

Syllabus: “All About the SBIR Grant Process: An Inside Perspective”

Taught by [Dr. Jim O'Halloran](#) April 2019 at the Oregon Bioscience Incubator (OBI)

Audience: Postdoctoral fellows, Researchers, Clinicians, Pre-doctoral & Post-baccalaureate Students

Primary Goal: To provide a comprehensive overview of the SBIR grant process, with an emphasis on “how to get funded.”

The seminar addressed the following overarching topic areas:

1. Strategic planning
 2. Understanding the application process
 3. Understanding the review and scoring processes
 4. Writing a competitive grant application
 5. Responding to a review
-

ORAL PRESENTATION

Before Writing a Grant Application

1. The most important factors in deciding whether to apply for an SBIR
2. The central “Value Proposition”
3. Necessary resources and commitment
4. SBIR vs. STTR (vs. Fast Track)
5. Understanding the element of “Innovation”

Writing a Competitive SBIR Grant Application

1. Review of proposal main sections
2. Difference between Phase I and Phase II applications
3. Understanding who the target audience is
4. Product development vs. scientific hypothesis testing
5. Applicant and project team experience and qualifications
 - a. Key personnel
 - b. Facilities and resources
6. The value of “Advisory Committees” to bolster team experience and credibility
7. Qualifications and experience of Principal Investigator
 - a. What about “first-time applicants?”
8. The value of independent critique/review before submitting
 - a. A “second pair of eyes”

Understanding the Review Process

1. Overview of the review process
2. Referral and Assignment to a Study Section
3. Will your application be “discussed?”
4. What happens during a formal review session?
 - a. What do reviewers look for?
5. Understanding the “Impact” score
6. What are “Scientific Merit” and “Scientific Rigor” and how do they affect scores?

How to Interpret a Summary Statement and Score

1. Summary Statement Overview
 - a. Importance of the RESUME AND DISCUSSION OF DISCUSSION
2. What is a “payline” and a “fundable score?”
3. What is an “ND”?
4. Understanding disparity of scores and dynamics of study section discussions “Score Clustering”

Writing a Revised Proposal

1. Responding to a Low Score
2. What if reviewers disagree with each other?
3. Crafting an “Introduction to Revised Application”
 - a. Responding gratefully (and gracefully) to feedback - addressing reviewer concerns

COURSE MATERIALS/HANDOUTS/ACTIVITIES

Definitions page: Acronyms, role-player definitions
Excerpts from Oral Presentation

Group interactive activity:

1. Discuss questions from the presentation.
 2. Discussion ancillary topic areas in the context of real world grant application issues.
 3. Discuss partitioning of Phase I and Phase II.
 4. Discuss “Criteria for Success” or “Expected Outcomes.”
 5. Discuss the concept of innovation versus incremental development.
 6. Discuss the balance between product-technology development and “science.”
 7. Discuss team building and advisory committees to broaden available expertise.
 8. The Impact score - in depth.
 9. Discuss common pitfalls in strategic planning.
 10. Responding to a review Summary Statement.
-