

## 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%)

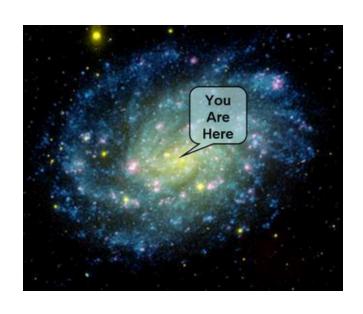
Stan Caldwell (20%)

Lot's of Partners!!!

## **Potential Topic Areas**

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

# The Changing Context of Government Perceptions of Entreprenuers





## 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  $\sim$  \$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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# **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**











# The Emerging Federal Paradigm











#### 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.





# **Pennsylvania Support**











Innovate in Pennylvania: 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!!!