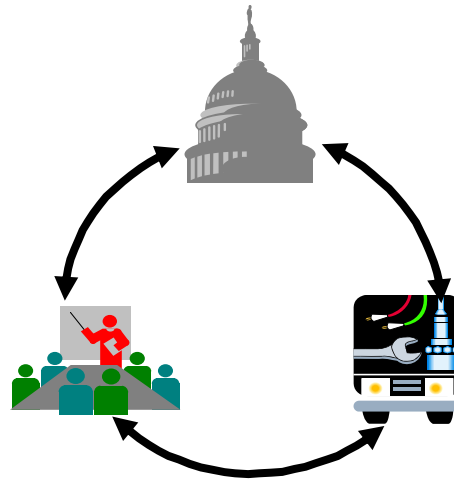


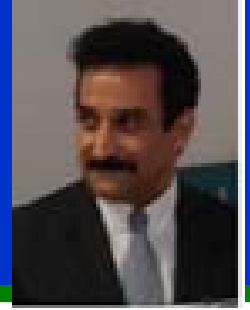
Contracts Vs. Grants



Increased Revenue from Grants and Contracts

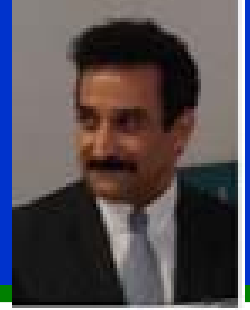


Background (Dr. ILA)



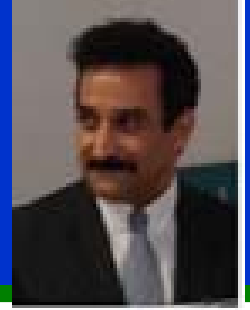
- **An innovator, inventor, entrepreneur, expert in writing winning contracts and grants ,**
- **An Subject Matter Expert (SME) problem solver for US Army, NASA, and US Navy.**
- **Authored or co-authored**
300 publications, eleven books, two book chapters, several patents, over 60 Keynote, Plenary, and Invited lectures.

Background of the Speaker



- **Founded , Co-Founded and Managed**
- **A 100% independent, 501 (C) 3, Research Institute, DCAA audited with “S” and “TS” cleared staff, “SCIF”, flexible contracting, and full-cost accounting with > \$125M in contracts**
- **Won more than \$300 million in G&C**
>\$100 from DOD, >\$20M from NSF, >\$10M from NASA, huge no. of SBIR/STTR and so on

Background of the Speaker



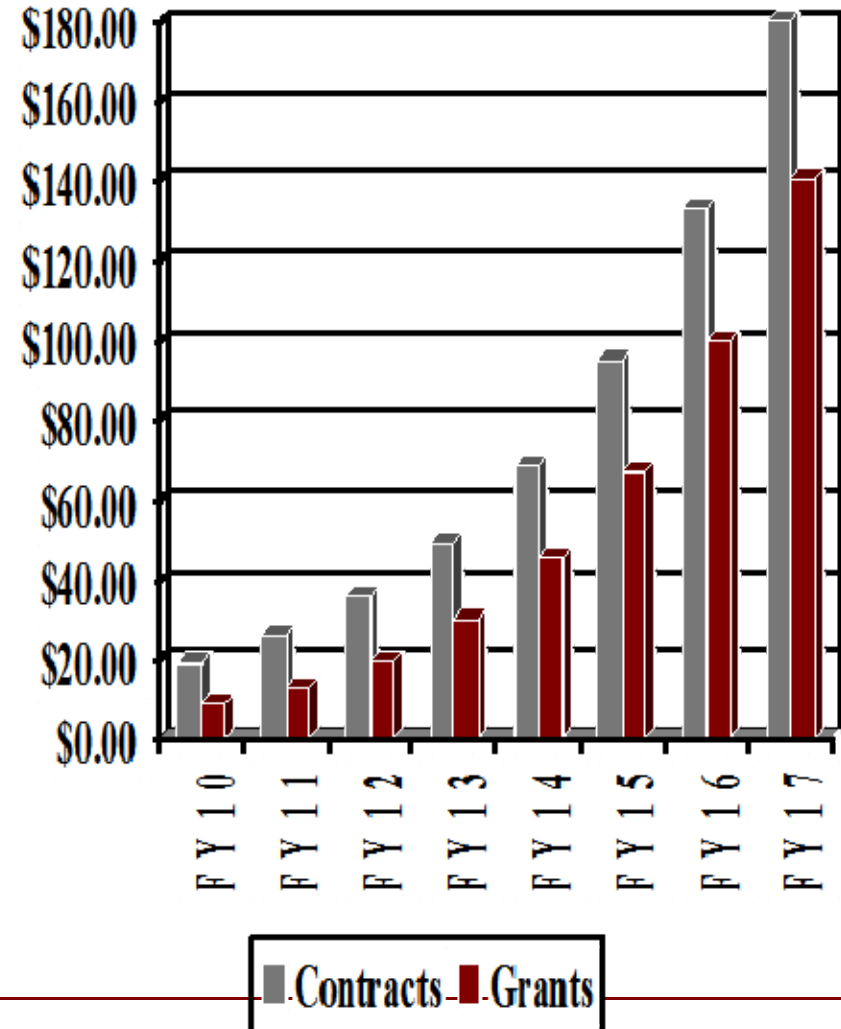
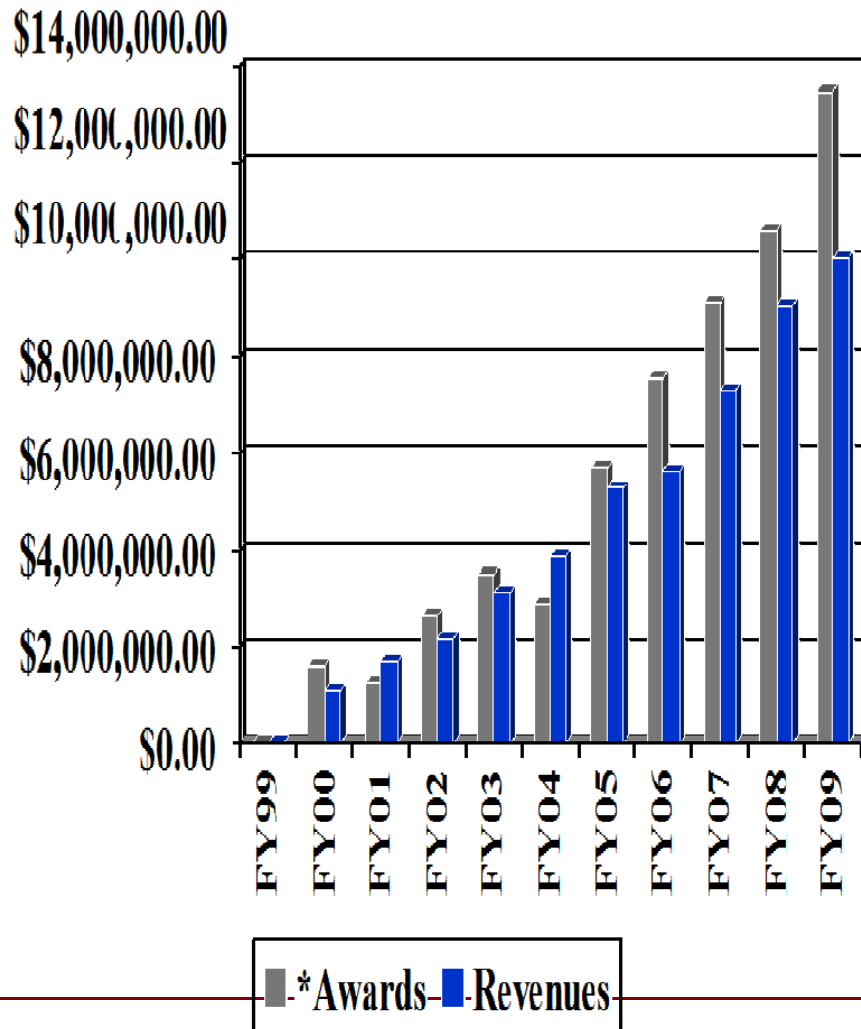
- **Supervised or co-supervised**

Over 35 MS Theses and PhD Dissertations, and provided traineeship for several hundred students.

- **Dr. ILA, presently,**

- **The Associate Vice Chancellor for Research,**
- **The Chief Research Officer, and**
- **The Tech Transfer Officer,**

Would you like to have such portfolio? Contracts 1999 to 2017



Increased Revenue from Grants and Contracts

Daryush ILA,

dila@uncfsu.edu

Answer

**If Yes,
Then**

Contracts Vs. Grants



What to do:

- Build Contract Infrastructure,
- **Become Competitive in Contracts,**
- Expand your Contract Portfolio,

What to gain:

- **Increased revenue,**
- More competitive winning large G&C,
- Expanded Research and Services Infrastructure.

Key Questions to Answer 1

- **Why Contracts?**
 - Why not Grants, Gifts, or Cooperative Agreements?
(Contract/Grant is >1000,000 to 1 ratio)
- **Administrative Infrastructure?**
 - Finance Office, HR, Purchasing and?
 - Contract and sub-contract (monitoring, deliverable,)
- **Labor Infrastructure?**
 - **Level of competitiveness?**
- **More questions to ask...?**

General Action Items

- Identify the market
- Identify the Customers/know the need
 - *Level of customer relation & customer support?*
- Identify the areas of strength
- Initial Strategic Plan
(*5**-15 years*)?
- Identify a dedicated team
(*potentially a “tiger team”*)
- Identify the STARS?

Action Items

Identify a dedicated team

- Contract Development
 - Proposal manager, Book-Boss, Graphic Art, Reports, Budget, Writers, ...
- Business Developer, Capture Manager, (with technical background)
- Capture Manages
- Customer/Public Relation
- Identify and recruit members of Red Team, Orange Team, White Glove Team,

Action Items

(Go/No Go, Business & Proposal preparation)

- Build the matrix of capabilities;
 - Area of expertise vs. No. of years
- Build the resume database;
 - Include all willing faculty, staff, researchers and potential partners
- Establish a marketing plan;
 - Short term and long term financial stability
- Build partnerships;
 - Public, Private, & Government

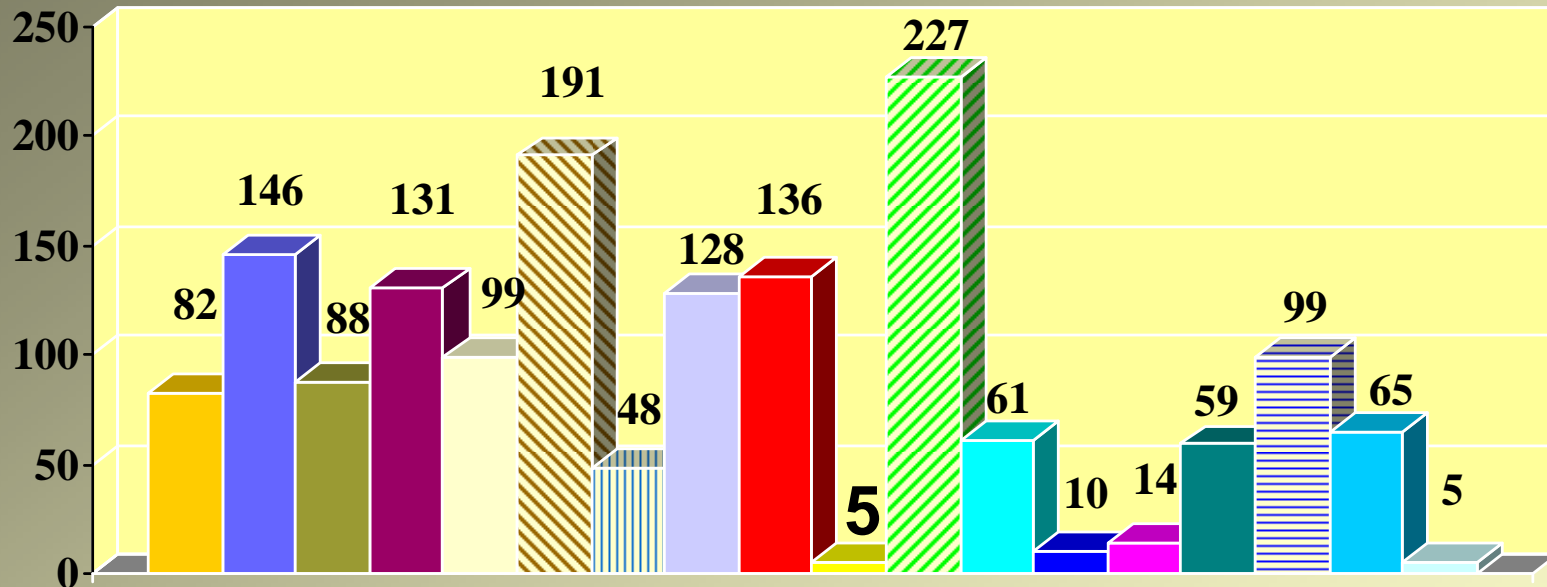
ESTABLISH

***Strategic Research
and Services***

Areas

(sample)

Years of IT Experience (Example)



- System Engineering
- Telecommunications
- Acquisition Management
- Software, System, Net. Development
- System Evaluation Integ., and Testing
- Program and Info. Management
- Info. Sys. Security, Info. Assurance
- Distance Learning, Human Resources
- Modeling and Simulation
- Electronic Commerce
- Information Technology Training
- Studies in Adv. Info. Technologies
- Business Process Reengineering
- Circuit Theory
- Signal Processing
- LAN Support
- Data Reduction
- Control Systems Modeling

Action Items

- **Customer/Government/Public Awareness/Visibility**
 - Conduct workshops (frequently),
 - Attend local meetings,
 - Attend local Exhibitions,
 - Conduct briefings for faculty, staff, Industries and legislators.
- **Build partnerships to compete for grants and contracts;**
 - Grants for Developing large Centers,
 - ID/IQ type Contracts.

EXAMPLE of Workshops **(Increase Economics Impact)**

- 1. Contract Development and contract writing**
- 2. Writing Winning Contracts**
- 3. Training to win **SBIR/STTR/PFI/GOALI/ERC, STC,****
- 4. Small Business Training, Small Business Assistant, and Start ups**
- 5. Innovation and Entrepreneurship**
- 6.**

Build:

GOVERNMENT, INDUSTRY and
ACADEMIA NETWORK

Become:

An asset (Information, networking,
HR, Opportunities, and more)

What do we, all, like to do? (Part I)

- **Win Contracts**
- **Win Grants**

Everyone Likes to do the same

**Take a number, start with number
1,000,001 and stay in line**

What is your discriminators?

Why you?

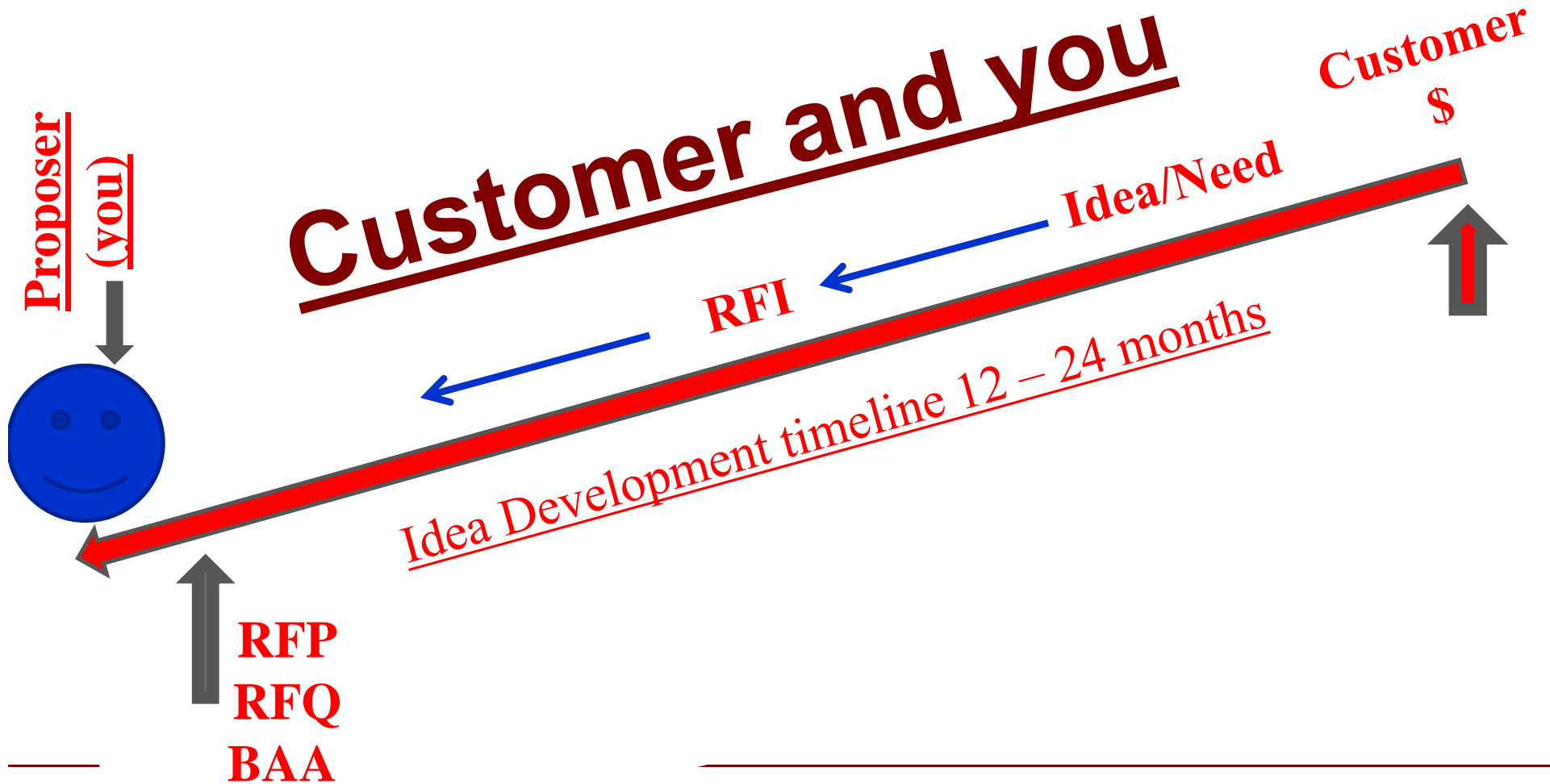
- **Know how/Expertise,**
- **Past Performance,**
- **Location,**
- **Management plan,**
- **Accountability,**
- **Strategic Plan,**
- **Status (SB/HBCU/MI, HUB Zone, WOSB, 8(a), SDB, ...)**
- **Customer Relation!?**

Example

Customer Relation

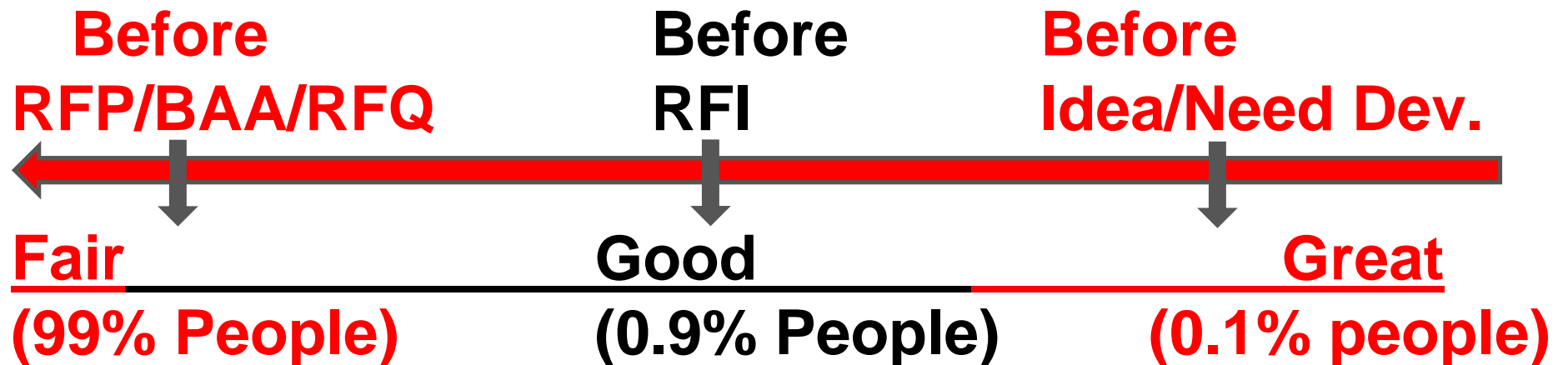
- How well does the customer know you?
- How well are you aware of the needs of this customer/person? **(Why?)**
 - Who do you know at this customer site?
 - What are their backgrounds?
 - Who knows you at this customer site?
 - Who knows your institution at this customer site?
 - For what reason?,

RFP/RFQ/BAA timeline?



Were you prepared?

Your Chance of success



Questions to ask?

- **Infrastructure?**
- **Demonstrated SMEs?**
- **Past Performance?**
- **Needs of RFP/RFQ/BAA/RFI?**
- **Partners/team members?**
- **Proposal team?**

Q&A

Example: Single PI proposals/contracts

- **Demonstrated SME?**
- **Who do you know?**
- **Do they know you?**
- **Merit Vs. Reputation**
- **Communication & Partnership with customer/sponsor**

Q&A

- **Infrastructure?**
 - ★ If No; build the Infrastructure, work with a partner who has Infrastructure.
 - ★ If Yes; Get ready to compete
- **Past Performance?**
 - ★ If No; work with a partner who has
 - ★ If yes; Do you have the Infrastructure

Q&A

- **Needs of RFP/RFQ/BAA/RFI?**

- If Not; work with a partner who can.
- If Yes; Get ready to compete

- **Partners/team members?**

- If Not; Start partnership building
- If yes; Do you have the Agreements signed?

- **Proposal team?**

Depends on the size of the of award
(2-6 hours workshop)



How Things work!

University:

Faculty:

**finds opportunity, develop proposal,
go to G&C, there it goes**

Industry:

**Opportunity ID, Opportunity Qualified,
Captured (Go/No go),
Prop Dev, ---→ Post Award**

Improved approach!

University:

Develop the idea with customer, ID the Opportunity, Opportunity Qualified (Go),..... ,

- **Secure Resources,**
- **Build the team (technical, writing/dev., Red, Submission/compliance),**
- **Select the Proposal Development team,**
- **---→ Post Award**

Keys to Proposal Writing (Part II)

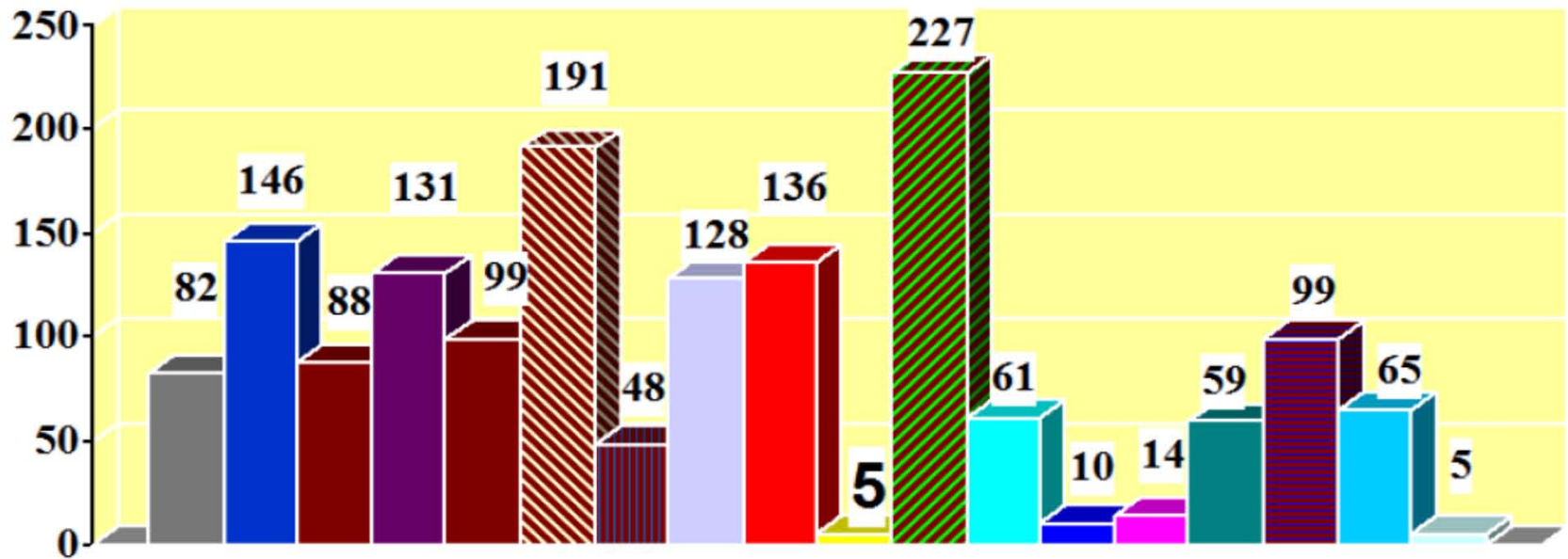
- **Try to avoid writing proposals**
- **Write as few as possible**
- **Win as many as you write**
- **Avoid negotiated procurements**
- **Make bid decisions only after careful and prolonged deliberation.**

No shotgun approach (PLEASE)

- **Are we the right one for the project?**
- **Did our staff/faculty pre-sell the opportunity?**
- **Did we devote sufficient resources and time to deciding on whether to bid on the proposal?**
- **Do we have sufficient experience and background information to prepare the proposal?**
- **Do we sufficiently and completely understand the customer's needs and requirements?**

Capabilities (Example)

Not for Distribution



- System Engineering
- Acquisition Management
- System Evaluation Integ., and Testing
- Info. Sys. Security, Info. Assurance
- Modeling and Simulation
- Information Technology Training
- Business Process Reengineering
- Signal Processing
- Data Reduction
- Telecommunications
- Software, System, Net. Development
- Program and Info. Management
- Distance Learning, Human Resources
- Electronic Commerce
- Studies in Adv. Info. Technologies
- Circuit Theory
- LAN Support
- Control Systems Modeling

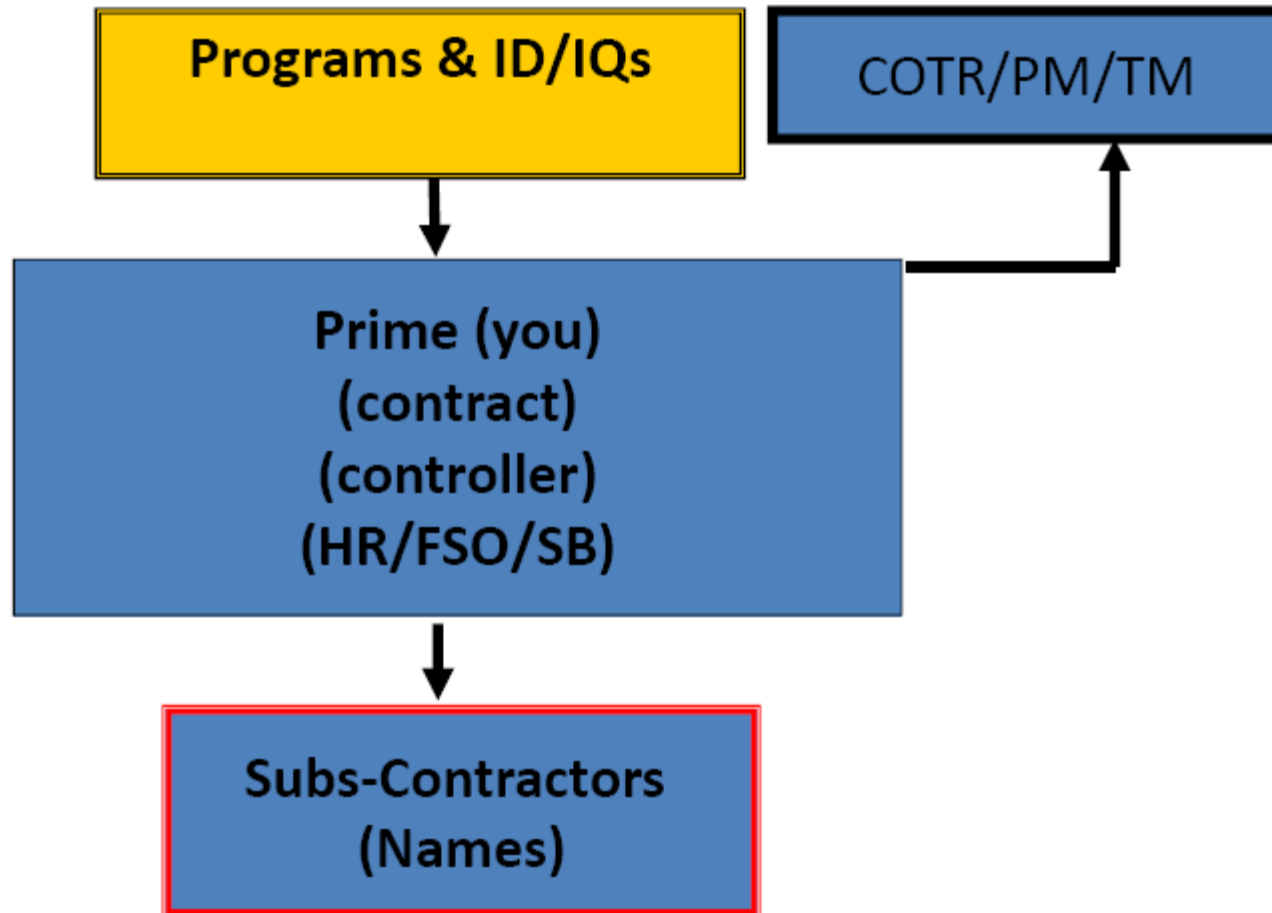
2/25/2014 Daryush ILA

Increased Revenue from Grants and Contracts

Daryush ILA,

dila@uncfsu.edu

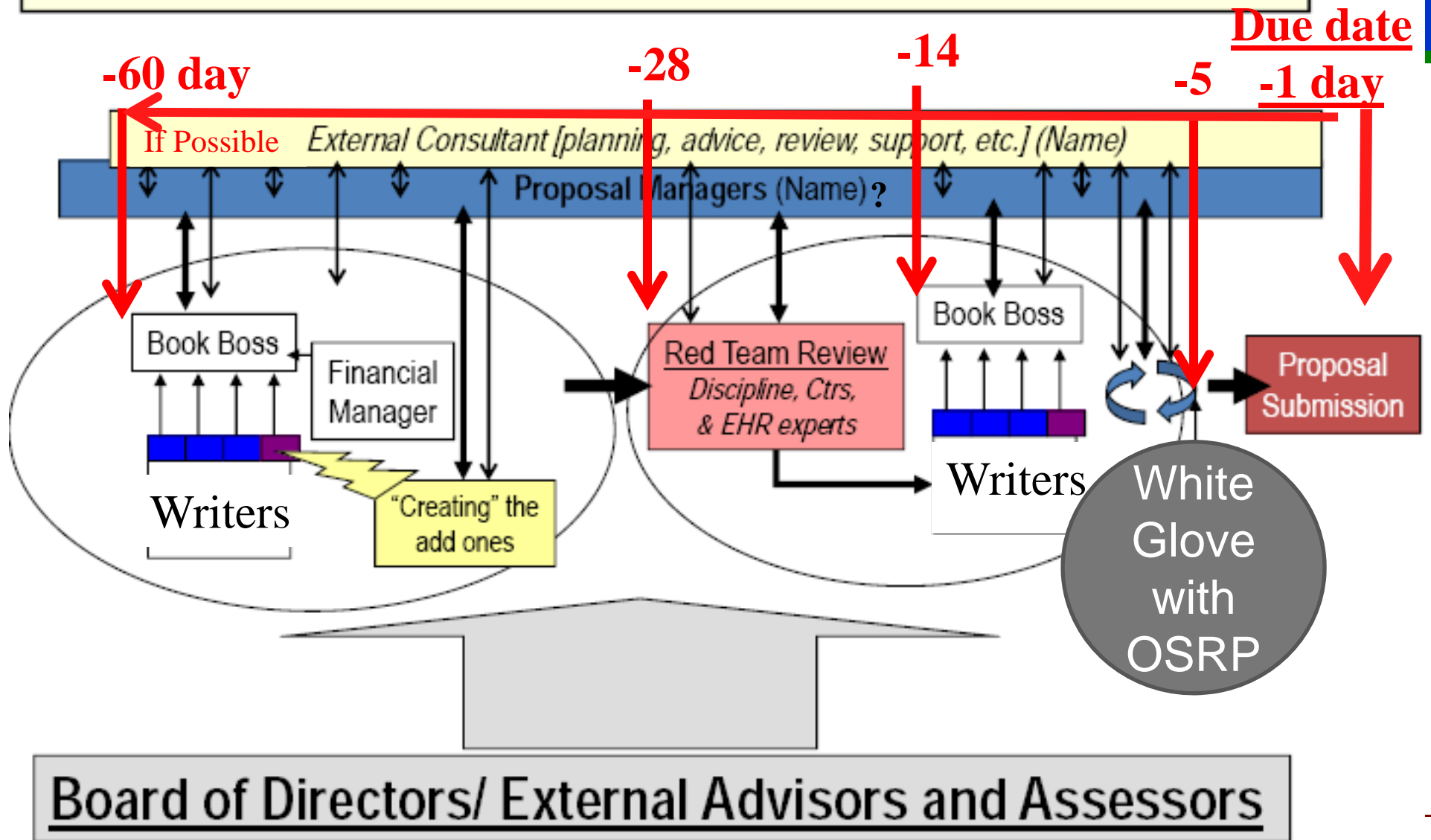
Technical Task Org Chart (Example)



Large Center

Proposal Development

Schematic Diagram of Players and Processes



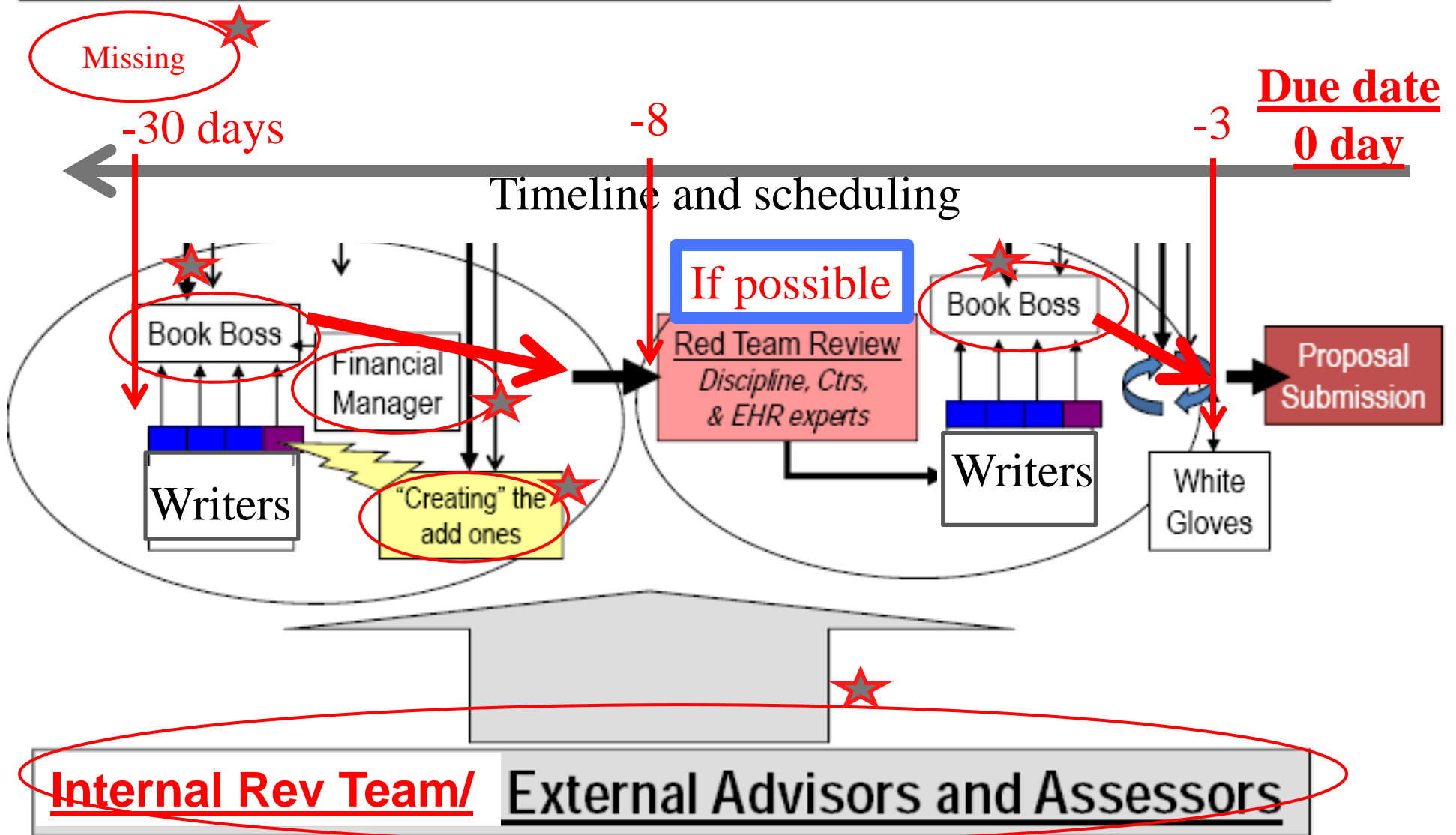
Increased Revenue from Grants and Contracts

Daryush ILA,

dila@uncfsu.edu

Small Proposal Development

Schematic Diagram of Players and Processes



Increased Revenue from Grants and Contracts

Daryush ILA,

dila@uncfsu.edu

Remember who is your reviewer



Thank you.

Daryush ILA, PhD
Associate Vice Chancellor for
Research
FSU

dila@uncfsu.edu

910-672-2417

