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

SBA Office of Investment & Innovation
SBIR-STTR Presentation
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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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

- NSF
- NSF Innovation Corps (CORPS)
- CubeQuest Challenge
- Hacking 4 Defense (H4D)
- Allegheny Cleantech UP
- U.S. Commercial Service
The Emerging Federal Paradigm

DEFENSE INNOVATION UNIT EXPERIMENTAL

HOME ADVISORY

#StartUpDHS
ENGAGING INNOVATION CORRIDORS

#StartupsWelcome

21ST CENTURY GRAND CHALLENGES
LEARN MORE

Meet The U.S. Digital Service

The United States Digital Service is transforming how the federal government works for the American people. And we need you.

JOIN US

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PRESIDENTIAL INNOVATION FELLOWS
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