

Phase I SBIR/STTR Suggested Timeline

The average timeframe to write a competitive, strong SBIR/STTR proposal is ~ 2 months (8 weeks) or preferably 3.

8 weeks prior to due date or earlier – Complete intake form at www.mainetechnology.org requesting pro bono Technical Assistance Program (TAP). Initial meeting or telecon with Karen West (KW) to explore company technology and determine fit to agency topics, understand TAP support provided and MTI's funding support program to help defray the costs of writing a Phase I.

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 MTI funding.

KW provides a company with the agency template and Company begins electronic registration process starting with the IRS, Dun & Bradstreet, System for Award Management (SAM) registration, SBIR.gov and, where applicable agency submittal portals, i.e., www.Grants.gov, eRA Commons or NSF FastLane registration.

Company begins writing MTI funding application.

7 weeks prior to due date

- Company submits MTI funding application, if applicable
- KW and Company begins strategic discussions on composition of the technical effort and where appropriate discussions on commercialization.
- 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 (we will help you and review them) and send them to them for editing, signing and sending them back to you on their company letterhead.
- Depending on Agency requirements – involve Suzanne Hamlin on commercialization section of the Phase I for review and comment and for market research. Initial market research call held.
- Contact Stan Gavitt – 207-878-4514, stagav@aol.com to begin compiling indirect cost rate and work on budget and budget justification.

5 weeks prior to due date

- Company submits first draft using template provided for review and KW responds with edits/comments; review process is iterative until submission.
- Data entry on forms started, KW to review all forms

2 weeks prior to due date

- Company continues to write/revise drafts as part of review loop on a continuous basis
- Form package as complete as possible except for attachments
- Company continues to work with Stan Gavitt

2 – 5 days prior to due date

- Company submits Phase I proposal electronically

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The **MTI Technical Assistance Program (TAP)** involves highly qualified consultants hired by MTI to assist companies in the SBIR/STTR proposal writing process. Please see next page for consultant qualifications and depth of expertise.

Phase I

Karen West – average 20 hours advice and technical and commercial narrative strategic planning, proposal review and editing, form completion and advise/review on electronic submittal of proposals.

Stan Gavitt, CPA – up to 10 hours assistance on compiling a company indirect (overhead) rate, Phase I budget preparation assistance and 10 hours post award to establish sound financial management system and review financial requirements

Depending on Agency requirements – involve **Suzanne Hamlin** on commercialization section of the Phase I for review and comment (10 hrs) and a **market research** person (10 hrs).

If the proposal is being submitted to the National Institutes of Health, Jo Anne Goodnight will be engaged to provide expertise for NIH proposal preparation or as approved for other Biotechnology applications.

Post Phase I award – Company applies to MTI for funding to defray the costs of writing the Phase II proposal and complementary business development activities in support of the SBIR/STTR project.

Phase II

Karen West and **Stan Gavitt** in the same roles.

Market research - up to 20 hours of support to inform commercialization plan development.

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

Consultant Bios

Karen West Morgan, is president of *C & P Management Services, LLC*, a small woman veteran-owned business specializing in assisting companies in writing competitive SBIR/STTR proposals and contract management. She is 2006 SBA Tibbetts Award winner for exemplifying excellence in the SBIR/STTR program and a recognized expert with extensive SBIR/STTR experience. With over 21 years' experience, Karen provides knowledge of federal regulations, proposal development and contract/subcontract management expertise to small businesses in Maine and across the U.S.

Karen leads MTI's Technical Assistance Program (TAP) where MTI provides pro bono assistance to Maine companies on the SBIR/STTR program. She has co-authored two publications: [A Guide to Successful SBIR/STTR Proposal Writing](#), and [A Guide to the National Institutes of Health \(NIH\) Grant Writing](#). Karen is an invited panel member for the NSF and the USDA's SBIR/STTR review process. Karen is an ex-Air Force contracting officer and certified technical training instructor. She has developed SBIR/STTR proposal writing courses and routinely gives SBIR/STTR workshop presentations. Karen holds a BS in business from Columbia College.

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

Stanton W. Gavitt, Jr., CPA, received a B.S. in Accounting from Bentley College and 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 2002. 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). As a consultant, Stan provides CPA support, tax services and accounting support to Maine companies with federal contracts. Under the TAP program, Stan guides companies in preparing an indirect cost rate, and provides budget and justification support.

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

Suzanne Hamlin, principal of *Transformative Knowledge Group*, is a business strategy and customer development consultant with a special interest in business transition, transformation, and scaling. 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. A presenter with Maine Center for Entrepreneur's Top Gun program since its inception, her sessions on Customer Discovery and Strategic Marketing are consistently top-rated.

Suzanne's extensive operating experience encompasses both large and small organizations in a variety of functional roles including marketing, product management, business process redesign, and operations management. Her 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 and is an Organizational Partner of the Maine Accelerates Growth (MxG) initiative. 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

Consultant Bios

For Biotech Projects – Jo Anne Goodnight – Jo Anne has 25+ years of federal government service, most of which was spent at the National Institutes of Health (NIH) serving as the SBIRSTTR Program Coordinator. She brings extensive experience in virtually all aspects of the NIH SBIR/STTR programs and processes including identifying relevant topics, facilitating agency introductions, developing research plan strategies, massaging proposals and using key grantsmanship tips, understanding policies related to human subjects/vertebrate animal research, and facilitating introductions to potential commercialization partners. Jo Anne has an extensive "rolodex" of contacts within the NIH and other federal agencies (e.g., DOD, NSF, DOE, NASA). She holds a Bachelor of Science in Microbiology from Virginia Tech.

Contact Info: email: joanne.goodnight@gmail.com

Market Researchers

Jan Knight, President of Bancroft Information Services, is a market and business research consultant based in Arizona. Jan describes her business as ‘providing insight to entrepreneurs from start-ups to grown-ups’ and has worked in almost all industry segments. In recent years she has expanded her services to include ‘research-driven writing’ projects including whitepapers, and market and industry snapshots. Since starting her business in 2001, Jan has written and spoken on topics related to market research to business groups, in SBIR related presentations and in academic courses. She has also been a frequent mentor and presenter at business incubators in Arizona, and in 2018 served as a mentor for a technology company in the NSF I Corps program.

Jan holds a BA from UC Berkeley and an MA in Information Resources & Library Science from the University of Arizona. She is an active member and on the Ambassador board of the Arizona Technology Council, a statewide trade association for technology companies, and recently served on the board of her international professional association, Association of Independent Professionals. Jan has been a member of MTI’s SBIR/STTR TAP team since 2014 and her research work has helped to shape dozens of commercialization plans in industry segments ranging from seaweed to insulation and software to medical devices.

Info: Telephone 520-731-9300, email: jan@bancroftinfo.com

Jocelyn Sheppard is an independent consultant who assists startups and entrepreneurs with business planning and technology commercialization strategy. She has extensive experience with all aspects of SBIR/STTR proposal preparation. Prior to founding Red House Consulting (Washington, PA) in 2001, Jocelyn served as a program manager at the National Technology Transfer Center, where she designed and managed commercialization feasibility studies for new technologies belonging to commercial, federal and academic clients.

The NASA Jet Propulsion Laboratory credited her reports with helping to secure the interest of potential investors and licensees in JPL technologies. Jocelyn also provided contract strategic planning support to the U.S. Army Biometrics Fusion Center (Clarksburg, WV). She has published articles and presented workshops on market and industry research, technology transfer tools, and effective speaking and writing. Jocelyn earned an M.L.S. and a Ph.D. in English from the State University of New York at Buffalo, and a B.A. in Comparative Literature from the University of Virginia.

Contact info: telephone: 724-413-1167; email: jocelyn@redhouseconsulting.com.