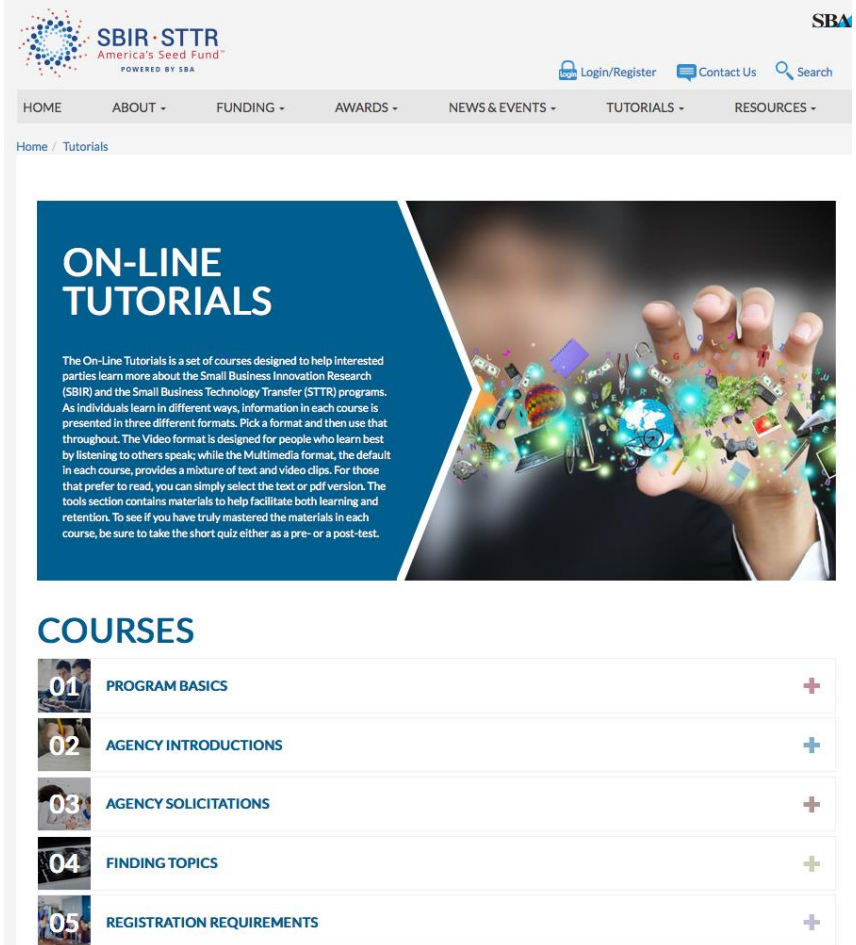


<https://www.sbir.gov/tutorials>

- Designed to provide you with pivotal information quickly
- Accommodates different learning styles
- Check out the brief videos



The screenshot shows the SBIR · STTR America's Seed Fund website. The header includes the logo and navigation links: HOME, ABOUT, FUNDING, AWARDS, NEWS & EVENTS, TUTORIALS, and RESOURCES. The main content area features a large blue banner for "ON-LINE TUTORIALS" with a hand holding a globe and various icons. Below the banner is a list of five courses, each with a thumbnail, title, and a plus sign to expand it.

ON-LINE TUTORIALS

The On-Line Tutorials is a set of courses designed to help interested parties learn more about the Small Business Innovation Research (SBIR) and the Small Business Technology Transfer (STTR) programs. As individuals learn in different ways, information in each course is presented in three different formats. Pick a format and then use that throughout. The Video format is designed for people who learn best by listening to others speak; while the Multimedia format, the default in each course, provides a mixture of text and video clips. For those that prefer to read, you can simply select the text or pdf version. The tools section contains materials to help facilitate both learning and retention. To see if you have truly mastered the materials in each course, be sure to take the short quiz either as a pre- or a post-test.

COURSES

01	PROGRAM BASICS	+
02	AGENCY INTRODUCTIONS	+
03	AGENCY SOLICITATIONS	+
04	FINDING TOPICS	+
05	REGISTRATION REQUIREMENTS	+



Agency Intros

- Each agency has a unique culture
- Program implementation varies
- World of acronyms

COURSE 2
AGENCY INTRODUCTIONS

TUTORIAL 5
DEPARTMENT OF HEALTH & HUMAN SERVICES (HHS)

[Back to Tutorials](#)

FORMATS

- ▶ Audio/Video
- ▶ **Multimedia**
- ▶ Text (PDF)

TOOLS

- ▶ Institute Videos
- Glossary
- ▶ Institute Videos
- 🔗 Links
- 🎯 Quiz

◀ Hide Options

In 2015 the combined SBIR and STTR budget across all of the participating agencies was \$2.5 billion dollars. Of that a little over half was provided to small businesses in the form of contracts; while the other half was provided as grants. What's the significance of this? Why should you care if some agencies provide contracts and others provide grants? Contracts have a very specific deliverable; while grants are much more open-ended. Agencies that engage in basic research such as the Department of Health and Human Services tend to provide grants which provide considerable latitude to applicants in defining research problems of interest.

The Department of Health and Human Services or HHS actually provides both grants and contracts with the preponderance of its awards being made as grants. The National Institutes of Health or NIH is the largest granting institution participating in the SBIR/STTR program and is the largest component within HHS. Given the size of the NIH program which has roughly 90-95% of the HHS SBIR budget, you often hear people speak only about the NIH program.

THE MISSION OF THE NATIONAL INSTITUTES OF HEALTH



Complete a quad chart

- A quad chart is a 1 page document commonly used for government presentations
- Keeps introduction brief; good leave behind
- Prepare a one-page quad chart that introduces you and your firm
- Spend no more than 5 minutes discussing it
- Prepare a list of agency questions



Company:

State:

Name:

Email:

Phone:

TECHNOLOGY DEVELOPMENT

Technology/Research Overview: *The team has developed a method to reduce triglycerides; improve glucose tolerance; and reduce weight using an adult stem cell technology platform*

Intellectual Property Protection: *Two issued patents and one patent pending*

Stage of Development: *Basic research*

Value Proposition: *Can reduce the risk of cardiovascular disease for those that cannot treat this syndrome with exercise.*

COMPANY INTRODUCTION

Mission: *To improve patient outcomes by transforming great science into actionable solutions for the treatment of metabolic diseases.*

Founded: *2005*

Number of Employees: *20*

Facility Description: *We are currently developing this method in a laboratory located at the Mayo Clinic in Rochester, MN.*

Product Sales: *None to date*

RESEARCH NEED

Seeking funding to test this platform on diabetes, high blood pressure, and abnormal cholesterol levels.

OPPORTUNITY

Need/Problem: *Metabolic syndrome is becoming increasingly common due to a rise in obesity rates among adults. In the future metabolic syndrome may overtake smoking as the leading risk factor for heart disease.*

Target Customer: *About 32% of people in USA are considered to suffer from metabolic syndrome, with the risk increasing with age (e.g., 40% of people aged between 40 and 60 are considered to suffer from this syndrome).*

Market Opportunity: *Our technology aims to address the rise in obesity rates in order to reduce the risk of a debilitating stroke or myocardial infarction.*



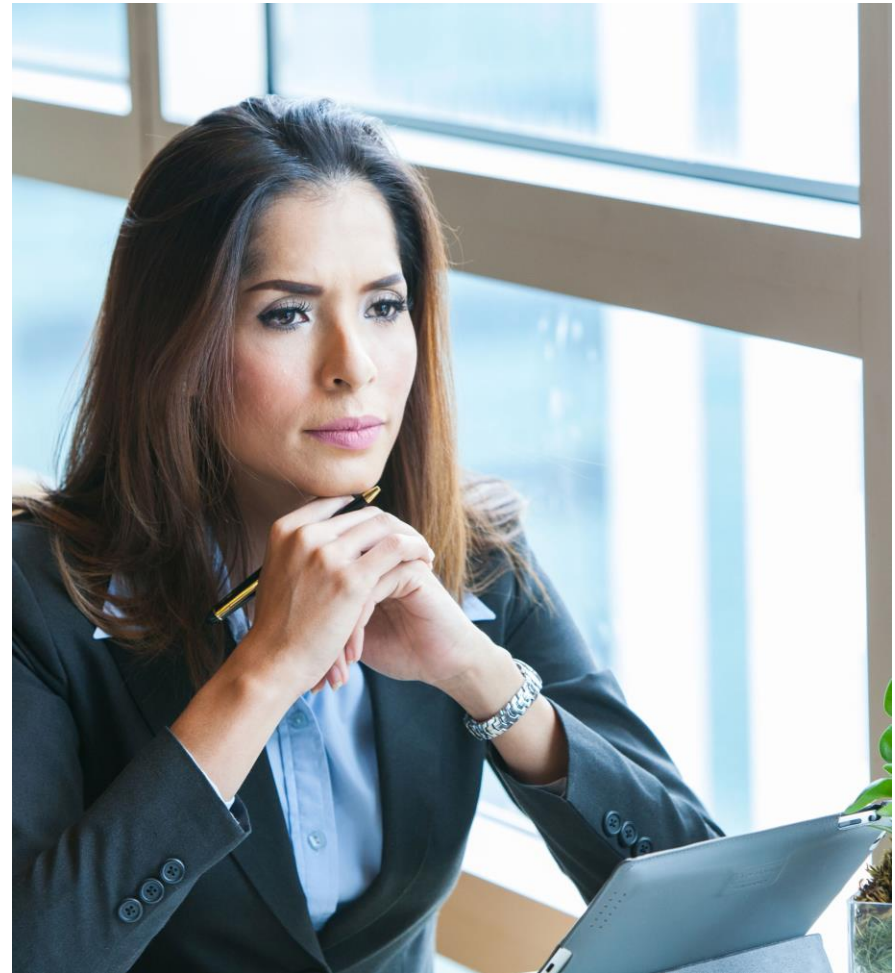
Generate Questions

AGENCY NAME	Questions to ask



Listen

- Ask questions and listen
- At least half of meeting should be with the agency person providing you with information





Was your meeting successful?

- **Yes...**
 - You will have gained insight into whether or not a specific topic is good for you
 - The questions you prepared in advance will have been answered
 - You will walk away with lessons learned regarding mistakes that others have made in proposal preparation