



Carnegie Mellon University

**A Dialogue on Engaging
Government: Perspectives for
Startups**

Quick Snapshot of CMU GR

- Focus on Federal, State, Local Relations (1997)
- Pittsburgh and Washington Office – Across from the Capitol
- Core Team:
 - Tim McNulty
 - Debra Tekavec (D.C.)
 - Shane Shaneman
 - George Darakos (50%)
 - Stan Caldwell (20%)

Lot's of Partners!!!

Potential Topic Areas

- Tapping Government for Business Building
- The Emerging Paradigm for Government Start-up Support and Engagement
- When and How to Engage Elected Officials
- Should you hire a lobbyist?

The Changing Context of Government Perceptions of Entrepreneurs



Areas of Engagement

Seed Support / Finance

- SBIR/STTR
- I-Corps
- **Innovation Works/
Alpha Lab / Alpha Lab
Gear**
- **KIZ**
- **IPART**
- **URA**

Market Development

- Agency Small Biz /
Innovation Initiatives
- Hybrid Organizations
–“H4D Hack for
Defense”
- **Economic Development
Partners**
- **DCED / International**
- **URA / City**

Areas of Engagement

Continued

Space and Facilities

- Alpha Lab /Alpha Lab Gear
- Economic Development Partners
- URA

Regulatory Support

- SBDCs
- Trade Associations
- Agency Small Biz Support
- Engage Elected Officials
- Lobbying Support

Engaging Government for Business Building

Small Business Innovation Research (SBIR)

A set-aside program for small business to engage in Federal R&D – with potential for commercialization

3.0 rising to 3.2% of Federal agencies Extramural R&D budgets greater than \$100M per year (FY 2015 ~ \$2.5 Billion in summation of 11 participating agencies) .

Milestone-Driven Award Process

Phase I | Feasibility Study or Prototype

~\$150 thousand and 6 months

Phase II | Full Research and Development Effort

~\$1 million and 24 months

Phase III | Commercialization Effort

Private and Non-SBIR Allocated financing

Engaging Government for Business Building - Continued

Small Business Technology Transfer (STTR)

A sister set-aside program to facilitate cooperative R&D between small business concerns and U.S. research institutions – with potential for commercialization.

0.35% of the extramural research budget (>\$250 million) for all agencies with a budget greater than \$1B per year. Growing to .4% by 2017.

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Private and Non-SBIR Allocated financing

Engaging Government for Business Building Continued

Support for SBIR Applications- PA IPart

- **Nurturing Great Ideas Toward Commercialization**
- Innovation Partnership (IPart) helps Pennsylvania early-stage technology companies gain access to more than \$2 billion in federal R&D funding. We are especially interested in clean energy & energy-related, life sciences, nanotechnology, advanced manufacturing and communications technology businesses that show early signs of commercial success.
- **Proposal Writing Assistance**
- IPart assists technology-driven companies in Pennsylvania to prepare high-quality SBIR/STTR grant proposals for submission to federal.
- **Travel & Training Assistance**
- Candidates are eligible for reimbursement of one-half of the cost of travel and training expenses directly related to their SBIR/STTR.

Other Federal Initiatives



**Allegheny
CleantechUP**



The Emerging Federal Paradigm



cyclotronroad



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Pennsylvania Support



Innovate in Pennsylvania: Venture Investment Program

Engaging Senior Officials

Key Opportunities

Elevating Visibility

Support for Grant and Regulatory Engagement

Identifying Specific Policy Actions

**Tap the Convening Power for Market
Development**

Engaging Senior Officials

Potential Steps

Initiate the Engagement through a small group session (IW, CMU, Tech Council, Accelerator)

Engage Regional / District Staff

Focus on a site visit and demo

Engaging a Lobbying Firm

Some Considerations

- Key Value Add – Highly Specialized Knowledge of Regulations/Programs
- Most VCs have lobbying firms on retainer
- Cost Range -- \$5k a month --- some will consider pilot opportunities
- Potential Initial first step – engage with a trade association



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THANKS!!!