



Special Department of Defense SBIR/STTR Event

**Tuesday, December 5
7:30 AM - 4:30 PM**

**Lawrence Technological University
21000 West Ten Mile Rd.
University Technology and Learning Center (Bldg. #9)
Gallery T210**

This special DoD SBIR/STTR event offers a unique opportunity to hear directly from NAVSEA and NAVAIR SBIR/STTR reps about how your innovative ideas or capabilities can be delivered to DoD. During the webcast, Navy SBIR program offices will be discussing SBIR/STTR topics that will be released on Nov. 28 for the DoD SBIR 2018.1 and and DoD STTR 2018 solicitations.

Becky Aistrup, BBC Entrepreneurial Training & Consulting's (BBCetc) DoD expert will start the day by providing a brief overview of SBIR/STTR eligibility and lay the groundwork for the DoD webcast. Afterward, Becky will cover outlines and considerations for each part of your proposal, how to write to meet the reviewers' expectations, common problems and pitfalls and how to avoid them.

Agenda

7:30 – 8:00 a.m.	Registration / Breakfast / Networking	
8:00 – 8:30 a.m.	SBIR/STTR program eligibility and requirements and overview of the DoD program	Becky Aistrup, BBCetc
8:30 a.m. – 12 p.m.	NAVSEA and NAVAIR Webcast	NAVSEA / NAVAIR Reps
12 - 12:30 p.m.	Lunch <i>(included)</i>	
12:30 - 2:30 p.m.	- Preparing a Credible SBIR/STTR Proposal for DoD - One-on-one conversations with NAVSEA Rep on-site representatives	Becky Aistrup, BBCetc Jason Schroepfer, PMP NAVSEA SBIR/STTR Program
2:30 - 2:45 p.m.	Break	
2:45 - 4:30 p.m.	- Preparing a Credible SBIR/STTR Proposal for DoD - One-on-one conversations with NAVSEA Rep on-site representatives	Becky Aistrup, BBCetc Jason Schroepfer, PMP NAVSEA SBIR/STTR Program

Cost: \$25

Register Now

[Map](#) and [directions](#). Use Parking Lot A.

Do you know about Michigan's SBIR/STTR Assistance Program? [The Michigan SBIR/STTR Assistance Program](#) provides SBIR/STTR training and proposal development services to technology companies with most costs covered by a state grant. The program is managed by BBCetc.



About BBCetc BBC Entrepreneurial Training & Consulting (BBCetc) is a results-driven entrepreneurial consulting group specializing in helping emerging companies to win SBIR/STTR funding and use it strategically to propel growth. Its Michigan clients have been awarded over \$203 million in funding since 2002. 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.

www.bbcetc.com/ 734.930.9741

Funds for this initiative were provided by the 21st Century Jobs Fund, a MSF program designed to accelerate the growth and diversification of Michigan's economy.

