

SBIR Outreach 2012 – 2014

What we've done, What we've learned, Where we're going

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The Innovation Ecosystem



What We've Done

- ▶ SBIR reauthorization and ensuing letters from the Senate requested an increased focus on Outreach
- ▶ National SBIR/STTR Conferences (NSC) stopped in 2012 and I asked SBA if I could coordinate an effort to reestablish them.

Event	Location	Attendees	One-on-Ones
Spring 2013 NSC	Washington DC	320 entrepreneurs, 165 government and speakers, 95 for training	675 meetings
Spring 2014 NSC	Washington DC	444 entrepreneurs, 182 government and speakers, 186 training	~1,050 meetings, training
Fall 2014 NSC	Austin TX November 11-13	TO DATE - 65 entrepreneurs, 55 government and speakers, 30 training	
Spring 2015 NSC	Washington DC		

- ▶ SBA formed several working groups one – Outreach and Communications Working Group (OCWG)
 - ▶ NSC success depends on state and regional promoters, landscape varies greatly across country.
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What We've Learned

- ▶ At state and regional levels, “SBIR” often isn’t a household term -- even at coordinator level.
- ▶ Some regions are building tech ecosystems absent SBIR due to lack of information, widening the gulf.
- ▶ Within states, there may be broad and diverse support for technology – but teamwork is lacking.
- ▶ There’s no desk reference or website that identifies resources and POC’s at regional and state levels.
- ▶ Coordination and communication between state and Federal players in the tech ecosystem is in its infancy.
- ▶ Federal resistance to social media use complicates communication with new entrepreneurs.



Where We're Going

- ▶ SWIFT tours
- ▶ Future National Conference
- ▶ Continue to build a Working Group of Federal and State Representatives

