



## NIH Proposal Preparation Intensive

January 12, 2022  
10:00am – 3:30pm (EST)

Is your company considering or planning on submitting a proposal for SBIR/STTR funding through the National Institutes of Health (NIH)? It is not too early to start! During this workshop, our experts will provide important information about SBIR/STTR funding and how to craft a competitive SBIR/STTR proposal that meets the unique requirements of the NIH. In addition to up-to-date information on the SBIR/STTR programs.

Expect to learn:

- Registration process necessary for submission
- Strategies for targeting your proposal to meet the reviewers' expectations
- How to approach each section of the proposal
- Common pitfalls and how to avoid them, and more.

### Agenda

10:00 a.m.  
10:15 a.m.

#### Introduction by CTNext

#### SBIR/STTR Overview and Introduction to NIH

An overview of the SBIR/STTR programs, including eligibility, and sources of funding. An introduction to NIH, and essential information for selecting an institute appropriate for your technology, as well as, how to contact and communicate with program officials.

11:45 a.m.  
12:00 p.m.

Break

#### NIH Proposal Prep

Understanding the NIH review process, writing your Specific AIMS page, research strategy and preparing proposals components for maximum impact.

1:30 p.m.  
2:00 p.m.

Lunch Break

#### NIH Proposal Prep continued

Other critical details of the proposal; the importance of your team, facilities and budgets.

3:30 p.m.

#### Closing remarks



### About BBC Entrepreneurial Training & Consulting

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. The company was recently named a 2020 Tibbetts award winner as well as one of 50 "Michigan companies to watch" by Michigan Celebrates Small Business. [www.bbcetc.com](http://www.bbcetc.com) / 734.930.9741 / [info@bbcetc.com](mailto:info@bbcetc.com) / @BBC\_etc



### About the Presenter: Andrea Johanson, Ph.D.

Andrea is a BBCetc Sr. Principal Consultant with over 25 years of experience in leading international collaborative research projects. Prior to joining BBC in 2006, she was responsible for developing a portfolio of agricultural biotechnology projects at Michigan State University's Institute of International Agriculture, and for reporting to federal funding agencies about the program. Andrea has also served as an international consultant on a broad range of issues relating to international agricultural development, biotechnology, biosafety, intellectual property rights and technology transfer. She holds a Ph.D. in Plant Pathology from Reading University, UK, a Master's in plant Pathology from Cornell University, and a Master of Arts in Natural Sciences from Cambridge University, UK.



### About the Presenter: Shannon Bass

Shannon is a BBCetc Sr. Principal Consultant. She joined the BBCetc team in 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. She holds B.S. degree in Agriculture from Murray State University in Kentucky.

Broadcast Link: [https://us06web.zoom.us/webinar/register/WN\\_m5TDfwodSzCphWdNjk3urQ](https://us06web.zoom.us/webinar/register/WN_m5TDfwodSzCphWdNjk3urQ)