

Session 1 Objectives: Identify Significant Need and Prove It. Gather and prepare presentation to demonstrate significant market need and compelling value propositions.

**1) Intro of Topic: Slide Outline (~ 60 minutes)**

- What is a significant problem
- What does it mean to be inadequately addressed?
- How do you substantiate these claims?
- Discussion of Homework to prepare for Session 2

**2) Workshop time to explore topic concepts and prepare presentation for next session (60 minutes)**

**3) 7 Minute Presentation Due Next Session:**

- Introduce Problem: Describe the problem
  - Articulate why the problem is significant based on session 1 discussion
- Describe how and why this problem is currently, inadequately addressed. Provide proof.
- And based on the gap in current interventions, how might your technology fill this much needed gap?
  - Include competitive analysis chart
  - USPTO search
- Given the expected commercialization goals, what are 2-3 specific aims that help you determine if your solution is feasibly and directly addresses your problem's gap? Consider specific aims that can be accomplished in 6 months.

**4) Written Homework.**

- Based on the data you gather for the presentation, updated the associated categories in the enhanced market report template.

Session 2 Objectives: Prepare specific aims to prove feasibility. Write quantifiable, relevant milestones to evaluate specific aim success. Make sure your experiments are testing your hypothesis.

**1) Each team presents “Significance” homework and receives feedback (30-40 minutes)**

**2) Intro of Topic: Slide Outline ( 60 minutes)**

- Call back from session 1: Discussion 2 on specific aims.
- Define feasibility
- Define **quantifiable**
- Define **relevant**.
- Introduce an executive summary template

**3) Workshop time to improve market research and define specific aims for SBIR proposal (60 Minutes)**

**4) 7 Minute Presentation Due Next Session:**

Define your final, commercializable product. Create a graphic describing this path to market.

What milestones do you need to complete to get to Phase 3? Working backwards, what milestones would then be needed for Phase 2 and for Phase 1?

- Redefine Specific aims with improved understanding of market analysis gaps and essential milestones. Draft the executive summary.
- Watch a video on team & analysis on team that CTC has prepared ahead of time.

**5) Written Homework.**

- Based on the data you gather for the presentation, updated the associated categories in the enhanced market report template.

**Session 3 Objectives:** Draft budget. Identify team, skills, contribution of team (current and future needs). Identify facilities, equipment possessed as well as future needs.

**1) Each team presents “Specific Aims & Executive Summary” homework and receives feedback (30-40 minutes)**

**2) Intro of Topic: Slide Outline (60 Minutes)**

- Snapshot of the budget
- Focus on people and specific aims relationship (Direct Costs)
- Focus on “Stuff” : equipment, facilities, IRB, Supplies (Direct Costs),
- Compare Direct vs. Indirect costs

**3) Work shop to prepare for homework (60 Minutes)**

- List people needed to accomplish specific aims
- List equipment and supplies needed to accomplish specific needs
- Create Gantt Chart. Describe how long it will take to do each individual specific aim and who will do what tasks. (Example from Michael Kurek)

**4) 7 Minute Presentation Due Next Session:**

- a. Prepare a Budget and Gantt chart based on specific aims refined from previous discussions.

**5) Written Homework.**

- Based on the data you gather for the presentation, updated the associated categories in the enhanced market report template.

Objectives- Session 4: Identify agency/agencies. Identify registrations needed. Be able to find agency topic list. Identify program manager(s). Prepare an example letter of support. Be aware you can research potential reviewers.

- 1) Each team presents “Budget” homework and receives feedback (30-40 minutes)**
- 2) Intro of Topic: Slide Outline (60 Minutes)**
  - Tour of SBIR resources and registrations via the internet
  - Letters of support examples
- 3) Workshop time for final touches on market research analysis and to tour the SBIR resources and registration (60 minutes)**
- 4) Session 4 Homework due in final class:**

Complete the market research template based on all the past work you've completed.

## To earn the \$3000 stipend:

A critical outcome of SBIR Ready is to support early-career scientists to prepare SBIR/STTR proposals for submission. As part of our micro-grant program, SBIR Ready teams can earn up to \$3000 to support feasibility analysis associated with a potential SBIR submission.

To earn the first \$1500 of this micro-grant, teams must complete the following deliverables:

- Attend all SBIR Ready Sessions
- Complete, to CTC satisfaction, all required SBIR Ready presentations
- Complete, to CTC satisfaction, all elements of the enhanced market ready report
- Register with CTC to be a client

To earn the follow-on \$1500, teams must complete the following deliverables:

- Conduct 10-15 customer discovery interviews under the guidance of CTC. These interviews will further augment the market analysis towards 1) demonstrating the significance of the idea in the market and 2) generating additional validation towards a scientific approach important for submitting an SBIR.
- Document customer interviews and discuss interview summary notes with CTC.
- Summarize the customer discovery via an enhanced executive summary. The enhanced customer discovery will be an updated draft of the executive summary completed in sessions 2-3.