UNHInnovation NSF SBIR/STTR Intensive
Tuesday, January 26, 2021
9:00 a.m. – 2:30 p.m.

The National Science Foundation invests more than $200 million annually in their SBIR/STTR Program to promote the progress of science; to advance the national health, prosperity, and welfare; and to secure the national defense. NSF funded research has led to breakthroughs and new discoveries that help people live longer, healthier and more productive lives, and builds a research foundation that drives further discovery.

Join our Virtual Classroom for an Interactive, half-day, overview of the National Science Foundation’s (NSF) grant programs. In addition to up-to-date information on the SBIR/STTR programs, we’ll take a deep dive into the NSF grant mechanisms, review how to navigate the NSF website and research projects qualities that would be considered Basic vs Translational, how to use web tools and how to avoid common pitfalls. Our virtual SBIR Classroom features activities and regular interaction with participants. Get your questions ready!

**Agenda:**

9:00am  **SBIR/STTR ABC’s and Overview of NSF program**
    Reviewing registrations necessary for submission, strategies for targeting your proposal to meet the reviewers’ expectations, how to approach each section of the proposal, tips on navigating the submission process, and more!

10:30am  **Project Description Elements**
    Review the key elements of an NSF proposal. Discuss how to present your Technical Objectives for reviewers to understand your research plan to prove feasibility. Learn about the importance of the commercial plan and how to prepare a compelling commercial plan.

10:45am  **10-15-minute break**

10:45am  **Other key elements of the Phase I**
    Details on budget, bio sketches, facilities and collaborators.

12:15pm  **Lunch break and Guest Speaker**

12:45pm  **Final Q&A**

Register Here: [https://attendee.gotowebinar.com/register/4092801603551990798](https://attendee.gotowebinar.com/register/4092801603551990798)

Follow-up Q & A Session
Feb. 9th
12:00 p.m. - 1:00 p.m.
[Register Here](#)

Jerry Hollister, BBCetc Principal Consultant

Jerry Hollister 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 warrant 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. [Jerry@BBCetc.com](mailto:Jerry@BBCetc.com)

About BBCetc

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 $307 million in funding since 2002. [www.bbcetc.com](http://www.bbcetc.com) / 734.930.9741 / [info@bbcetc.com](mailto:info@bbcetc.com) / [@BBC_etc](https://twitter.com/BBC_etc)