

# Preparing for an Effective One-on-One Meeting

*Prep Charts and Questions*



# 1:1 Meeting: Fifteen Minutes

Preparing for an Effective One-on-One Program Director Meeting



# **Don't Ask Questions That You Can Answer Yourself**

# Do Your Homework



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

- <https://www.sbir.gov/faqs/general-questions>
- <https://www.sbir.gov/faqs/eligibility-requirements>
- <https://www.sbir.gov/tutorials>
- <https://www.sbir.gov/tools>

# Research Their SBIR Sites

<https://sbir.nih.gov/>

<https://seedfund.nsf.gov/>

<https://science.energy.gov/sbir/>

<https://nifa.usda.gov/program/small-business-innovation-research-program-sbir>

<http://www.acq.osd.mil/osbp/sbir/> . . . . .





**The National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR)**

<https://acl.gov/about-acl/about-national-institute-disability-independent-living-and-rehabilitation-research>

**U. S. Department of Transportation (DOT/VOLPE)**

<https://www.volpe.dot.gov/work-with-us/small-business-innovation-research>

**The National Heart, Lung, and Blood Institute (NHLBI)**

<https://sbir.nih.gov/nhlbi>

**National Institute of Nursing Research (NINR)**

<https://www.ninr.nih.gov/>



## **Environmental Protection Agency (EPA)**

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

## **U. S. Department of Education**

<https://www2.ed.gov/programs/sbir/index.html>

## **Defense Advanced Research Projects Agency (DARPA)**

<https://www.darpa.mil/work-with-us/for-small-businesses/participate-sbir-sttr-program>

## **National Institute of Neurologic Diseases (NINDS)**

<https://www.ninds.nih.gov/Funding/Small-Business-Grants>





**Partnerships for Innovation (PFI), Division of Industrial Innovation and Partnerships (IIP),  
Directorate of Engineering, National Science Foundation**

<https://www.nsf.gov/eng/iip/pfi/index.jsp>

**Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD)**

[https://www.nichd.nih.gov/grants-contracts/SBIR\\_STTR](https://www.nichd.nih.gov/grants-contracts/SBIR_STTR)

**National Institute of Mental Health (NIMH)**

<https://www.nimh.nih.gov/funding/sbir/index.shtml>

**National Institute of Dental and Craniofacial Research (NIDCR)**

<https://sbir.nih.gov/nidcr/index>





**National Institute of Neurologic Diseases (NINDS)**

<https://www.ninds.nih.gov/Funding/Small-Business-Grants>

**U. S. Force Research Labs (AFRL) - Academic Partnership Engagement Experiment (APEX)**

<https://www.afsbirsttr.af.mil/> - <https://apex-innovates.org/>

**U. S. Army Research Office - Office of Small Business Programs**

<https://www.arl.army.mil/business/aro-small-business-opportunities/>

**U. S. Navy**

**Naval Information Warfare Systems Command (NAVWAR)**

**The Naval-X SoCal Tech Bridge**

<https://www.navysbir.com/> - <https://www.secnav.navy.mil/agility/Pages/techbridges.aspx>



# **Research These Sites per Agency For FOAs plus [www.grants.gov](http://www.grants.gov)**



# **Have the FOA's in Your Pocket, Just in Case . . .**

GRANTS.GOV<sup>SM</sup>  
FIND. APPLY. SUCCEED.<sup>SM</sup>



HELP | REGISTER | LOGIN


SEARCH: Grant Opportunities ▾ Enter Keyword... **GO**











HOME | LEARN | GRANTS ▾ | SEARCH GRANTS | APPLICANTS ▾ | GRANTORS ▾ | SYSTEM-TO-SYSTEM ▾ | FORMS ▾ | CONNECT ▾ | SUPPORT ▾


## Search on the Go

Download the Grants.gov Mobile App to quickly search for and subscribe to funding opportunities.







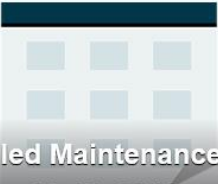
 SEARCH GRANTS |
  GET STARTED |
  GRANT POLICIES |
  GRANT-MAKING AGENCIES |
  PREVENT SCAMS |
  COMMUNITY BLOG |
  TWITTER FEED |
  YOUTUBE VIDEOS |
  ONLINE HELP |
  SUPPORT CENTER



Apply for a Grant Using  
Workspace



Introducing the Grants.gov...  
**STAY IN THE KNOW.**



Scheduled Maintenance:  
February 16-18, 2019

# Unique Opportunity



- Guidance provided by a knowledgeable person
- Focus your effort on best opportunity
- Minimize false starts
- Understand the timeline



# What to accomplish in 15 minutes....

- Introduce yourself /research interests
- Demonstrate that you have reviewed current or most recent solicitation
- Learn if your specific topic is potentially a good fit
- Ask what next steps they would recommend
- Ask what mistake most new applicants make – so that you can avoid making the same one

# Preparation



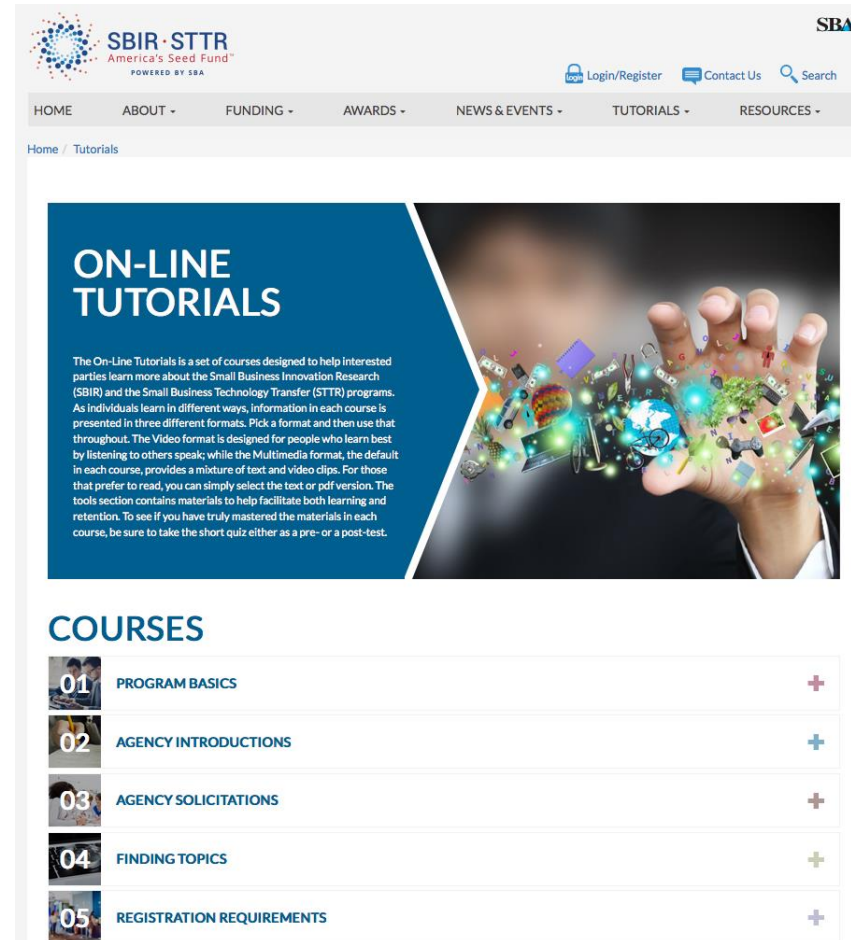
Before conference review  
SBIR/STTR On-Line Tutorials

- Contracts vs. Grants
  - Finding a Topic
- Agency Introductions
- Agency Solicitations
  - Website
- <https://www.sbir.gov/tutorials>



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

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



The screenshot displays the SBIR-STTR America's Seed Fund website. The header includes the logo, navigation links (HOME, ABOUT, FUNDING, AWARDS, NEWS & EVENTS, TUTORIALS, RESOURCES), and user options (Login/Register, Contact Us, Search). The main content area features a large blue banner with the text "ON-LINE TUTORIALS" and a description of the program. Below the banner is a list of five courses, each with a thumbnail, a title, and a plus sign icon.

**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/Submit a Prep Chart

- **Required**
- **A Prep Chart is a 1-page document commonly used for government presentations**
- **Keep introduction brief; good leave behind**
- **Your one-page prep chart introduces You, Your Firm, and Proposed Innovation**
- **Spend no more than 5 minutes discussing it**
- **Prepare & Submit Your Questions**

# Prepare and Submit Your Prep Chart in Advance

NAME:	COMPANY	
ADDRESS	PHONE:	EMAIL
<b><u>TECHNOLOGY DEVELOPMENT</u></b> What is your Innovation/Research being done? What Intellectual Property Protection do you have? What Stage of Technology Development are you at?		
<b><u>COMPANY INTRODUCTION</u></b> What is your Mission? When was your company founded? How many employees do you have? Describe your Research Facility. What are your Product Sales?		
<b><u>OPPORTUNITY</u></b> What is the Paramount Need Being met/Problem being solved? Who is your Target Customer? What is your Value Proposition? What is your market opportunity?		
<b>RESEARCH NEED</b> Discuss Your Specific Research Aims. What do you want to discuss?		



# Generate Questions in Advance

AGENCY	Questions To Ask

# Listen

- Ask questions and listen
- At least half of your meeting should be listening to the Program Director providing you with information





# **Will your meeting be 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 be answered**
- **You will walk away with lessons learned regarding mistakes that others have made in proposal preparation**





# Questions?

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