white papers
- Evaluation of data worksheets
- Discussion of next steps for each project
- Brainstorming about resources that must be tapped for next round of work

**Session 4: Final reviews of white papers and pre-proposal data**

- Evaluation of next drafts of white papers
- Evaluation of next drafts of pre-proposal data
- Identification of outside reviewers for pre-proposal materials for each project
- Initial plans for moving toward full drafts

**Session 5: Discussion of results of outside reviews and preparation of full proposals**

- Review results of outside reviews
- Discuss elements of the full proposals and evaluate examples of proposal sections
- Discuss how elements of the pre-proposal materials fit into the full proposal
- Review plans/schedule for moving forward to meet submission deadlines
- Proposal Do's and Don't's

**Cost: \$199**

**When: January 18<sup>th</sup>, and continuing on the following Wednesdays: 1-25, 2-1, 2-8, 2-15 for a total of 5 weeks—1 to 3 pm Mountain Time.**

**Call Cody Farmer @ 303-427-1312 x202 to register, or email [cfarmer@pbcinc.com](mailto:cfarmer@pbcinc.com)**