The ABC’s of SBIR/STTR Funding
March 26, 2024
2:00 p.m. – 3:30 p.m. CST

Find out how the government’s Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs can provide a source of R&D funding between the initial development of your innovative idea and proof that it has potential in the marketplace. The two programs make over $4 billion in high-risk, non-dilutive capital available to innovative small companies annually!

Join our expert in this interactive workshop to learn what it takes to participate in the programs. We’ll review, eligibility requirements, participating agencies, the differences between SBIR and STTR, common misconceptions and more!

This training is designed to provide enough information for attendees to determine if they would like to seriously pursue proposal development and provides the tools to help begin the process.

Register Here: https://us06web.zoom.us/webinar/register/WN_LLFQ3o8gSo6SGXEFI_A_9Q

About BBC Entrepreneurial Training & Consulting
BBCetc is nationally recognized for its success in helping emerging companies win SBIR/STTR funding and use it strategically to propel growth. BBCetc manages the Michigan SBIR/STTR Assistance Program Michigan clients have been awarded over $437 million in funding since 2002. The company was recently named a 2020 Tibbetts award winner as well as one of 50 “Michigan companies to watch” by Michigan Celebrates Small Business. www.bbcetc.com / 734.930.9741 / info@bbcetc.com / @BBC_etc

BBCetc Executive Consultant and Co-owner, Jerry Hollister
Jerry Hollister became a Co-Owner of BBCetc in October 2023, six years after joining BBCetc in late 2017. Jerry leads the customer development efforts at BBCetc and the NSF/DOD/DOE/USDA Team that supports clients applying to these four Agencies. He led the 2021 Catalyst Award effort that continues as the Women-CAN program funded by the SBA’s Growth Accelerator Fund. Jerry leads the Technical and Business Assistance (TABA) Program for NOAA Phase I awardees. He currently serves as a reviewer for NSF, DOE, USDA and NOAA and regularly speaks about SBIR/STTR at several national conferences. Jerry started his career as a commissioned officer in the US Navy Civil Engineer Corps. Before his Honorable Discharge, he served as a warranted Contracting Officer for DOD.

Prior to joining BBCetc, Jerry was Chief Operating Officer for Michigan-based Niowave, a developer of superconducting accelerators, where he worked to build the start-up company from 2008-17. During his tenure Jerry led the Niowave SBIR team that received over 45 SBIR/STTR awards worth over $20 million and Niowave was named the Department of Energy 2010 SBIR/STTR Small Business of the Year. He remains on the Niowave Board of Directors and was a key contributor to Niowave receiving two Phase III Cooperative Agreements with the National Nuclear Security Administration totaling $28 million. Niowave has also recently signed multiple long-term radioisotope supply agreements that could cumulatively exceed $500 million over the next decade. He earned a bachelor’s degree in Industrial and Operations Engineering from the University of Michigan and a Certificate in Artificial Intelligence from the Massachusetts Institute of Technology. Jerry has been in key leadership positions for two companies that have received the Tibbetts Award from the SBA for excellence in SBIR/STTR: Niowave in 2016 and BBCetc in 2020.