

Improving your SBIR Proposal

Insights from the SBIR Review Process



Workbook

Nicole Toomey Davis



Improving your SBIR Proposal

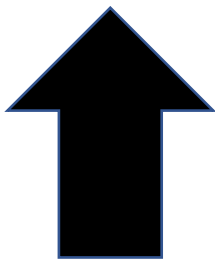
About Nicole Toomey Davis



- Nicole Toomey Davis is the President, CEO and co-founder of Enclavix, LLC, and co-creator of VentureWrench Startup Tools for Entrepreneurs.
- MBA 1991 from the Stanford Graduate School of Business.
- BS in Electrical Engineering from Brigham Young University
- Serial Entrepreneur, raised \$3.8 Million in funding for her startups
- Former President, CEO and co-founder of DoBox, Inc.,
- Director of the Centers of Excellence Program for Utah's Governor's Office of Economic Development
- IEEE Entrepreneurship Steering Committee, Vice-Chair, Digital Presence
- Lifetime Achievement Honoree from the Utah Genius Awards for 2018.

To get your free advice

<http://venturewrench.com/startupnotes/>



Go Here

Improving your SBIR Proposal

Improving your SBIR Proposal for Founders and Executives - Insights from the SBIR Review Process

The purpose of this online course “Improving your SBIR Proposal for Founders and Entrepreneurs” is to assist founders and executives who are planning to submit a proposal to one of the U.S. SBIR granting agencies.

Purpose of Course: The goal is to prepare participants to be able to prepare a proposal for the federal SBIR grant program with an improved likelihood of award. Information delivered in the course includes information on the SBIR (Small Business Innovation Research) program including program background, information on differences between key agencies (examples: DoD, NIH, NSF, DOE etc), review of required initial steps to be eligible to apply, insights into the review process and how reviewers impact selection of awardees for SBIR.

Final output: When we have completed content and training, client will have identification of most likely agencies for success, will have completed prioritization of multiple potential SBIR topics and proposal concepts with feedback on potential proposal concepts and client will have written core segments of a successful proposal (The Team, the Company, executive bio's etc)

Always Be Learning
~ Nicole at VentureWrench.com





Improving your SBIR Process - Insights from the SBIR Review Process

Nicole Toomey Davis

President & CEO

Enclavix, LLC

Creators of VentureWrench.com

Improving your SBIR Proposal

Enclavix, LLC

I'm Nicole Toomey Davis, **(Name)** the President and CEO of Enclavix, LLC, **(Company)** an artificial intelligence software company. We use AI, including Machine Learning and Natural Language Processing to accelerate entrepreneurship and innovation. **(Industry)**

VentureWrench Startup Tools for Entrepreneurs is our first commercial platform and we combine Artificial Intelligence and advanced software with rich content to help entrepreneurs learn to bring capital into their business, solve problems and get answers to questions. **(Value Proposition)** To get started, visit VentureWrench.com, select Library and create your account today!



Welcome to the VentureWrench Community

- VentureWrench is a project funded by the National Science Foundation to help educate and support entrepreneurs (you!)
- Library.VentureWrench.com is a free, curated library to help you find the resources and help you need - Fast!
- Our Learning Center includes in depth learning modules to help you achieve your entrepreneurial goals.
- Our team blogs at Notes.VentureWrench.com

Enclavix, LLC - Our SBIR History

- 3 Phase I awards and one Phase II award (just completed) from the NSF
- We've had a few failed proposals!
- I've consulted with teams proposing (and winning) SBIR awards from: Dept of Homeland Security, NIH, NSF
- Have had discussions or proposals to: DoD, Dept of Ag, DoE
- Reviewed Phase I, Phase II, IUCRC and other programs for the NSF since 2011 - 14 panels (last count)
- Panelist at SBIR Road Tour Utah Stop Summer 2017

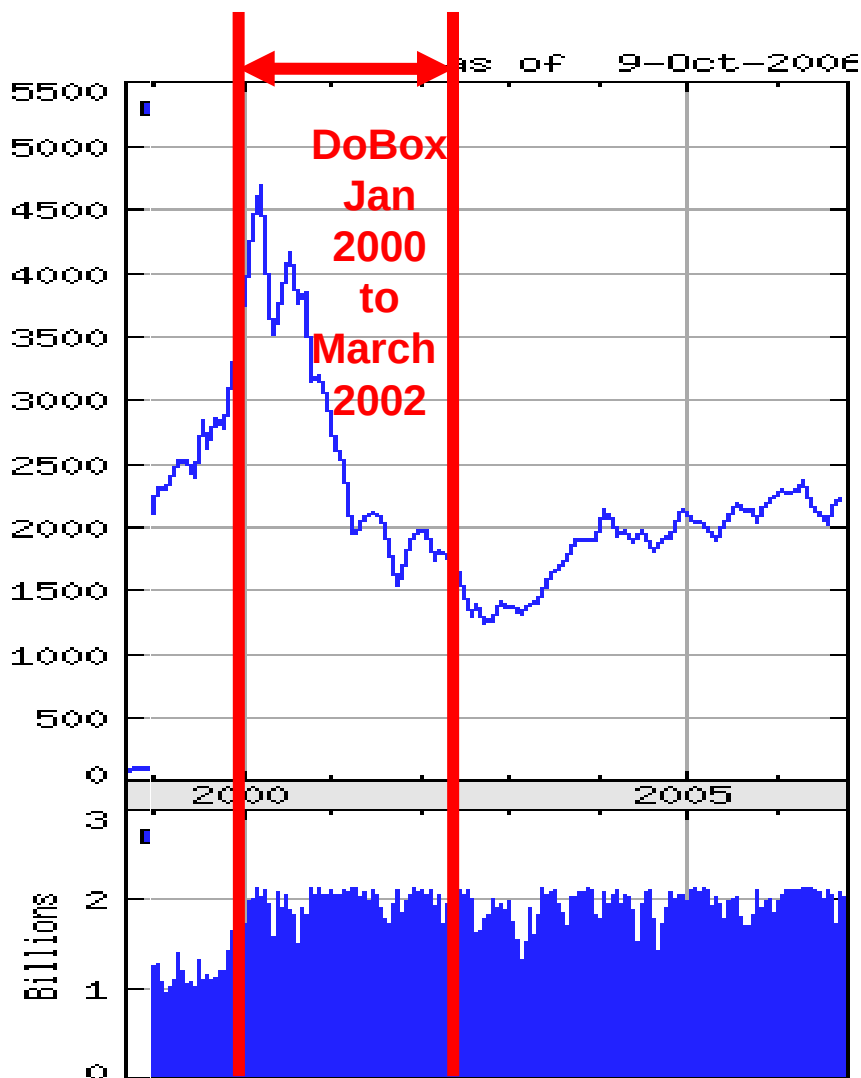
First Company - DoBox, Inc.

- OEM Software - Home Server Gateway and Parental Control
- Founded in 1999 - 3 founders
- First \$1 million closed - Jan 2000
- High end “Angel” investors from across U.S. plus small venture fund
- Total investment \$2.6 million from same investor group
- Sold to public company, Netopia (NTPA) 3/31/2002

Improving your SBIR Proposal

Skiing the NASDAQ Avalanche

Jan. 2000 - High 4303
Mar. 2000 - High 5132
April 2002 - Low 1640
Oct 2002 - Low 1108



- Federal SBIR (Small Business Innovation Research) and STTR (Small Business Technology Transfer) programs
- Grant Funding (NON-DILUTIVE)
- Up to \$1.5+ million for a given project over ~2.5 yrs
- Lifetime taxes for 10 U.S. Families
- “High Risk / High Reward”
- All major funding agencies participate
- Multiple related projects OK
- National chance of award 1 in 6 (15-20% working %),
- Some States have experts or assistance centers which can help you

List of SBIR / STTR Agencies

- Department of Agriculture
- Department of Commerce
 - National Institute of Standards and Technology
- Department of Commerce
 - National Oceanic and Atmospheric Administration
- Department of Defense
- Department of Education
- Department of Energy
- Department of Health & Human Services
- Department of Homeland Security
- Department of Transportation
- Environmental Protection Agency
- National Aeronautics and Space Administration
- National Science Foundation

- No course can guarantee any results in a competitive program like SBIR,
- Aim to share insights that can assist you as you prepare your proposal.
- Hope to help you move from 15% chance of award, up to the 50% chance of receiving an award in Phase I and to further improve the odds of a Phase II win.
- I have never served on a Phase I review panel where more than 3 out of 10 proposals were even rated highly enough to be CONSIDERED for funding. And on most panels that number is 1 or 2 out of 10 that are even in the running for funding.
- Most mistakes are “shoot yourself in the foot”



If you would like to know more, the following courses are available at <http://venturewrench.com>:

- Improve Your SBIR Proposal
- Designing the Perfect Investor™
- Tell Your Startup Story
- Elevating Your Elevator Pitch

I also offer personal, 1-on-1 coaching. Learn from an experienced entrepreneur and SBIR Grant Awardee. Feel free to check out my qualifications at:

<http://venturewrench.com/media-distinctions/>

Our mission at VentureWrench is to help you achieve your entrepreneurial dreams. Our curated library of the best resources to help entrepreneurs,

<https://VentureWrench.net> is live.