Lessons Learned and Best Practices

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Paul Pernambuco-Wise  
Ph.D in Condensed State Physics  
12 Years in Universities/National Labs in Europe, Canada and US  

First worked STTR from the Federal Side  
Program/group management  

Joined Oceanit in 1999  
Attended proposal writing workshops run by HTDC (Mark Henry)  
Began writing proposals immediately
Oceanit practices Intellectual Anarchy to blend interdisciplinary science, technology, engineering, and innovative thinking to benefit our global community. Through spin-outs, co-development partnerships, licensing, and direct manufacturing, Oceanit is able to deliver solutions to market. Oceanit calls this ‘Mind-to-Market’; delivering deep science to disruptive, real-world breakthroughs.
Tibbetts Awards recognize those companies, organizations, and individuals that exemplify the very best in SBIR/STTR achievements.
Phase I 125  
Phase II 76*  
Phase III 10  

STTR I 11  
STTR II 6  
STTR III 1  

*Waiting on 12

First Win 1995

Plots do not include DoE awards
Common Mistakes and Issues

• Learn Agency idiosyncrasies, Contact, Contact, Contact!
• Have a Good idea (Heilmeier Questions)
• Idiot check idea first, do the homework
• Write a Good Proposal
  • Use the Agency format- Page numbers/Headers/Footer/figures
  • Narrative
    • Keep it concise and consistent
    • Highlight the important issues
    • Remember the audience (not a research paper, rather a marketing tool)
  • Beware of Google, cutting and pasting and boilerplate
• References
• Keep it real
• Multiple writers/reviewers
• Internally funded research
• Find a good collaborator/consultant
• Don’t give up, save every proposal, rewrite and resubmit.
Best Practices Within a Project

- Get to know your TPOC, visit, call, email, form a real relationship
- Never surprise or embarrass your TPOC
- Be professional
- Bill as required
- Standardize your documentation, use templates
- Know the win
- The object of Phase I is Phase II
- **Never be late with a proposal**
- Find a professional to form a commercialization plan (especially for Phase II)
- Always be looking for similar projects, network
- Look for opportunities to suggest topics
Partnerships and Support

Agency Webpages
SBIR.gov
Hawaii Technology Development Corporation - workshops and training
Hawaii Technology Development Corporation - Matching Funds