

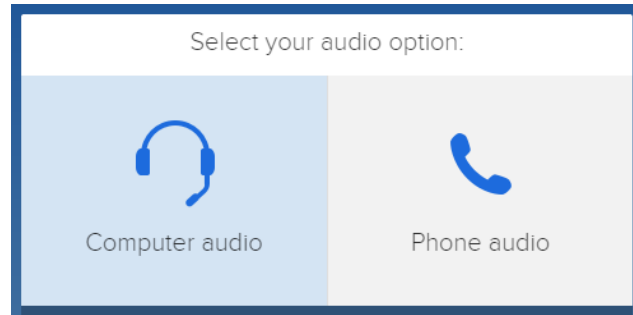


# Enabling Federal Technology Transfer (EFTT) Informational Webinar for Applicants

## Speakers

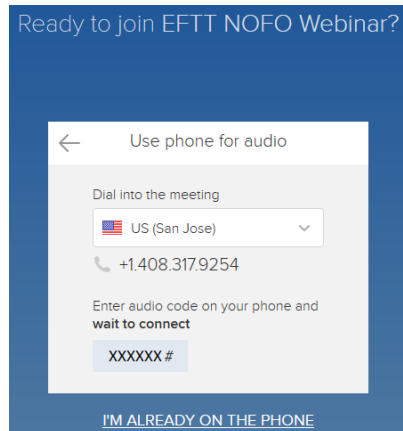
- Courtney Silverthorn, Deputy Director, TPO, NIST
- Dean Iwasaki, Grants Officer, NIST

# Webinar Housekeeping: Attendee Participation

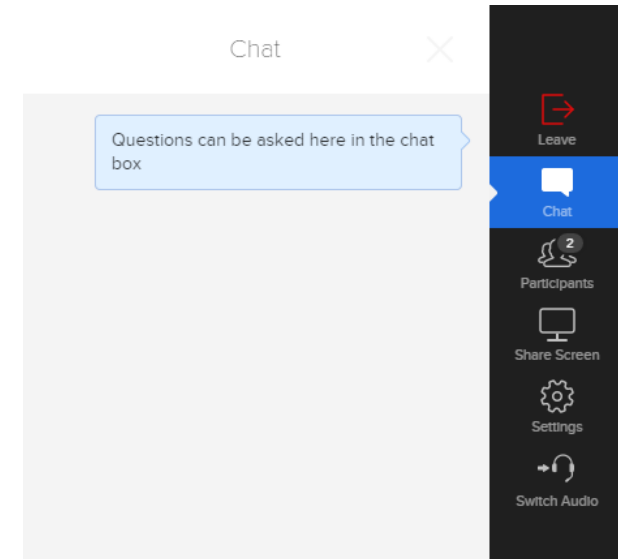


Choose **Computer audio** to use your computer speakers

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Attendees will be muted during the presentation. Submit questions and comments via the Chat box on the right sidebar.



Today's presentation is being recorded and will be posted on <http://www.nist.gov/tpo/EFTT>.

# Agenda

- **Overview of the EFTT funding opportunity**
- **Eligibility**
- **Background and Context**
- **NOFO Goals**
- **Application overview, content and form, criteria, and general tips**
- **Important dates and contacts**
- **Questions and answers session**

# Overview

**The Notice of Funding Opportunity (NOFO) 2019-NIST-TPO-02 document is the official competition document.** The following presentation is only a summary of the NOFO document. Please review this document thoroughly prior to starting the application process. Any apparent or actual conflict between the NOFO and this presentation must be resolved in favor of the NOFO.

The NOFO announcement can be found at

<https://www.nist.gov/sites/default/files/documents/2019/06/17/2019-nist-tpo-02.pdf>

If you have questions about the NOFO instructions, please contact

[courtney.silverthorn@nist.gov](mailto:courtney.silverthorn@nist.gov) or [dean.iwasaki@nist.gov](mailto:dean.iwasaki@nist.gov)

See our Frequently Asked Questions page on our EFTT opportunity website at

<https://www.nist.gov/tpo/EFTT>.

## Overview of the EFTT Opportunity: Program Purpose

- Improve the outcomes of the \$50B invested in research and development (R&D) at Federal Laboratories across the country through technology transfer (T2)
- Collaborate with academia and industry on the development of outreach and educational programs, tools, and best practices that will enhance the ability of the academic and private sectors to engage with Federal Laboratories in technology transfer and research commercialization
  - developing the necessary tools and services to promote the utilization of Federal intellectual property, user facilities, and other R&D resources by non-Federal partners
  - creating a suitable education and training infrastructure in technology transfer for the relevant stakeholders
  - engaging the industry, academic, and state and local government communities to facilitate access to Federal R&D collaborations and Federal technology transfer opportunities on both a regional and a national level

## Eligibility

- **This NOFO is open to all non-Federal entities organized and operated in the United States and its territories.** Eligible applicants include accredited institutions of higher education; non-profit organizations; for-profit organizations incorporated in the United States; and state, local, territorial, and Indian tribal governments.
- Foreign organizations, individuals and unincorporated sole proprietors are not eligible to apply under this NOFO.
- NIST will only consider one application per applicant; however, an applicant entity may be proposed as a subrecipient, contractor, or unfunded collaborator within applications submitted by other entities.

# Background

## Federal Laboratory Consortium

- The FLC is a “quasi-governmental organization” chartered by Congress to strengthen and promote Federal T2 nationwide
- Established by the Federal Technology Transfer Act of 1986 (15 U.S.C. 3710(e))
- Rather than direct appropriations, FLC is funded by a “tax” on Federal intramural R&D budgets
- NIST serves as the Host Agency for the FLC, collecting and disbursing funding to support FLC activities (15 U.S.C. 3710(e)(7)) and providing other administrative support (15 U.S.C. 3710(e)(4)) at the request of the FLC Executive Board

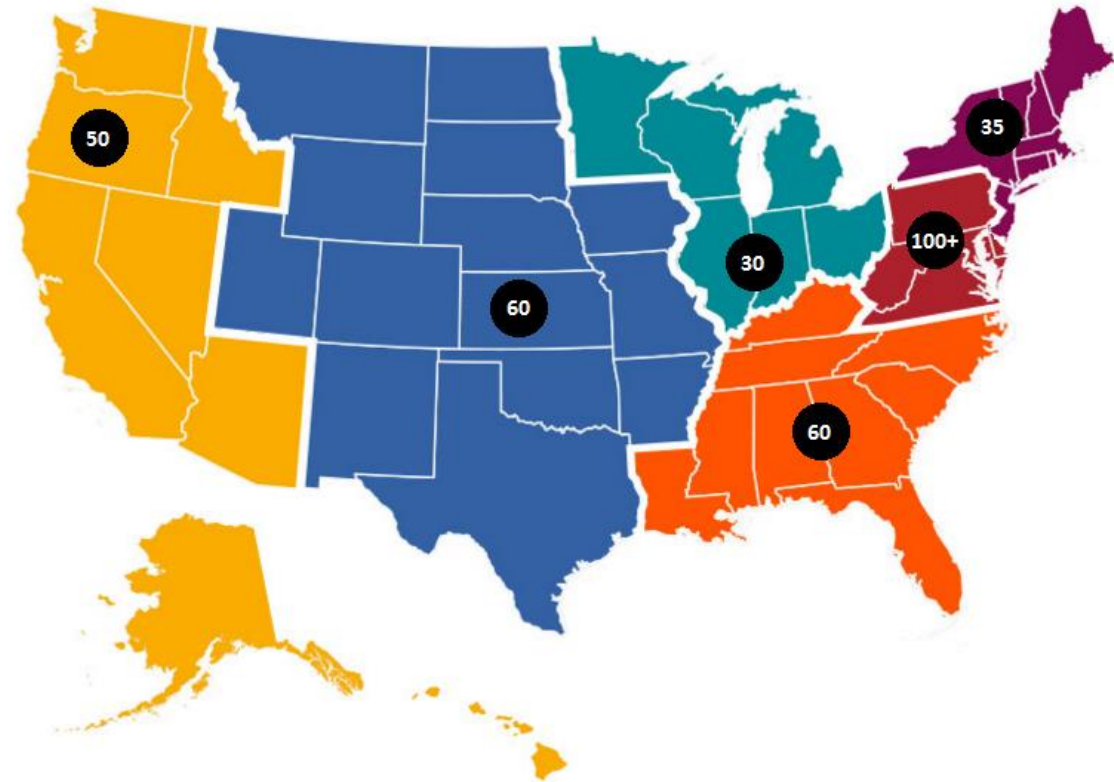




# Background

## Current FLC Structure and Governance

- National organization and six regions
- Over 300 Federal Labs across the country
- Volunteer Executive Board of elected and appointed officials
  - Nationally Elected: Chair, Vice Chair, Recording Secretary, Finance Officer, six Members-At-Large
  - Regionally Elected: Regional Coordinators
  - Appointed: Committee Chairs (Communications, Program, State & Local Government, Awards, Legal Issues), Host Agency Representative, National Advisory Council Chair
  - Non-Voting: Past Chair



# Background

## FLC 2019 Strategic Plan

- The FLC Executive Board undertook an extensive strategic planning process in FY19 to update the 2015-2019 Strategic Plan for the next five years.
- A Draft Strategic Plan was made available on the FLC website in June 2019: <https://www.federallabs.org/flc-policies/2019-strategic-plan-draft>
- The NOFO Goals align with the three strategic areas of the FLC: Promote, Educate, and Facilitate.
- The awardee will collaborate with the FLC Executive Board, including NIST, in areas that will enable the implementation of the long-term vision and mission of the FLC.

# THE STRATEGIC FOCUS

**PROMOTE:** Actively promote availability, benefit, and value of Federal laboratory assets through technology transfer (T2) to improve national economic prosperity and execution of lab missions.

**EDUCATE:** Provide progressive full spectrum education and training (E&T) and networking opportunities for Federal T2 professionals and key internal stakeholders.

**FACILITATE:** Proactively engage and leverage partnerships that connect relevant private sector partners with individual Federal laboratories to increase measurable outcomes.



P R O M O T E



E D U C A T E



F A C I L I T A T E



*Actively promote availability, benefit, and value of Federal laboratory assets through technology transfer (T2) to improve national economic prosperity and execution of lab missions.*

## GOALS:

1. Provide clear and simple communication and messaging of opportunities, benefit, and value available through T2 to the lab leadership and technical staff, national leadership, private sector, and other key stakeholders. (**communication strategy and plan**)
2. Leverage and expand on line tools and resources that promote awareness of and access to available lab assets to the private sector and other key stakeholders. (**tools and services**)
3. Recognize the T2 community's best practices and top performers. (**awards**)

## OUTCOME:

Persistent awareness through intentional messaging to lab leadership, national leadership (executive & legislative branches) as well as FLC's traditional external audiences (private sector, State and local government, etc.).

## NOFO Goal #1 – “Promote”

- **Goal #1: Development of the necessary tools and services to promote the utilization of Federal intellectual property, user facilities, and other R&D resources by the non-Federal sector.**
  - The academic and private sectors rely on resources that allow them to access available technologies, user facilities, and other data that will enable them to engage with Federal labs.
  - To address the EFTT program goal to promote utilization of Federal T2 resources by outside partners, applicants should focus on:
    - Proposed methods to enable information sharing with non-Federal stakeholders regarding Federal T2 resources, improve communication between Federal labs and internal and external partners, and increase recognition of Federal T2 opportunities and successes
    - Metrics that will demonstrate that these methods are successful in increasing the utilization of Federal T2 resources.

# NOFO Goal #1 – “Promote”

## EFTT Program activities could include:

- Online resources that stakeholders may access to search for available technologies, user facilities, and other data that will enable them to engage with Federal labs, including a centralized FLC website
- Resources that will enable Federal T2 professionals to improve their laboratory’s or agency’s T2 activities and engagements with stakeholders
- Internal awards, success stories and case studies, technical or trade publications, and creation/distribution of other materials

## Examples of prior FLC promotional tools have included:

- FLC Business (<https://www.federallabs.org/flcbusiness>) which provides the ability to search for available Federal IP and user facilities
- Lab Tech In Your Life (<https://www.federallabs.org/successes/labtech-in-your-life>) which highlights technology transfer successes via everyday products in the home
- A Success Stories database (<https://www.federallabs.org/successes/success-stories>)
- National and Regional Awards programs
- Public reports and other printed and/or digital materials about the activities and impacts of the FLC
- Newsletters and social media



*Provide progressive full spectrum education and training (E&T) and networking opportunities for Federal T2 professionals and key internal stakeholders.*

## GOALS:

1. Provide a robust training program for Federal T2 professionals delivered through state of the art mechanisms. (**T2 professional training**)
2. Provide education & training to address two major 'gaps' in the Federal T2 community: (1) T2 professionals communicating how T2 delivers value and benefit to the mission of the lab. (defining the value proposition) and (2) lab leadership and technical staff on the value and benefit to the mission of the lab. (**executive education**)
3. Provide and expand intentional networking and sharing of best practices within the Federal lab T2 community. (**networking**)

## OUTCOME:

Internal training of Federal lab employees is in focus through a 'pipeline' approach (intentional, progressive), enhanced networking, and addressing the recognized gap of communicating up the chain.

## NOFO Goal #2 – “Educate”

- **Goal #2: Creation and implementation of a suitable education and training infrastructure in T2 for the relevant stakeholders.**
  - An important component of the FLC’s mission is T2 education. This currently comprises a full day of training at the FLC’s National Meeting at different levels of expertise (Beginner, Intermediate, and Advanced) as well as regional and online trainings on different topics. The national meeting and regional meetings also enables the sharing of best practices in T2 and commercialization.
  - To address the EFTT program goal to support educational efforts in T2, applicants should focus on:
    - Proposed methods to provide T2 education and training to a diverse T2 workforce and relevant stakeholders
    - In-person and electronic methods to enable the sharing of educational material and best practices
    - Metrics that would capture success in increasing the education of the T2 workforce and their partners, as applicable



## NOFO Goal #2 – “Educate”

### EFTT Program activities could include:

- Education, training, and workforce development courses and materials, to enhance T2 capabilities both within agencies and for the public
- Sharing of best practices, both within the Federal T2 community and, where appropriate, with the industry and academic communities, through in-person and/or electronic means, including at the Annual FLC Meeting and regional FLC meetings

### Examples of prior FLC educational efforts have included:

- In-person training topics on Cooperative Research and Development Agreements, Licensing and Negotiation, Marketing, Engaging the External Ecosystem, and Technology Valuation
- National and Regional Meetings
- T2 Playbook (<https://www.federallabs.org/t2-toolkit/t2-playbook>) to share best practices

## FACILITATE



*Proactively engage and leverage partnerships that connect relevant private sector partners with individual Federal laboratories to increase measurable outcomes.*

## GOALS:

1. Provide pilots, programs, and events that deploy “outreach” efforts to increase company to lab transactional opportunities. (**pilots and programs**)
2. Identify and establish strategically aligned relationships with intermediary partners that connect relevant communities of interest (technical, geographical, market, etc.) with Federal labs for interactions. (**strategic partnerships**)

## OUTCOMES:

External tangible partnerships are in focus; resulting in measurable quality outcomes at the individual lab level.

## NOFO Goals – “Facilitate”

- **Goal #3: Engagement with FLC stakeholder communities to facilitate access to Federal R&D collaborations and Federal T2 opportunities.**
  - “Technology transfer is a contact sport” – the FLC recognizes the critical need to facilitate engagements between Federal labs and stakeholder communities.
  - Stakeholders can include public and private academic institutions, for-profit businesses, non-profit organizations, state and local governments, economic development organizations, Partnership Intermediaries, and professional membership bodies that represent the aforementioned groups.
  - To address the EFTT program goal to facilitate Federal lab engagement with stakeholder communities, applicants should focus on:
    - Proposed methods to enable more and better engagements between stakeholder communities and Federal labs (on both an individual and an organizational level)
    - Metrics that could capture success in increasing and/or improving T2 partnerships

## NOFO Goal #3 – “Facilitate”

### EFTT Program activities could include:

- Outreach and engagement with stakeholder groups through individual meetings, showcases, conference attendance at other stakeholder groups’ annual meetings (for example, the Association of University Technology Managers, the Licensing Executives Society, etc. or similar), and other in-person or electronic contacts

### Examples of prior FLC efforts to facilitate engagement with the private sector include:

- Regional technology showcase events
- Partnering with the Small Business Innovation Research (SBIR) Road Tour to engage with small businesses at the regional level
- The creation of Technology Focus Areas to provide opportunities for the non-Federal sector to collaborate on commercialization activities around a particular tech sector

# Application Overview

- Electronic applications only – no paper
- Applications are submitted via grants.gov
- Be mindful of page limits, material beyond page limits will be redacted
- Consult the NOFO formatting guidelines
- **DO NOT WAIT UNTIL LAST MINUTE TO SUBMIT ON GRANTS.GOV**
  - We **STRONGLY RECOMMEND** you submit all application materials before **AUGUST 16<sup>th</sup>!**

# Application: Content and Form

Section	Pages	Comments
Project Narrative <ul style="list-style-type: none"><li>• Executive Summary</li><li>• Project Approach</li><li>• Statement of Work</li><li>• Qualifications</li></ul>	25 total	Executive Summary should not exceed two pages
Resumes		Does not count toward page limit
Budget Narrative and Justification		Does not count toward page limit
Indirect Cost Rate Agreement		If you have indirect costs in your budget; Does not count toward page limit
Data Management Plan	Maximum of 2	Considered as part of administrative review but not evaluated against any evaluation criteria; Does not count toward page limit

# Application: Content and Form

Section	Pages	Comments
Subaward Budget Form		- If sub-recipients and contactors are included in the application budget - Does not count toward page limit
Current and Pending Support Form		Does not count toward page limit
SF-424 (R&R), Application for Federal Assistance		Does not count toward page limit
SF-424B, Assurances – Non-Construction Programs		Does not count toward page limit
CD-511, Certification Regarding Lobbying		If applicable; Does not count toward page limit

# Application: Evaluation Criteria

Evaluation Criteria	Maximum Points (100)	Relevant Application Section
<p>Problems, Solutions, and Technical Approach:</p> <ul style="list-style-type: none"><li>• Understanding of program goals</li><li>• Approach is likely to achieve NOFO objectives</li><li>• Approach will further the promotion of Federal IP and other R&amp;D resources, educate relevant stakeholders, and facilitate access to Federal T2 opportunities</li></ul>	15x3=45	Project Narrative: Project Approach
<p>Statement of Work and Potential Impact:</p> <ul style="list-style-type: none"><li>• Appropriateness, quality, reasonableness and completeness of SOW</li><li>• Potential impact of project results as described</li></ul>	20	Project Narrative: Statement of Work



# Application: Evaluation Criteria

Evaluation Criteria	Maximum Points (100)	Relevant Application Section
<p>Qualifications and Experience of Key Personnel:</p> <ul style="list-style-type: none"> <li>• Appropriateness and qualifications of project leader and key staff</li> <li>• Past experience with efforts that are likely to contribute to the overall success of the project:               <ul style="list-style-type: none"> <li>• Coordinating promotional, educational, and/or outreach activities of a large (400-600 member) professional organization</li> <li>• Facilitating technology commercialization or performing clearinghouse functions for technology-related data</li> <li>• website and/or database development and maintenance</li> <li>• engagement and outreach to Federal laboratories, academia, the private sector, non-profits, and/or state and local government institutions</li> <li>• knowledge of Federal T2 processes and Federal laboratories</li> <li>• technology commercialization, technology-based economic development,</li> <li>• stakeholder outreach, educational material development, or database development</li> </ul> </li> </ul>	15	Project Narrative: Qualifications, Resumes of Key Personnel
<p>Success Metrics:</p> <ul style="list-style-type: none"> <li>• Clarity and quality of proposed metrics and evaluating the effectiveness of the EFTT program</li> </ul>	10	Project Narrative: Project Approach
<p>Budget Narrative:</p> <ul style="list-style-type: none"> <li>• Practicality of proposed budget compared to proposed activities</li> </ul>	10	Budget Narrative and Justification

## Applications: General tips

- Review the NOFO thoroughly prior to starting your application.
- Align with the overall goal in the program description in addition to the specific Goals and Objectives addressed by the application.
- Clearly state how each aspect of your proposed project specifically aligns with the goals listed in the NOFO.

# Dates and Contacts

- Dates
  - 11:59 PM Eastern Time, Friday, August 16, 2019 – Application Closing Date
- Grants.gov
  - Notice of Funding Opportunity Number: 2019-NIST-TPO-02
- Points of Contact
  - Program/Technical Questions: [courtney.silverthorn@nist.gov](mailto:courtney.silverthorn@nist.gov) ('2019-NIST-TPO-02' in subject)
  - Grants.gov Submissions: [grants@nist.gov](mailto:grants@nist.gov)
  - Grant Rules/Regs: [dean.iwasaki@nist.gov](mailto:dean.iwasaki@nist.gov)