



BioHealth Innovation

Tips for a Winning Application

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Start Early: We recommend 3-4 months ahead of the deadline

Small Business Registrations

- Full process can take up to 8 weeks to complete

Explore & Identify Institutes + Opportunities

- Omnibus or Specific RFAs
- Phase I, II, or Fast-Track

The Logistics for a Strong Application takes Time

- Qualified Team with Subject Matter Experts
- Preliminary Data
- Collaborators / Partners
- Budget
- Letters of Support



BHI can help plan and manage your project so you can submit a quality grant in time!





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The Basics and How to Build a Strong Case:

What is the Problem you are solving?

- Significance and Unmet Need

What is your Technology and Why is it Innovative?

- Saying that something is novel is not enough:
 - Use Technical Differentiators
 - Preliminary Data
 - Use Market Differentiators



BHI can help map out your scientific and business story!

What is the Commercial Opportunity?

- Market Segment & Size
- Competitors and Differentiators
- Business Model
- Pro tip: Think of it as an investor pitch! (The goal is to convince funders)



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The Basics and How to Build a Strong Case:

Scientific Strategy & Technical Plan:

- The SBIR/STTR is a Research Project
 - Preliminary Data & Specific Aims
 - Details, details, details
 - Who, What, Why, How, Where, When
 - Utilize input from research team
 - Scientific Rigor
 - Measurable Outcomes
 - Challenges and Alternative Solutions
- Pro tip: Scientific publications are a great place to start!





Writing: Edit, Edit, and Edit Again

Figures, Tables, Diagrams

Clarity of Language & Organization

- Not all reviewers are experts in your field
 - Write highly technical narrative in an accessible manner
 - Write concisely
 - Page-limit
 - Avoid long sentences with multiple technical jargon
 - Professional Grant Review and Editing Services
- Pro tip: Have an external party give feedback



BHI can help distill and expand important commercial and technical concepts throughout your text!





Approaching Resubmissions

Timing and Logistics

- Generally <1 month after receiving summary statement till the next deadline
- Coordinate with your partners! (updated budgets, reviews, edits etc.)



Approaching Resubmissions

Addressing Summary Statements

- 1 Page to address revisions in resubmissions
- Prioritize your responses
 1. Is the criticism repeated across reviewers?
 2. Will addressing a specific criticism significantly affect the expected outcome of you project?
 3. Is the criticism practically addressable?
 4. Is the criticism informed and specific?



BHI can help you interpret and respond to your summary statement!



Approaching Resubmissions

Not Discussed to Discussed

- Continue to generate data and advance prototypes
- Build business traction (build network of partners and advisors, gain investor interest)

Work with your Program Officer

- They are your SBIR champion and want you to win!
- Discuss your summary statement and approaches to resubmission





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How can BHI help you?

- SBIR/STTR Monthly Office Hours
 - 1:1 Grant advice
 - <https://tinyurl.com/BHISBIR>
 - Sponsored by Montgomery County Economic Development Corporation (MCEDC)
- Grant Strategy, Review and Editing
 - No upfront payment*
 - Subsidized rates!
- Need Overall Expert Business Advice?
 - Entrepreneur-In-Residence (EIR) Feedback Sessions
 - 1:1 complimentary advice
 - <https://tinyurl.com/EIRFeedback>





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THANK YOU!

Questions?

Contact: info@biohealthinnovation.org



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