



THE UNIVERSITY OF
ALABAMA IN HUNTSVILLE

“Winning Proposals”

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Getting Started

- No lack of opportunities
- Challenges of finding the right fit
- Assess your chance of success
- Build the right team
- Know your customer
- Get organized!

Funding Opportunities

- Firstgov.org
- Air Force Research
- Army Research Office
- Catalog of Federal Domestic Assistance
- Congressionally Directed Medical Research Program
- Defense Advanced Research Projects Agency
- Environmental Protection Agency
- FedBizOpps.Gov
- Federal Acquisition Jumpstation
- Federal Register
- Grants.gov (all federal funding opportunities)
- Health & Human Services (HHS) GrantsNet
- National Aeronautics and Space Administration
- National Endowment for the Arts
- National Endowment for the Humanities
- National Institutes of Health
- NIH Parent Announcements
- NIH Basic Behavior and Social
- National Oceanic and Atmospheric Administration
- The Foundation Center (foundationcenter.org)
- National Science Foundation
- Office of Naval Research
- U.S. Department of Agriculture
- U.S. Department of Education
- U.S. Department of Energy
- Office of Science
- National Energy Technology Lab
- Office of Nuclear Energy
- Office of Energy Efficiency and Renewable Energy
- Advanced Research Projects Agency
- U.S. Department of Homeland Security
- U.S. Department of Housing and Urban Development
Information about Grants
- Federal Register
- Federal Business Opportunities
- NIH Guide to Grants & Contracts
- NSF Bulletin
- NSF Guide to Programs
- Catalog of Federal Domestic Assistance

Documents and Websites

SBIR.gov

- <http://sbir.gsfc.nasa.gov/SBIR/sbirsttr2017/solicitation/taxonomy.html>
- <http://www.acq.osd.mil/osbp/sbir/sb/schedule.shtml>

Office for Counter Terrorism

Department of Homeland Security

Air Force, Air Force Research Laboratory, AFRL

Navy, Office of Naval Research ONR Naval Research Laboratory, NRL

Department of Energy

Contact Information DOE:

Small Business Innovation Research (SBIR) and
Small Business Technology Transfer (STTR) U.S.

Department of Energy

SC-29/Germantown Building

1000 Independence Ave., SW

Washington, DC 20585

E: sbir-sttr@science.doe.gov More Information >>

<http://science.energy.gov/sbir/funding-opportunities/>

NASA Topics

Aerodynamics

- [A3.04 – Aerodynamic Efficiency – Drag Reduction Technology](#)
- [A3.07 – Rotorcraft](#)
- [A3.08 – Propulsion Efficiency – Turbomachinery Technology](#)
- [A3.09 – Ground and Flight Test Techniques and Measurement Technologies](#)
- [H7.01 – Ablative Thermal Protective Systems](#)
- [S3.07 – Unmanned Aircraft and Sounding Rocket Technologies](#)
- [T15.02 – Autonomous Systems for Atmospheric Flight](#)
- [T4.02 – Dynamic Servoelastic \(DSE\) Network Control, Modeling, and Optimization](#)
- [T5.01 – Autonomous Navigation in GNSS – Denied Environments](#)
- [T9.01 – Technologies for Aerospace Experimental Capabilities](#)

Two Major Research Funding Paths

1. Responding to an agency-published research solicitation.
2. Following agency specific guidelines to submit an unsolicited or investigator-initiated research proposal.
 - These are best done after building a relationship with a program manager or responding to a multi-year BAA.
 - Agency websites are the best places to go to get information – each one has a different process, but it usually includes a white paper, (for example, DOE (energy) has a guide for unsolicited proposals.)

Solicitation

- May be too late
- Lots of competition
- Advertised project details
- Respond to larger agency needs

Unsolicited

- Targets a known problem
- Must know your end user
- May not have funding
- Might not get response
- Better know a name

A Strategic / Realistic Approach

- Assess:
 - 1) Does your project answer their need?
 - 2) Do you have a unique approach?
 - 3) Do you have, or can you get the right expertise?
 - 4) Do you have enough time to
 - Develop your approach
 - Write your proposal and have it reviewed at least twice by numerous people
 - Finalize a budget and budget narrative (for all partners)
 - Obtain letters of commitment
 - Finalize a teaming agreement
 - Get signatures for NDA's
 - Start the IRB process
 - Write other required documents (like a DMP)
 - Get all partners CV's/biosketches completed in the right format

Get Tactical

- Define the research need and the purpose of the solicitation
 - Research expectations
 - Project scope
 - Expected outcomes/deliverables
 - Schedules
- Outline competitive information
 - Eligibility
 - Number and size of awards
 - Conditions of award
 - Review process and timeline
- Application instructions
 - Deadlines
 - Content requirements
 - Format requirements
 - Page length
 - Margins/fonts
 - Headers/footers
 - Page numbers
 - URLs
 - Completion of required forms
- Sponsor contact information
 - Program officer and technical support
- Conditions of award/reporting requirements/deliverables

Get Organized

- Once you are satisfied with your approach, contact the agency Program Manager for feedback.
- Finalize the required personnel to meet project requirements.
- Agree on partner responsibilities.
- Determine how you will maintain configuration management.
- Assign partners writing tasks, be as specific as possible and limit them to a reasonable space relative to your page count.
- Develop or use letter templates, DMP templates, CV's/biosketches, organizing the proposal, providing strategic comments, editing, adherence to requirements, and alignment of your proposal to the solicitation.

Stay on Track

- Let your team know that you plan to stay on schedule, have regular meetings and regular reviews.
- When you have a question, use the relationship you have developed with the Program Manager and get answers quickly.
- Collect information/data, build tables, maintain citations, maintain documents/attachments, (central location?).

Partnering

- Locate the best partners that add unique expertise to your project.
- Look for partners that broaden your opportunities for funding. Small business, academia partners (HBCU/MI/Rural), large business (sponsorship), non profits.
- Seek sponsorship for interns, equipment, advisory panels/boards, events, scholarships.
- Use existing programs to open opportunities.

Process and Programs

- CRADA – Cooperative Research and Development Agreement
- EPA – Educational Partnership Agreement
- IRAD – Independent Research and Development (industry funds)
- ILIR – In-house Laboratory Independent Research (Mainly Basic Research; hi-risk/hi-payoff)
- SBIR – Small Business Innovative Research (2.5% of research budgets > \$100M)
Phase I/II/III
- STTR – Small Business Technology Transfer Program (3%>\$100M)
Phase I/II

Strategic Advice

- Be aware of national/international research/funding trends.
- Keep in mind that partnering (internal or external) may increase your chances of success.
- Tailor your work to the customers needs.
- Think outside the box – Be innovative.
- Identify letters and allow time to get through the system.
- Adhere to your checklist and schedule
- Be willing to stretch your research into new areas.

What to provide . . .

- Approaches that emphasize cost avoidance/reduction
- Understanding of research application and impact on production
- Shortened research cycles
- Multiple applications
- Innovation – results, relevance and responsiveness

What to look for . . .

- Budget cycles (CRA crisis)
- Programs in chaos
- Who has ownership of the problem
- Partnering & teaming arrangements
- Conference, opening meetings where government organizations brief research efforts
- Association memberships/meetings
- Opportunities to serve on panels, chair sessions

Remember . . .

- Doing business with the government is like a 3-legged stool
 - 1) Relationship
 - 2) Credibility
 - 3) Delivery



Partner with Universities

- **Academic Units**
 - Faculty / Research efforts
 - Students, (grad and under grad, student projects)
 - Potential for hires
- **Research Centers**
 - Center Directors / Subject Matter Experts
 - More specific and applied research
 - Facilities
- **Office of Sponsored Programs (OSP)**
 - Supports budget and submission, experienced with contracts and grants
- **Office of Technology Commercialization (OTC)**
 - Liaison for private sectors looking for access to expertise within research community; enter into appropriate agreements that facilitate technology commercialization; link potential investors with start-up companies based on technologies developed.

UAH I²C

Innovation to Invention Center

- Groundbreaking June/July, 2017
- Scheduled to open December 2018/January 2019
- Located with the College of Business Administration at UAH
- Leverages resources at UAH
- High Tech Business startups; no biomed
- Serves 15-county region in north Alabama and southeast Tennessee
- Facility to be 45,000 square foot



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