

SBIR/STTR Proposal Preparation Workshop

Wednesday, May 19 - 20, 2021
(All times listed are Central Time Zone)

Wednesday, May 19th

8:30 - 8:45 am **BioGenerator Program presented by Harry Arader**
8:45 - 10:15 am **SBIR/STTR 101 presented by Jerry Hollister**
A description of the SBIR/STTR program, the differences between SBIR and STTR, brief DoD overview
10:15 - 10:30 am **15-minute break**
10:30 - 12:00 pm **NSF and NIH Essentials – presented by Jerry Hollister**
Overview of NSF and NIH programs and Developing a Preliminary Project Plan
12:00 - 12:30 pm **30-minute lunch break**
12:30 - 2:30 pm **NIH SBIR/STTR Proposal Prep presented by Shannon Bass**
Detailed explanation of each component for a proposal with strategies and review criteria
2:30 - 2:45 pm **15-minute break**
2:45 - 4:30 pm **NIH SBIR/STTR Proposal Prep Continued- Q&A presented by Shannon Bass**
Continuation of NIH proposal prep, final Q&A

Thursday, May 20th

8:30 - 10:00 am **NIH SBIR/STTR Commercialization Plan presented by Becky Aistrup**
Key components of an effective commercialization plan with emphasis on the NIH requirements
10:00 - 10:15 am **15-minute break**
10:15 - 12:00 pm **NIH Assistance programs and Constructing a Budget presented by Shannon Bass**
Introduction to other programs (I Corp, CRP, Cooperative). Budget cost types, indirect costs, budget justifications

About the Trainer: Shannon Bass, Senior Principal Consultant



Shannon Bass joined BBCetc as a Principal Consultant in April 2018 bringing with her 28 years of management experience in the biotechnology industry and as an independent SBIR/STTR consultant. Shannon's career began with an animal health start-up out of the University of Kentucky, which was later purchased by Neogen Corporation. She continued in senior management with Neogen for 17 years in the areas of quality control/ assurance, regulatory, pharmaceutical manufacturing and technical services. Later she became CEO of a biotech start-up which brought to market a veterinary research device and president of another medical device firm developing a product for treatment of late-stage lung cancer. A PI on multiple research grants, Shannon has assisted numerous start-ups in developing competitive NIH grant submissions, post-award management, commercialization, project management and building an effective team. She holds B.S degree in Agriculture from Murray State University in Kentucky.

About the Trainer: Becky Aistrup, Managing Partner and Co-owner



Becky joined BBC Entrepreneurial Training & Consulting as a Principal Consultant in 2012 and became a Managing Partner and co-owner in 2016. She is a well-known SBIR/STTR program expert, regularly speaking at national conferences and frequently serving on proposal review panels for NSF, DOE and USDA. Becky conducts SBIR/STTR-related training for BBCetc clients throughout the U.S. and consults one-on-one with companies on proposal development, offering special expertise in the DoD, NIH, NASA and DHS programs. As a previous VP and Corporate Officer for a successful SBIR firm, Becky is uniquely able to relate to the issues faced by SBIR/STTR applicants. Her professional background includes over 30 years of experience working within the medical, biotech, advanced materials and electronics industries helping companies successfully win SBIR/STTR funding. Becky also served as SBIR/STTR Program

Director for the state of Minnesota. She holds a BA in Chemistry, an MBA in Marketing Management and a Master's Certification in Interactive Marketing.

About the Trainer: Jerry Hollister, Senior Principal Consultant



Jerry is a BBCetc Principal Consultant, joining the company in 2017 with 30 years of leadership experience in government, higher education, non-profit and for-profit enterprises. After earning an engineering degree from the University of Michigan, he served as commissioned Naval Officer in the Civil Engineer Corps and a warranted Contracting Officer for the Dept. of Defense. Prior to joining BBCetc, Jerry was Chief Operating Officer for Michigan-based Niowave, a developer of superconducting electron accelerators, where he worked to build the successful start-up company from 2008-17. Jerry was instrumental in Niowave receiving over 45 SBIR awards. Niowave was named the 2010 SBIR/STTR Small Business of the Year by the Dept. of Energy and, in 2016, was honored with the S.B.A.'s Tibbetts Award, which recognizes the best in SBIR achievement. Before joining Niowave, Jerry served in a number of non-profit and educational roles following his honorable discharge from the Navy.

About BBCetc

2020Tibbetts Award winning 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 \$350 million in funding since 2002.



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