

**SBIR/STTR Program Essentials: DOE and DOD**

**Tuesday, February 20, 2018 🞟 8:30 a.m. - 4:30 p.m.**

**Location: Bill Priest Institute 🞟 1402 Corinth Street 🞟 Dallas, TX 75215**

**Hoblitzelle Room #1530**

The Federal SBIR/STTR programs award over $2.5 billion in high-risk R&D funding annually to qualified small businesses. The process is complex with a steep learning curve, but the impact of receiving millions in non-dilutive funding is worth the effort. Join serial SBIR awardee, Jerry Hollister, of the SBIR/STTR consulting firm, BBCetc, and learn SBIR basics, plus essential information on the Dept. of Energy and Dept. of Defense programs.

**What You’ll Come Away With:**

* SBIR/STTR basics such as eligibility, the differences between SBIR and STTR, how the money can be used, the differences between granting and contracting agencies, and more
* Particulars of the DOE and DOD SBIR/STTR programs, including:
  + Structure and objectives
  + Finding a topic/subtopic for your proposal
  + Developing your strategy and planning your project
  + Contacting Program Managers (DOE) and Technical Points of Contact (TPOC’s-DOD)
  + Writing your proposal to meet the reviewer expectations and the review process
  + Commercialization planning
  + Common problems and pitfalls and how to avoid them

**Cost: $ 40.00 (includes continental breakfast and lunch)**

**Register at:** [**https://sbirsttr-program-essentials-ntsbdc.eventbrite.com**](https://sbirsttr-program-essentials-ntsbdc.eventbrite.com)

**About the Trainer: Jerry Hollister, Principal Consultant**

**BBC Entrepreneurial Training & Consulting (BBCetc)**

Jerry Hollister is a 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 $20 million in 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.

**About BBCetc**

****BBCetc is a results-driven entrepreneurial consulting group specializing in helping emerging companies to win SBIR/STTR funding and using it strategically to propel growth. Its services include training courses and one-on-one consulting in the areas of technology assessment, SBIR/STTR proposal development, commercialization planning, and grants and contracts management.

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