

Two-Day SBIR/STTR Intensive Writing Clinic

August 1 and 2, 2017 – Tuesday and Wednesday

8:30 AM to 5:00 PM – Lexington, KY

Pre-Event – Assignment #1: Project Brief

Below is the outline for your writing the pre-event brief about your project. You must **prepare and submit** this to KSEFpm@kstc.com by no later than **Wednesday, July 26, 2017**. This material will be used to prepare examples on writing style; there are no right or wrong answers to the outline. Important: Do not include any proprietary information.

Typical Set of Premises for a Research Proposal

1. The problem we propose to solve is significant.
2. Our idea for solving the problem is unique.
3. The proposed technical approach to achieve the solution is appropriate.
4. Based on the proposed technical approach, we will pursue a specific set of objectives.
5. The work plan is appropriate for accomplishing the objectives.
6. If we accomplish the work plan (thus the objectives), then important benefits will accrue (including, perhaps, commercialization of the technology).

After Clinic Day One – Assignment #2: Elevator Pitch

Heads up! Dr. Berger will have you practice writing strategies by preparing an NSF elevator pitch. The assignment must be **prepared and submitted** to KSEFPM@kstc.com by no later than **8:00 PM on day one**, to be reviewed by him overnight and discussed at day two's meeting time. Below is the outline of an Elevator Pitch. (A similar outline is also used for our Phase Zero proposals.)

Write an Elevator Pitch for a Potential SBIR Proposal

(maximum one page)

- What is the need/problem that exists in the marketplace/real world?
- Who has this need; who is the customer?
- What innovation/product are you developing that will satisfy this need – and what makes your innovation special?
- What will be the benefit/value proposition to the customer from purchasing the product?
- What research (in the SBIR project) do you need to conduct to realize your innovation?