



DOD Proposal Development

January 19, 2022

10:00 a.m. - 3:00 p.m. (EST)

This Dept. of Defense-focused workshop provides detailed instruction on preparing a proposal to meet the requirements of the DOD, including both technical and commercialization plans, and navigating the submission process. Presented by DOD SBIR/STTR expert, Monique Branham and Jerry Hollister, the program will also cover:

- SBIR/STTR program basics and up-to-date information on the DoD program
- An understanding of the differences between DoD components
- Tips on how to identify a topic
- The importance of talking to Technical Points of Contact during the pre-release period
- Writing to meet the reviewers' expectations
- Common pitfalls and how to avoid them, and more!

Agenda:

10:00 a.m.

SBIR/STTR and DOD Overview

Review of the SBIR/STTR program and eligibility requirements, followed by DOD program specifics, learn how to identify topics, and how and when to contact TPOCs.

11:30 a.m.

Break

11:45 a.m.

DOD Overview and Proposal Development

A deep dive into DOD proposal requirements, reviewing each section of the proposal so you can prepare.

1:15 p.m.

Break

1:30 p.m.

Proposal Development, continued

Best practices for DOD proposals, how to craft your budget and how to write to influence reviewers.

3:00 p.m.

Final Q&A and Wrap up



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 / 734.930.9741 / info@bbcetc.com / @BBC_etc



Presented by: Jerry Hollister

Jerry Hollister is a Senior 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.



Presented by Monique Branham

Monique Branham is a BBCetc Principal Consultant, she joined the company in July of 2021. She has 22 years of experience in the DOD. She joined the United States Air Force in 1999 and has an M.B.A in Aviation from Embry Riddle Aeronautical University. While in the Air Force she served as a Quality Assurance personnel of government contracts and a Resource Management Officer. Monique moved to the Air Force Space and Missile System Center (SMC) and became the SBIR/STTR commercialization expert. Monique's work was instrumental in finding leveraged funding from government, academic, and private sectors, as well as writing intricate transition management plans led to the successful commercialization of SBIR topics that are currently operating on the International Space Station. Monique was able to garner leveraged funding for commercialization for over 20 SBIR topics. Monique has received awards from SMC for Innovation and leadership. Monique has an honorable discharge from the United States Air Force.

Broadcast Link: https://us06web.zoom.us/webinar/register/WN_Q5bhGGsqS1S2cu-5r8AZcQ