

Here are some of the **key take-aways** the attendees should expect:

- How to communicate with technical points of contact before a solicitation is released, in the hope that a fitting solicitation will be offered in the future
 - Identification of the appropriate DoD agency—drill down to the operational unit
 - Identification of individuals within the operational unit—background research and outreach
 - How to maximize the opportunity to speak to an End User 1:1
- How to identify solicitations when they are released
 - The DoD solicitation cycle is new for 2025—15 releases
 - How to vet these topics in a timely manner—is there a topic of interest?
- Communication during pre-solicitation period.
 - Background research prior to contacting the topic author—if the topic author is noted
 - Questions to ask the topic author
 - How to proceed when no topic author is identified
 - Critical to speak to an End User to learn more about the operational Use Case
- Proposal guidance—what is DoD looking for in strong proposals and how does this compare to other SBIR/STTR funding agencies.
 - How to scope your Technical Objectives and Statement of Work to stimulate interest at the agency
 - Efficient proposal preparation process—save time and money while submitting a compliant and compelling proposal
 - Write to the Evaluator—make it easy for them to score your proposal
- Commercialization discussion – what does this look like in a DoD proposal.
 - How to assess commercialization potential—versus fundamental research
 - How to research the "as-is" versus the "to-be"—and use this information to improve your win probability
 - How to source and obtain a technology transition partner—and what to expect of them in Phase I
 - How much market research is needed for the commercialization section of the proposal
- Guidance on open topic opportunities at DoD
 - Understand the win rate for open topics versus focused topics
 - How to improve the chances of winning an open topic

My bio:

About the Instructor

Randy Simpson has a B.S. in Aerospace Engineering from NC State University and a master’s degree from Webster University. He has worked for numerous major contractors including Lockheed Martin, Boeing, Northrop Grumman, Honeywell and IBM. He is the Chief Operating Officer of TechOpp, Inc. and specializes in acquisition, execution and commercialization of federal SBIR/STTR program-developed technology for many federal agencies including DoD, DHS, NASA, NOAA, NIST, DOE, NSF, NIH, USDA, and DOT.

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About TechOpp, Inc.

TechOpp is a small business located in Blacksburg, VA that specializes in business development for small and mid-sized businesses. We are an SBIR/STTR Technical and Business Assistance (TABAs) provider for federal agency grantees with over 400 clients in 48 states. We provide training in proposal development and commercialization for several state agencies as funded by the SBA. www.techopp.com

Agenda

Start time	Agenda topic	Description
noon	Introductions	Introduce TechOpp and Randy. Ask for introductions from participants including their expectations for the day
12:30 pm	Federal Grant Overview	Describe grant funding, specifically the DoD SBIR/STTR program, where it began and how the process works. Discuss the differences among the granting DoD components, what does each component look to fund?
1:00 pm	Pre-Solicitation Activities	Describe research and actions to take "off-cycle" in preparation for the DoD topic releases
1:30 pm	Bid/No-bid Process	How to identify solicitations and topics of interest How to engage the topic author before the blackout period including specific questions to ask Determine ROI potential for this proposal submission
2:00 pm	Brief Break	

Start time	Agenda topic	Description
2:15 pm	Proposal Basics	<p>How to plan and write an efficient, compliant and compelling proposal to DoD—what is unique to DoD?</p> <p>How to write to the Evaluator to maximize my score</p> <p>Describe the Technical Objectives and the Statement of Work—differences and connectivity</p> <p>Determine the Use Case—"as-is" and the "to-be" Key Performance Parameters and how to define them</p> <p>Present specific detailed technical volume storyboards for DoD components of interest to the attendees.</p>
4:00 pm	Commercialization	Describe the process of Market Research, Acquiring a Technology Transition Partner and Assessing the "real" commercialization potential (post Phase II revenue)
4:15 pm	Open Topics	Discuss what is different about the Open Topics and when it is beneficial to engage