

Suggested Timeline and Technical Assistance

The average timeframe to write a competitive, strong SBIR/STTR proposal is ~ 2 months (8 weeks).

8 weeks prior to due date or earlier - Initial meeting with Karen West (KW) to explore company technology and determine fit to agency, explain MTI Technical Assistance program (TAP) and MTI Phase 0 program.

Once the Agency releases its solicitation – Company reviews for technology fit to agency topics, reviews proposal requirements, identify resources needed and develops strategic plan to accomplish the proposal writing process including applying for Phase 0 funding.

KW provides a company with the agency template and,

Company begins electronic registration process starting with Dun & Bradstreet, Central Contractor Registration and where applicable Grants.gov

Company begins writing Phase 0 Application.

http://www.mainetechnology.org/content/306/SBIRSTTR_Programs/

7 weeks prior to due date

Company submits Phase 0 application

Company begins writing Phase I – emphasis on work plan first

Begin contacting customers, end users and supporters for letters of support. You may need to write the letters and send them to them for editing, signing and sending them back to you on their company letterhead.

Contact Stan Gavitt – 878-4514, stagav@aol.com to begin compiling indirect cost rate and work on budget

4 weeks prior to due date

Company submits first almost complete draft for review and KW responds within 4 days

Depending on Agency requirements – involve Suzanne Hamlin on commercialization section of the Phase I for review and comment (est. 2-3 hrs) (This is TBD and more info will come shortly on applicability)

2 weeks prior to due date

Company writes second draft and submits to KW for review loop on a continuous basis

Company continues to work with Stan Gavitt

2 – 5 days prior to due date

Company submits Phase I proposal electronically

Suggested Timeline and Technical Assistance

The **MTI Technical Assistance Program** involves four qualified consultants hired by MTI to assist companies in the SBIR/STTR proposal writing process. Please see next page for qualifications.

Phase I

Karen West – up to 20 hours advice and strategic planning, proposal review and editing, advise on electronic submittal of proposals.

Stan Gavitt – up to 5 hours assistance on compiling a company indirect (overhead) rate, Phase I budget preparation assistance

Depending on Agency requirements – involve Suzanne Hamlin on commercialization section of the Phase I for review and comment (est. 5 hrs) and Jane John (est. 5 hrs) for market research

Phase II

Karen West and Stan Gavitt in the same roles

Jane John – up to 20 hours of market research to support commercialization planning

Suzanne Hamlin – up to 20 hours of commercialization planning assistance, commercialization plan review, editing and advice.

MTI Consultant Qualifications

Karen West of *C & P Management Services, LLC* is a consultant specializing in assisting small businesses in writing competitive SBIR/STTR proposals. She is a recognized expert in Maine with her extensive SBIR/STTR experience. Karen is familiar with federal regulations, proposal development and subcontract management experience in government and civilian contracting, subcontracting positions. She has extensive technical writing expertise including co-author on a publication, titled [A Guide to Successful SBIR/STTR Proposal Writing](#), and authored a guide on the NIH's granting process and is an invited panel member for the NSF and the USDA's Phase II SBIR review process. Karen leads MTI's Technical Assistance Program (TAP).

An ex-Air Force certified technical training instructor, she has developed SBIR/STTR proposal writing courses and routinely gives SBIR/STTR workshop presentations.

Contact Info: telephone: 207-845-2934, email: cpmgt@fairpoint.net

Jane John, owner of *On Point Research* (Brunswick, Maine, USA), provides information and analysis that helps companies reduce risk in their many business decisions. The firm has prepared Market Views for over 100 small- to medium-sized companies in New England, helping them assess niche industries. *On Point Research* also works on contract to national firms, doing research that supports new product assessment. Information sources include major commercial databases as well as telephone research. Jane has a Master's Degree in Library and Information Science from Denver University in Colorado. She worked fifteen years in corporate libraries for before starting *On Point Research* in 2001.

Jane is a past president of the Association of Independent Information Professionals. She is also a member of the Association for Consulting Expertise (Maine). Contact Info: telephone: 207-373-1755, email: jjohn@onpointresearch.com.

Stanton W. Gavitt, Jr., CPA had six years of Public Accounting experience with a large firm and twenty two years in industry working for a large government contractor prior to going into business for himself in 2001. During his time in industry he spent a significant portion of his time working with the accounting systems and reporting requirements dictated by the US government and was intimately involved with audits conducted by the EPA and Defense Contract Audit Agency (DCAA). Since going into the consulting business, not only does Stan perform CPA work and tax services but he also works with several Maine companies which are performing on contracts with the Federal government. In addition, he has worked closely with the many companies supported by MTI in their pursuit of funding through the SBIR and STTR programs.

Contact Info: telephone: 207-878-4514, email: stagav@aol.com

Suzanne Hamlin, principal of *Transformative Knowledge Group*, is a business strategy and marketing consultant with a special interest in business transition and transformation. She has been a member of MTI's SBIR/STTR TAP team since 2004 and has served as an SBIR grant application reviewer for both NSF and USDA. She has extensive experience leading teams and companies through organizational change, planning for new product commercialization, and applying new and emerging technologies for revenue growth and streamlining of work processes.

Suzanne's operating experience in both large and small organizations in a variety of functional roles including marketing, product management, business process redesign, and integrating Internet and E-Commerce technologies. Her direct industry experience includes retail, direct marketing, medical products, manufacturing, banking, and insurance, as well as a broad range of non-profits, and she has consulted heavily in all seven of Maine's target technology sectors. She has served on boards of a number of high tech and community service organizations.

Suzanne holds a BSE in Computer Science from Princeton University, with honors, and an MBA from Harvard Business School.

Contact Info: telephone: 207-773-0504, email: shamlin@transformativeknowledge.com