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# Train-The-Trainer COURSE



## THE TEAM

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*For SBA District Office Personnel*

**AN INTRODUCTION TO  
The Small Business Innovation Research (SBIR) &  
Small Business Technology Transfer (STTR) Programs**





# COURSE OVERVIEW

This course has been especially designed for SBA District Office personnel to understand how the Small Business Innovation Research and/or Small Business Technology Transfer (STTR) programs fit into the portfolio of resources for small businesses. It's designed for those who want to feel more confident addressing Frequently Asked Questions (FAQ), supporting your local high-tech small businesses, and making referrals to service providers and university personnel in the district you serve.

Comprised of five lessons, this course will require one hour a week to attend a live webinar and an additional hour to complete a weekly assignment. The purpose of the assignment is to provide you with the opportunity to use the materials discussed in the webinar, as using the concepts enhances learning. At the conclusion of this course you will be prepared to present about the SBIR/STTR programs using slides that reflect the changes taking place in this dynamic field. Webinars will be held on five consecutive Wednesday from 3:00 p.m.–4:00 p.m. Eastern time.

# LESSONS

## 1 SBIR/STTR—A Source of Funding for Science & Technology Companies

Wednesday, September 9, 2020 | 3:00 p.m.

11 Federal agencies provide about \$3.7B each year to small businesses through the SBIR/STTR programs. Frequently, this funding is referred to as a grant. However, the truth is that half the participating agencies provide grants, while others use contracts. There is tremendous variability in the way each funding agency runs their program. After an introduction to the tools used in this course, this lesson will focus on the common elements and differences between agencies, sources and amount of funding, the vehicles used (grants or contracts), and the types of challenges/innovations that agencies fund and what these programs don't fund.

## 2 Eligibility

Wednesday, September 16, 2020 | 3:00 p.m.

Many of the questions that come into the SBA Help Desk are about eligibility. It is amazing how many different situations exist. Everyone will be introduced to a basic SBIR eligibility quiz. We will also look at the Guide to SBIR/STTR Program Eligibility and FAQs that frequently arise regarding this topic. The goal is to prepare you for the types of questions that you might encounter when making a presentation on the SBIR/STTR programs.

## 3 Tools & Resources

Wednesday, September 23, 2020 | 3:00 p.m.

Given the increasing complexity of the SBIR/STTR programs and the variations in the way each agency implements them, tools have been developed to assist new potential applicants. The objective of this lesson is to introduce you to some of these tools, as well as resources in your area that you can draw upon. High points from the SBIR/STTR Policy Directive will also be discussed.

## 4 FAQs From the Five Largest Agency SBIR/STTR Programs

Wednesday, September 30, 2020 | 3:00 p.m.

Each of the participating agencies maintains their own FAQs page. In this lesson we will address some of the most frequent questions that arise regarding the programs for each of the five largest agency SBIR/STTR programs.

## 5 Teaching Others About the SBIR/STTR Programs

Wednesday, October 7, 2020 | 3:00 p.m.

In this final lesson we will review the new set of slides created for your use when presenting the SBIR/STTR programs. The focus will be on addressing any questions that you may have to ensure that you feel well prepared to make this presentation in the future.