

SC Presentation

The Other SBIR

by

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WHAT IS SBIR?

Federal Research Program?

WHAT IS SBIR?

*Welfare for
Small Business
& Start Ups?*

WHAT IS SBIR?

Venture Capital for Small Business & Start Ups?

WHAT IS SBIR?

*Federal Contracting
Business As Usual?*

WHAT IS SBIR?

*Economic
Development?*

WHAT IS SBIR?

*STRATEGIC
Business Resource?*

SBIR As Normally Understood

- Money for a research project
- Venture funding source
- Supplemental business funding
- Temporary Revenues (project for hire)
- Federal Contracting
- Economic Development Tool

Financing Resource

It's true that

SBIR

is the most important source
of early-stage, technology venture
financing for America's
entrepreneurs.

Compared To Other Sources

World's Largest & Most Interesting Investor

- Ventures In Where Angels “Fear To Tread” (VCs too)
- > 100,000 Projects Funded
- > 20,000 Firms Served
- > \$30 Billion Under Management
- > \$2.4 Billion in NEW Funding Placed Every Year
- ~ 5000 Projects Funded Annually
- 11 Federal Agencies Handing Out The Money
- SBA Provides Federal “Oversight” Responsibility

Funds 20-25% of World's Most Significant Tech. Advances

Entr'ee to \$ Billions in Sole-Source Opportunities

Strategic Resource

But, more important,

SBIR

is the world's most powerful

business strategy!

WHAT IS SBIR?

STRATEGIC

Business Resource?

[A Business Strategy]

Strategic / Strategy

Merriam Webster Dictionary says

*“of great importance within an
integrated whole or to a planned effect”*

The Whole / The Effect

**An enterprise is not a business unless/until
it has a paying customer(s).**

**The *business strategy* is all about
finding, attracting & securing customers.**

The Whole / The Effect

SBIR / STTR

confers “*preferred vendor*” status

on the participants with

the world’s largest purchaser

of goods and services

-- FOR LIFE

Business Advantage

In fact, the preference is so strong

that the law doesn't just *authorize* sole-source marketing positions with all corners of the Federal Government, it actually *encourages* such awards to the point that it sets up penalties for Agencies who fail to provide these to SBIR/STTR firms.

Are you getting your piece of this action?

Genesis of This Advantage

The US Congress has recognized that they've made > \$30 billion investment in SBIR /STTR, but are getting precious little return for the money.

SO

Congress is now **insisting** that the agencies respond to that issue by giving preferences to SBIR / STTR participants via sole-source Phase III awards.

It's The Law #1

“To the greatest extent practicable, agencies or their Government-Owned, Contractor-Operated facilities, Federally-Funded Research and Development Centers, or Government prime contractors that pursue R/R&D or production developed under the SBIR Program,

shall issue Phase III awards

relating to technology, including sole-source awards, to the SBIR awardee that developed the technology.”

It's The Law #2

"SBIR Phase III refers to work that derives from, extends, or logically concludes an effort performed under prior SBIR funding agreements."

&

"Phase III award may be for products, production, services, R/R&D, or any such combination."

Business Strategy

With SBIR participants:

- 1) can sell to major customers with **NO COMPETITION**;
- 2) would be **THE PREFERRED VENDOR** to these customers;
- 3) have no **LIMITS** on purchase amounts/sizes/timing/locations;
- 4) can have **UNLIMITED** contractual relationships with customers;
- 5) enjoy **PROTECTIONS** against any customer's mal intent toward them;
- 6) customers would be obligated to keep your IP, and other data, **PRIVATE**;
- 7) all such special attributes survive *FOR THE LIFE OF THE FIRM*,

So, are you interested in this strategy?

Old Fashioned Way

OR, would you rather:

- compete with all of the other large, experienced, prepared, well funded, customer-connected vendors out there
- worry about protecting intellectual property from government/customers/predators
- invest in marketing, sales & proposal efforts
- spend time trying to secure venture capital
- etc?

A Few Of The Many Benefits

- Quick Money / Little Paperwork / Confidentiality
- Cash Revenues (usually in advance of work)
- Keep Technology & Intellectual Property Ownership
- No Equity Dilution -- (no ownership for \$\$\$ trade)
- Preserves Cash for Operations -- NEVER Pay Back
- Most Advantageous Entrée Into Federal Contracting
(confers “preferred vendor” status on participants)

SC Ranking in SBIR*

35th

when ranked by # awards received (3rd quartile)

39th

when ranked by success ratio (3rd quartile)

44th

when # awards normalized by GSP (4th quartile)

[18th out of 25 similar/smaller GSP states (3rd quartile)]

* 2012 (latest info)

INTEGRATED RESOURCE SYSTEM

- **Proposal Development Tools** - software based
(each Tool is custom-crafted to match the solicitation)
- **Tutorial Packages** - self-paced software
(legal, government accounting & programatic issues)
- **Bid Support Services** - most at *fixed-price*
(proposal reviews, bid watches, full consulting, SBIR-LabSM, etc.)
- **Local Outreach Support Tools** - equips economic development professionals to provide locally-sustainable, professional grade outreach programs

Engineered, Tested & PROVEN Effective Since 1993

When You're Serious About SBIR

Unique In The Industry

make the required investment to stay up-to-date (conferences, etc.)

very public, highly-visible, transparent, **top professional reputation**
(*seminars, conference presentations, Web sites, newsletters, etc.*)

brings innovative, **cost/time saving tools & resources**

equipped with **ALL of the tools needed for support:**

- real **C-level executive** experience (*at several technology firms*)
- extensive **R&D project planning & management** expertise
- many years of hands-on **research & federal marketing** experience

offer a **true proposal professional** and **true SBIR specialist**
(*APMP = ongoing training, publications, certification, code of ethics, etc.*)

only provider in the industry offering **satisfaction guarantees**
(*applies to everything the Center does/sells*)



The Intelligent Choice

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Guaranteed Performance - Guaranteed Satisfaction

