NSF Proposal Preparation Workshop
January 19, 2023
8:00 a.m. - 4:00 p.m. EST

The National Science Foundation (NSF) invests more than $230 million annually in their SBIR/STTR Program to promote the progress of science; to advance the national health, prosperity, and welfare; and to secure the national defense. NSF-funded research has led to breakthroughs and new discoveries that help people live longer, healthier and more productive lives, and builds a research foundation that drives further discovery.

If you are pursuing an NSF SBIR/STTR grant, you don’t want to miss this workshop. In addition to up-to-date information on the SBIR/STTR programs, we’ll take a deep dive into the NSF program specifics, so you’re equipped for a successful proposal.

You’ll learn:
• Program’s goals and eligibility
• How to navigate the NSF website and use web tools
• The importance of Program Managers
• Application components and proposal scoring
• How to avoid common pitfalls and more!

Agenda (EST)
8:00am  CTNext Intro and Program Overview
8:30am  SBIR/STTR ABCs and Overview of NSF program
An overview of the SBIR/STTR program and review of NSF Program Essentials, including what kinds of technologies and companies NSF prefers to fund, strategies for targeting your proposal to meet the reviewers’ expectations, different funding opportunities at NSF, and more.
10:00am  10-15-minute break
10:15am  Project Description Elements
Review of the key elements of this critical component of your NSF proposal. Discussion of how to approach each section of the Project Description and how to present your Technical Objectives so reviewers understand your research plan to prove feasibility.
Learn about the importance of the commercialization plan and how to prepare a compelling Commercial Opportunity section.
12:15pm  30-minute lunch break
12:45pm  Other Proposal Elements
Reviewing Biographical sketches, Facilities, Budgets, and other proposal elements.
2:15pm  10-15-minute break
2:30pm  Other Key Elements of submitting a Phase I
Reviewing registrations necessary for submission and tips on navigating the submission process.
4:00pm  Final Q&A

About BBC Entrepreneurial Training & Consulting
BBCetc is nationally recognized for its success in helping emerging companies win SBIR/STTR funding and use it strategically to propel growth and has been awarded an SBA Tibbetts award and Top 50 Michigan Companies to Watch award. BBCetc’s Michigan clients have been awarded over $406 million in funding since 2002. www.bbcetc.com / 734.930.9741 / info@bbcetc.com / @BBC_etc

About the Presenter: Megan Varnum, Ph.D.
Megan joined BBC Entrepreneurial Training & Consulting as a Principal Consultant in 2019 with a wealth of experience in leading biological technologies on the path to commercialization. As CEO of FibrosIX Inc., a Michigan company developing compounds for the treatment or prevention of fibrosis-related disorders, Megan was involved in all aspects of planning and operation of the company. This included writing an SBIR grant proposal, which was awarded from the National Cancer Institute. Her prior experience includes serving as an Entrepreneur in Residence for Michigan State University’s Spartan Innovations where she assisted MSU researchers in translating their technologies into startup businesses. While at MSU, she managed the launch of two startups and assisted in preparation of both NIH and NSF SBIR proposals. A former Research Associate of the Scripps Research Institute, Megan received a B.S degree from the University of Massachusetts Amherst and a PhD from Boston University.