



Eva Garland Consulting

1. Summary Information

Name of Primary Contestant

Eva Garland Consulting (EGC)

City and State/Territory

Raleigh, North Carolina / Southeast

Website of Contestant

evagarland.com

Contact Person (First & Last Names)

Angie Pollard, Ph.D.

Contact Email and Phone

angie@evagarland.com; 919-825-1600

Other Key Team Members

Dana Upton, Ph.D./MBA, Eva Garland, Ph.D.

Theme Area

Sustainability and Biotechnology

Link to Video

<https://vimeo.com/913379272?share=copy>





Eva Garland Consulting

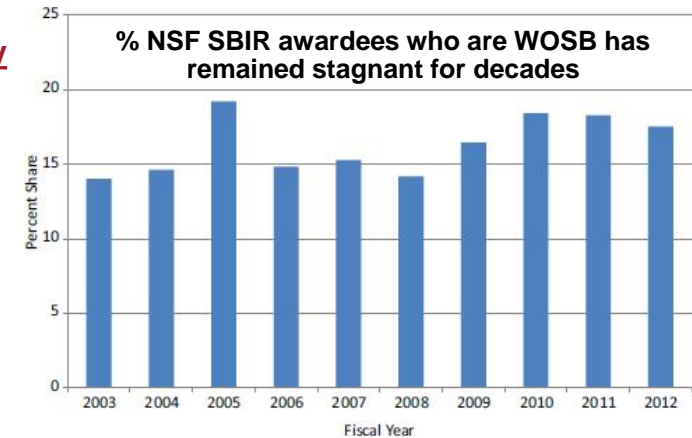
2. Ecosystem Vision – Defining the Unmet Need

Our Mission is to Help Entrepreneurs Advance Development of their Innovative Science and Technology.

Dr. Eva Garland founded EGC with a vision to remove the roadblocks that entrepreneurs face when developing innovative technologies. Our team is especially proud of the support that EGC has provided to **women, minorities, and economically disadvantaged groups** to help them successfully secure SBIR/STTR funding.

Unmet need to provide resources to women entrepreneurs to increase likelihood of SBIR/STTR funding.

- ▶ **Only 15% of National Science Foundation (NSF) SBIR/STTR awardees are Women-Owned Small Businesses (WOSB).**
- ▶ **EGC has demonstrated an ability to increase the success of women SBIR/STTR applicants** through the National Institutes of Health's Applicant Assistance Program (AAP) - see slide 5



Our Unique Position to Support Underserved Groups to Advance Technological Innovation in SBA Theme Areas

- Our **professional team of 31+ Ph.D. Grant Experts** has deep experience in **securing over \$1.5 Billion in grant funding** to advance research and development efforts.
- Members of the EGC team actively **serve on, and chair, SBIR/STTR review panels.**
- Our **clients consist of small businesses from 50 US states**, including multiple women-led, minority-led and socially and economically disadvantaged organizations, who have collectively secured **hundreds of SBIR/STTR awards**, many of them first-time awardees.
- Our **close partnerships with other incubators throughout the US** enable us to leverage each others' strengths in providing comprehensive support to entrepreneurs.
- EGC itself is a successful example of a successful **WOSB**. We are #4602 on the INC5000 list of fastest-growing companies in the nation and the **#1 fastest-growing woman-led company in North Carolina.**

- EGC successfully leads multiple **federal and state funded programs to assist entrepreneurs with obtaining non-dilutive funding, including:**
 - The highly successful **SBA-funded LiftOff and FAST programs** in North Carolina.
 - The **National Institutes of Health's Applicant Assistance Program (AAP)**, which has succeeded in dramatically increasing participation of underrepresented entrepreneurs in the SBIR/STTR program.
 - The **Kentucky Innovation Investment Program (KIIP)** which increased the diversity of SBIR/STTR applicants and awardees throughout the state of Kentucky.
 - The **iTREP program** that provides grant proposal consulting and grants management services for companies in 7 states identified by the NIH as being historically underrepresented amongst NIH awardees (Institutional Development Award (IDeA) states).



Eva Garland Consulting

3. Ecosystem Vision – Promoting Equitable SBIR/STTR Opportunities for Women

Our Vision is to Create Circle of Life Where A Successful Company can Serve as a Force Multiplier to Help Other Companies.



EGC is a nationally recognized, woman-owned, small business with deep expertise in all aspects of the SBIR/STTR application development process. For this competition, EGC will build on the foundation of a long-standing partnerships with several incubators, technology transfer offices, and technology hubs and will leverage our proven success to increase access to NSF SBIR/STTR funding for **women entrepreneurs creating technologies in the sustainability and biotechnology areas** by:

- ✓ Building on the success of **SBA-funded, SBIRLand.com as a networking platform** to enhance community building and connectivity in addition to providing critical resources to support SBIR/STTR success.
- ✓ Creating a **mentorship program** that will provide **one-on-one support to women** looking to obtain NSF SBIR/STTR funding from women who have successfully obtained funding.
- ✓ Providing SBIR/STTR-ready companies with **EGC's book on preparing and submitting a Phase I SBIR/STTR application to the NSF.**
- ✓ Providing **coaching from a Grant Writing Expert** to SBIR/STTR-ready companies to prepare and submit a Project Pitch to the NSF and a subsequent Full Application upon receiving an invite.

CHALLENGES

Inadequate resources: The SBIR/STTR program has a large amount of funding available; however, the application process can be daunting for those who have not submitted similar proposals prior or even for individuals who have submitted an application that was not successful the first time around. These aspects can be a deterrent to receiving applications from women entrepreneurs.

Is the technology a fit for the SBIR program? Although companies may be interested in applying for SBIR funding, they may not be ready to do so due to missing critical components such as lack of preliminary data, missing team expertise, lack of alignment with the goals of the federal agency, etc.

Lack of networking and community: There are limited resources available that provide SBIR/STTR resources specific to advance the creation of community for women entrepreneurs. Creation of such communities may facilitate increased exposure to the program and exchange of information to enhance the number of SBIR/STTR applications.

OPPORTUNITIES

➡ **Supply resources for proper training:** This program will provide participants with EGC's best-selling book on the preparation of an NSF Phase I Application and will include one-on-one guidance from a Grant Writing Expert to develop competitive SBIR/STTR NSF proposals.

➡ **SBIR/STTR Readiness Assessment:** Interested companies will take an online quiz to assess whether they are SBIR/STTR ready or if there are gaps to fill. This step will increase the likelihood of success for entrepreneurs seeking funding to ensure applications are at the right stage for the SBIR/STTR program.

➡ **Provide one-on-one mentoring specifically for women entrepreneurs:** EGC will use its connections with NSF, incubators, and past awardees to identify women entrepreneurs who are current/former NSF SBIR/STTR awardees to serve as mentors for those looking to secure their first award. These mentors will have expertise in sustainability and/or biotechnology relevant to the NSF..



Eva Garland Consulting

4. Broadening Participation in the Innovation Economy – Building off our Experience

EGC has a **strong track record of success in supporting R&D and commercialization efforts for underrepresented entrepreneurs.**

First Flight LiftOff Program developed with EGC:

- The 2015 **SBA Growth Accelerator Fund Competition** provided funding to establish the LiftOff program at First Flight Venture Center, which was geared toward **increasing SBIR/STTR funding in NC.**
- EGC provided **grant preparation support** leading to NC's **SBIR/STTR funding ranking increasing from #16 to #11.**

Federal and State Technology (FAST) Partnership Program (funded by SBA), in partnership with First Flight Venture Center:

Program Content:

- FAST SBIR/STTR Bootcamp
- SBIR/STTR grant prep & business coaching

Program Objectives:

- Increase the number of SBIR/STTR proposals and awards & better prepare SBIR/STTR awardees for commercial success.

Success Outcomes:

- Program has resulted in **>\$10M SBIR/STTR funding for 15+ companies in NC, many of them from underrepresented groups.**

Kentucky Innovation Investment Program (KIIP):

- EGC was selected as the vendor for Kentucky's SBA FAST award through Kentucky KIIP as well as to review applications for Kentucky's SBIR/STTR Match Program. Together, these programs have assisted entrepreneurs, especially **underrepresented groups** in securing non-dilutive funding through SBIR/STTR programs and **leveraging funding to successfully commercialize their technologies.**
- EGC provided a **3700% Return-on-Investment (ROI)** to the Commonwealth of Kentucky and supported companies in receiving **over \$15 million in SBIR/STTR funding** through **8 different agencies.**

iTREP Program:

- EGC was selected to provide grant proposal consulting and grants management services for companies in **7 underrepresented IDeA states** and territories including AK, DE, ME, NH, RI, VT and Puerto Rico
- Based on success in administering the I-TREP program, EGC was recently selected as the contractor for Vermont's Technology-Based Economic Development Program Technical Assistance and Consultation Services. **Through this program, EGC evaluates Vermont small businesses for readiness for the SBIR/STTR program,** supports application development, and provides grants management support.

5 years of partnership between NIH and EGC to execute Applicant Assistance Program:

- EGC has **supported >700 small businesses** in developing and submitting Phase I SBIR/STTR applications to **10 NIH Institutes.**
- EGC has demonstrated success in increasing the participation of underrepresented groups, including women owned businesses. Over **37% of NIH AAP participants are from WOSB,** and these companies have been successful in applying for and winning over 100 SBIR/STTR grants
- In 2021, **30% of AAP SBIR/STTR awardees were WOSB compared to only 4% of the overall population of SBIR/STTR awardees.**

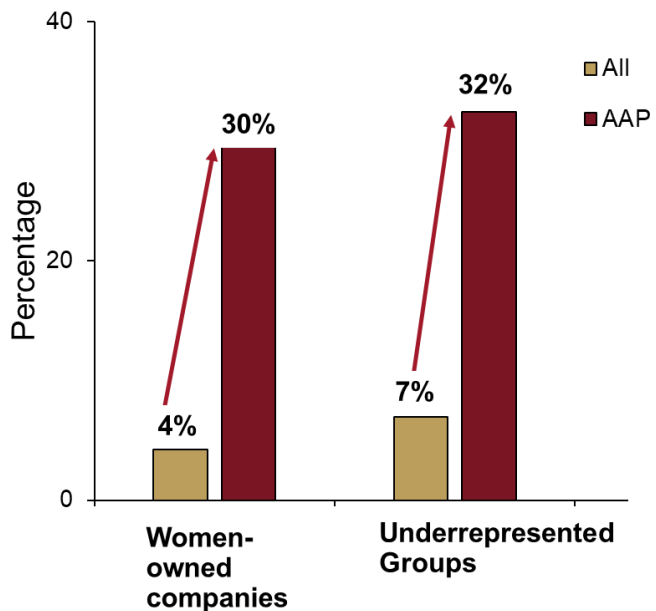


Eva Garland Consulting

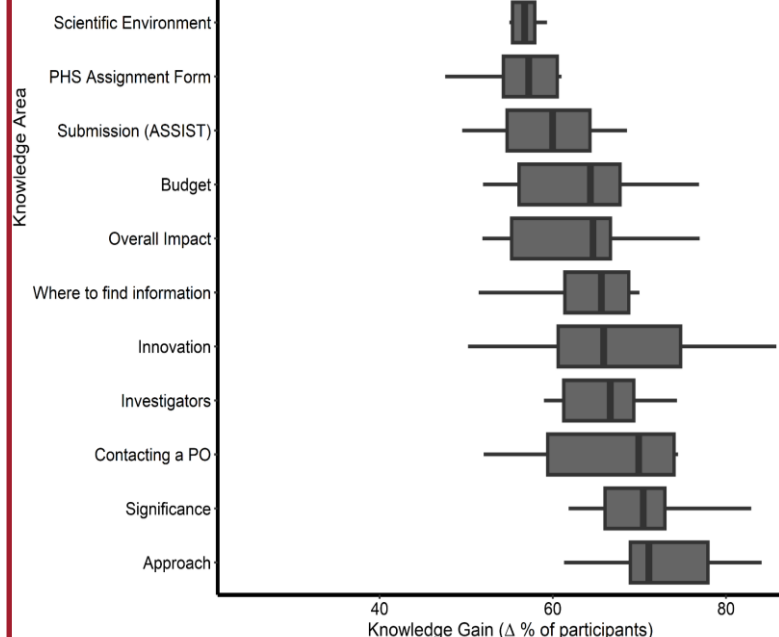
5. Broadening Participation in the Innovation Economy – Measures of Success

EGC has **demonstrated success** in increasing the percentage of **WOSB and underrepresented groups** who are successful in receiving SBIR/STTR funding as well as follow-on funding.

EGC-Supported Increase in Success of Women in Obtaining NIH SBIR/STTR Funding (2021)

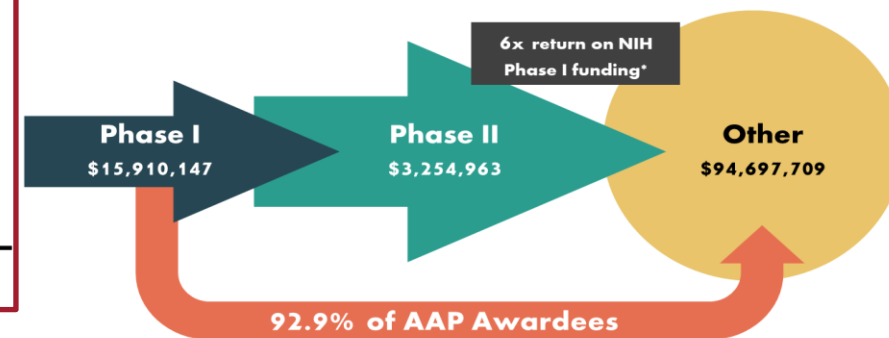


EGC-Supported Increase in Knowledge Gain Following SBIR/STTR Coaching



NIH Applicant Assistance Program Impact

- 702 Participants
- 104 Phase I awards (so far!)
- \$94 Million in follow-on funding
- First program to statistically reverse decades of underrepresentation in the SBIR program.





Eva Garland Consulting

6. Overall Plan for the Award - Our Extensive Expertise in SBIR/STTR Programs and Supporting Entrepreneurs

EGC's Experience with

SBIR/STTR Programs

- ✓ EGC's Ph.D. Scientific Consultants have **served as Principal Investigators** on multiple awarded SBIR/STTR grants
- ✓ EGC's Scientific Consulting Team has published three **best-selling books on the SBIR/STTR program**, available on Amazon.com (NIH SBIR/STTR Phase I Book; NIH SBIR/STTR Phase II Book; NSF SBIR/STTR Phase I Book).
- ✓ EGC Scientific Consultants **participate in panels about the SBIR/STTR program in multiple professional conferences** throughout the year, including SBIR/STTR Conferences, the SBIR Road Tour, and local and regional conferences.
- ✓ Our expertise is represented through our execution of **various programs, including NIH AAP, SBA funded LiftOff/FAST, KIIP**
- ✓ Dedicated **SBIR/STTR Accounting and Compliance department** for grants management support



EGC's Experience with

NSF-Relevant STEM R&D Programs and Entrepreneurs

EGC:

- ✓ **>1,000** innovative companies, universities, incubators, and government agencies served since founding
- ✓ Clients have secured **over \$400 Million** in non-dilutive funding
- ✓ Developed and **presented proprietary "SBIR/STTR Train-the-Trainer" seminars and "SBIR/STTR Educational Seminars"** to dozens of institutes across the contiguous US as well as Alaska.
- ✓ **Extensive network** of partners to aid small business development (see highlighted connections **above**)
- ✓ **"Winning SBIR/STTR Grants: A Ten-Week Plan for Preparing Your NSF Phase I Application"**. EGC's book provides an easy-to-follow guide for constructing a competitive NSF Phase I proposal. The book lays out a manageable timeline for completing the Project Pitch, registrations, and the Full Application within a 10-week period.

EGC's

Unique Connections - Entrepreneur Support Organization and Individuals





Eva Garland Consulting

7. Overall Plan for the Award – Creating a Women-Focused Ecosystem for SBIR/STTR Funding

OBJECTIVE

Our **unique value proposition** lies in the development of a pilot program proposed in this application, which is designed to **increase access to customized SBIR/STTR assistance for women entrepreneurs**. Our **ultimate goal** is to enhance female representation in the SBIR/STTR program. While other local and national programs are starting to be implemented to serve underrepresented groups, to our knowledge, **no other initiative specifically provides holistic and tailored assistance to women for all SBIR/STTR agencies**. We will pilot this program initially for providing support to women entrepreneurs looking to secure funding from the NSF for sustainability and/or biotechnology related projects.

The unique features that position this program for success are:

- Participants are provided with **one-on-one mentoring** with female entrepreneurs in their scientific area (sustainability and/or biotechnology) who have been successful in receiving SBIR/STTR funding. This mentoring program creates an ecosystem of support that will grow with the success of the program.
- Companies/technologies are **evaluated for readiness** prior to advancing to the **SBIR/STTR proposal support provided from experienced Grant Writing Experts**.
- **EGC is the only firm in the nation offering comprehensive, proven support for assisting entrepreneurs from underrepresented groups** in securing SBIR funding as represented by the increase in women awardees for NIH SBIR/STTR (see slide 5).
- The program builds a concentrated network of support, which is a critical component to **enabling underrepresented groups to obtain the connectivity they need for long-term success**.



SBIR/STTR-Readiness Assessment

SBIR/STTR-readiness will be assessed through an **online quiz** that collects information on merit review criteria –significance/impact, team, commercial potential/innovation, and technical approach. Applicants who are deemed SBIR/STTR-ready will progress to next stages of program.

Stage 1: Develop quiz

Stage 2: Deploy quiz



Grant Writing Education and Support

Participants will receive a **free copy** of EGC's "Winning SBIR/STTR Grants: A Ten-Week Plan for Preparing Your NSF Phase I Application" book in addition to **one-on-one assistance** with a Grant Writing Expert to provide support on a Project Pitch and Full Application submission.

Stage 1: Identify key pain points to address in coaching

Stage 2: Provide coaching



Mentoring

Participants will receive **one-on-one mentoring** from a woman entrepreneur in a similar scientific field within the **areas of sustainability and biotechnology** who has **successfully obtained NSF SBIR/STTR funding**. The Mentee will benefit from a wide range of business development help from their Mentor including developmental assistance from an established NSF awardee to gain the knowledge, skills, and capabilities needed to successfully secure an NSF award

Stage 1: Secure mentors

Stage 2: Match mentors and mentees



Eva Garland Consulting

8. Overall Plan for the Award – Overview of Women-Focused Ecosystem for SBIR/STTR Funding

SBIR/STTR Alignment Assessment



SBIR/STTR Education



Connectivity and Support



Readiness quiz to help potential SBIR/STTR applicants identify readiness status

Track 1

Technology requires additional development



SBIRLand.com support to fulfill success criteria to become SBIR/STTR-ready



Proceed in program

Track 2

Technology is SBIR/STTR Ready



Proceed in program

Support for Successful Project Pitch Submission and NSF SBIR/STTR Education

1.

One hour of one-on-one customized support from a Grant Writing Expert for developing NSF Project Pitch

2.

Free Copy of EGC's NSF Phase I Book providing step-by-step guidance on application prep

Invite from NSF to submit Full Application Required to Proceed in Program

Grant Writing Support and Mentoring

1.

Three hours of customized coaching from a Grant Writing Expert

2.

Three hours of one-on-one mentoring -
Mentor will be woman entrepreneur who is current/former NSF awardee and in sustainability/biotechnology area of participant





Stage 1 Activities

- **Seek feedback** and interest from potential ecosystem partners (technology transfer offices, incubators, innovation hubs) to inform improvements prior to Stage 2 and identify/confirm needs of target community.
- **Build community** of women entrepreneurs who are current/former NSF SBIR/STTR awardees to serve as mentors through outreach to potential ecosystem partners and NSF Program Directors in addition to using public reporting sources for SBIR/STTR awards.
- **Create SBIR/STTR Readiness Quiz** consisting of questions that will assess an applicant against standard review metrics – intellectual merit, broader impacts, team, commercial potential, approach
- **Pilot program** with 10 companies and use lessons learned/feedback for larger rollout in Stage 2.

Risk Factors and Mitigation Strategies

Risk Factor	Mitigation Strategy
Ecosystem partners having connections to a minimal number of women-owned businesses seeking SBIR/STTR funding	EGC has established over 600 contacts in areas ranging from technology transfer offices to incubators to small companies in all 50 states. We will use our existing network to jump start the program, which will allow us to pilot and advertise the program.
Securing a sufficient number of mentors	Recruiting through NSF Program Directors.

Milestones for Stage 1

Success will be defined as (1) securing a network of partners to advertise the program; (2) identifying/securing a sufficient number of appropriate mentors; (3) having SBIR/STTR-readiness quiz ready to go live; (4) successful pilot of program with 10 companies with collected survey feedback.

Partners	Mentoring	Readiness
Identify incubators/tech transfer offices/technology hubs and secure buy in to assist with marketing the program	Identify and secure mentors (current or past NSF awardees)	Generate SBIR-ready questionnaire and pilot program to collect feedback/surveys



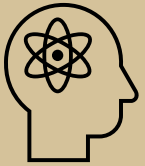


Eva Garland Consulting

10. Implementation and Learning Agenda – Organizational Resources

EGC has excellent resources to support the execution of Stage 1, including a highly experienced team and the successful SBIRLand Platform.

Scientific Grant Writing Experts



- 31+ Ph.D.s with deep scientific training and entrepreneurial experience
- Expertise in leveraging grant funding to advance scientific development
- Vast experience in coaching entrepreneurs in securing SBIR/STTR funding.

Accounting & Grant Compliance Experts



- 12+ CPAs and accountants specializing in grant accounting and compliance
- Provide comprehensive support for all SBIR/STTR financial needs, including indirect rate negotiations, audit support, granting agency reporting requirements



SBIRLAND
POWERED BY EVA GARLAND CONSULTING

With the 2019 SBA Growth Accelerator Fund award, **EGC launched SBIRLand**, a one-stop-shop for all SBIR/STTR-related questions and a nationwide online ecosystem for Small Businesses to enhance networking and crosstalk and increase diversity and inclusion across the SBIR/STTR landscape. **A key feature of SBIRLand is the real-time feedback from the EGC experts**, who monitor SBIRLand each day, to resolve any user-generated questions or concerns related to SBIR/STTR proposal development

In 2023, there were **10,260 unique users and 21,999 page views, as well as 16 blog posts, 260 forum posts, and 9 interviews with individuals intricately familiar with the SBIR/STTR application process**. SBIRLand has achieved its goal of enhancing geographical access to SBIR/STTR expertise, as it has been **accessed by entrepreneurs in 50 states**, as well as the District of Columbia, in addition to 48 countries.





Eva Garland Consulting

11. Ecosystem Building Partnerships – Former and Current Partnerships



First Flight Venture Center

Partnership with EGC has raised \$19.5M in SBIR/STTR Funds for NC Companies.

ffvcnc.org/liftoff



National Institutes of Health (NIH)

EGC manages and organizes the Applicant Assistance Program (AAP), which provides customized SBIR/STTR coaching for **1,000 companies** across 10 NIH Institutes and Centers.

evagarland.com/nih-aap-cover-page/



Elevate Vermont

EGC is contracted by the State of Vermont to catalyze business growth in Vermont through securing SBIR/STTR awards. Through this contract, EGC supported the implementation of an applicant assessment program and provided grant writing support to a several Vermont-based companies.

accd.vermont.gov/economic-development/funding-incentives/elevate-vermont



IDEa States: Supporting Underrepresented Groups

Commonwealth of Kentucky: KY Innovation. EGC engaged with over 70 companies since its inception in December 2018.

iTREP: AK, DE, ME, NH, PR, RI, VT

kyinnovation.com/SBIR/

med.uvm.edu/itrep





Eva Garland Consulting

12. Ecosystem Building Partnerships

*EGC will utilize its **established network of Entrepreneur Support Organizations** and expand its connections using its **developed relationship building skills** and **unmatched expertise in SBIR/STTR support**.*

Ecosystem Partners will serve as resources to identify potential mentors and advertise the purpose and benefit of the program.

We will seek Ecosystem Partners that

- ✓ Share **common values** and have demonstrated a **commitment to diversity and inclusion** among SBIR/STTR applicant and awardees.
- ✓ Have a **network** of current/former NSF awardees.
- ✓ Value the **importance of mentorship**.
- ✓ Have an **established and successful infrastructure** for marketing the program.

