SBIR Lab^{SM}

*A new, professional service of the **SBIR Resource Center** ^(R),*

America's leading supplier of SBIR business development resources.

Professional "soup to nuts" proposal support <u>under $4000</u>

The numbers tell us that those who use consultants to write their applications do not do as well in SBIR/STTR. So, you really should write it yourself, but professional advice & tools can help.

In an SBIR Lab^{SM} three (3) to five (5) firms will simultaneously, and in co-located modern office space, create their competitive applications under very close guidance from true SBIR/STTR business development experts **using all of the proven, SBIR business development resources of the SBIR Center**. The consulting team is lead by a technology and business development professional with all the right tools to help make your application the best and most competitive that it can be:

- hands-on research scientist
- R&D project management expert
- COO of three firms (2 small, 1 large
- CEO of one startup R&D firm
- in startups, small & large firms

- proposal expert (active in *Assoc. of Proposal Management. Professionals*)
- > 35 years in Government R&D market
- > 15 years supporting SBIR/STTR/ATP
- > 3000 SBIR firms supported.

Labs include every tool & resource available from the SBIR Center except for SBIR-BidData^{SM} which is extra, but available if needed to help accomplish your homework.

THE MOST EFFICIENT WAY TO DEVELOP SBIR/STTR APPLICATIONS

At least 3 weeks prior to the main Lab event, SBIR Center experts hold a strategy and research design meeting with you to help define a winnable project and identify the homework you must accomplish to prepare for the Lab -- you will bring the results of this effort to the Lab -- an SBIR-ToolKit^{TM} will be supplied The main Lab events are three consecutive 12-hour days in duration (9 individual training-writing sessions) and are designed to result in complete, ready-to-review applications. When you arrive at the Lab event, you will find an internet-ready private office with access to printers, faxes, etc.. At the end of the Lab your draft proposal is subjected to our very thorough and detailed Deluxe SBIR-Review^{SM} (included in price) and the results forwarded to you electronically. You will repair and submit the application on you own, but our experts will still be available to you by phone. Office space, computers, high-speed Internet, SBIR-ToolKit^{TM} and access to printer facilities are supplied and designed to support your proprietary applications (privacy).

For time efficiency and a top quality competitive application, use the SBIR Lab^{SM} to create your next application.

For details, current pricing or to register for an SBIR Lab^{SM}

see the Website **http://sbir.us**

(*site of the world's best SBIR News page*)

or contact us at (410) 315-8101 or **SBIR@sbir.us**

SBIR-Lab^{SM}

To register for a Lab there will be a $1800 up front facility fee (non refundable); the remainder falls under our usual "no risk" Guaranteed Performance, Guaranteed Satisfaction Program

"*you either like what you pay, or you only pay what you like*".

LABS SCHEDULED FOR:

DoD 2019.3 (due 23 Oct.): 17 - 19 October 2019 in the Washington DC Area

NIH/PHS 2019-2 (due 5 Jan.): 19 - 21 Dec. 2019 in the Washington DC Area

4 hours: Kickoff Meeting - set strategy and design a research plan with direct support from the SBIR Center (occurs **2 to 6 weeks <u>before</u> Lab event** -- sign up now)

2-6 wks: Generate Data - tech & market assessment, reference bibliography, teammate offers and estimate project costs (on your own but we are available by phone)

3 days: Fabricate Application – forms, technical sections and budget (at the Lab under direct supervision of our SBIR experts)

3 days: Review Application - SBIR Center performs its Deluxe SBIR-Review^{TM} on the application and transmits it to you in time to do repairs.

3+ days: Repair and Submit Application (on your own / we are available by phone)

LAB QUALIFICATIONS / PREREQUISITES

1) you have researched SBIR/STTR (probably a workshop) and know it is right for you
2) you have selected the specific topic to which we will respond
3) you have discussed your idea/concept/solution with the target agency
4) you can prepare needed technical assessment and target market background data
5) you can set aside 3 full days (Thu-Sat/Fri-Sun.) out of office for proposal fabrication
6) your proposal effort will NOT require a lot of collaboration with other people
7) you are prepared to pre pay $1800 (not refundable) to register & hold your seat
8) you are responding to the same solicitation deadline as all other Lab participants
9) your topic is different from any other participant's (no competitors are allowed in the same Lab events -- first to register & pay gets the seat).

* all travel expenses and arrangements are your responsibility

VERY LIMITED ACCESS: Only five (5) seats are available per event. When you see an SBIR Lab^{SM} event scheduled for your target agency, register quickly to secure your participation in this most efficient of all approaches to competitive SBIR applications..

NON PROFITS NOTE: As always, the Center will work with state/non profit organizations to invoice you for scholarships rather than taking funds from the applicant. SBIR-LAB^{TM} events can also be arranged at your location (need 6 co-located offices with high speed Internet access, telephone and fax available for Thursday thru Saturday 1 to 3 weeks prior to a target agency solicitation's closing date). Call John Davis, General Manager, at (410) 315-8101 to discuss the possibilities.

PROPRIETARY INFORMATION: Lab events and facilities are structured with the privacy necessary to protect proprietary data. Memory erasure software is provided prior to your departure from the Lab. We will sign non disclosure agreements as needed – get this from us before registering. Begin the registration process at http://sbir.us/SBIRlab.html.