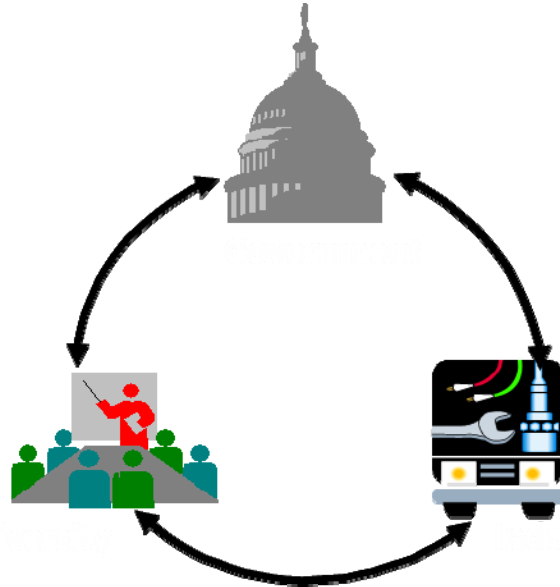# Entrepreneurship: Working with Small and Large Businesses

Daryush ILA, Ph. D.
Associate Vice Chancellor for Research and
Technology Transfer
Fayetteville State University

Why working with Businesses?

- **<u>Financially sustainable</u>**

  More than 1,000,000 to 1 ratio

- **Increases economic development**

  Economic growth and impact competitiveness

- **Increases community engagement**

  Knowledge and technology transfer

- **Enhances capabilities by Increased Infrastructure; success rate & IP**

How to work with Businesses?

.

- **Build the infrastructure needed for quick turn around (<u>one hour to one day turn around</u>)**
  - <u>**Finance**</u> (AP, AR, Purchasing, reporting, ...)
  - G&C processing (NDA, TA, BOA, ID/IQ, deliverables monitoring, reporting,…)
  - HR (including 1099s, <u>**labor pool rates**</u>)
  - IP (upfront IP agreements)
  - Labor infrastructure (<u>**competitiveness**</u>)

Action Items (I)

➢ **Identify the market**
➢ **Identify the Customers**
      Customer relation & customer support?
➢ **Identify the areas of strength/Weakness**
      Initial Strategic Plan (5 to 10 years)
➢ **Identify a dedicated team**
      (potentially a "tiger team")
➢ **Identify the STARS?**

Action Items (II)
Identify a dedicated team

- **Contract Development**

    Proposal manager, Book-Boss, Graphic Art, Reports, Budget, <u>Writers</u>, …

- **Business Developer, Capture Manager, …**

    (with technical background/SME)

- **Customer/Public Relation**

- **Identify and recruit members of Red Team, Orange Team, Wordsmith, White-Glove Team, ….**

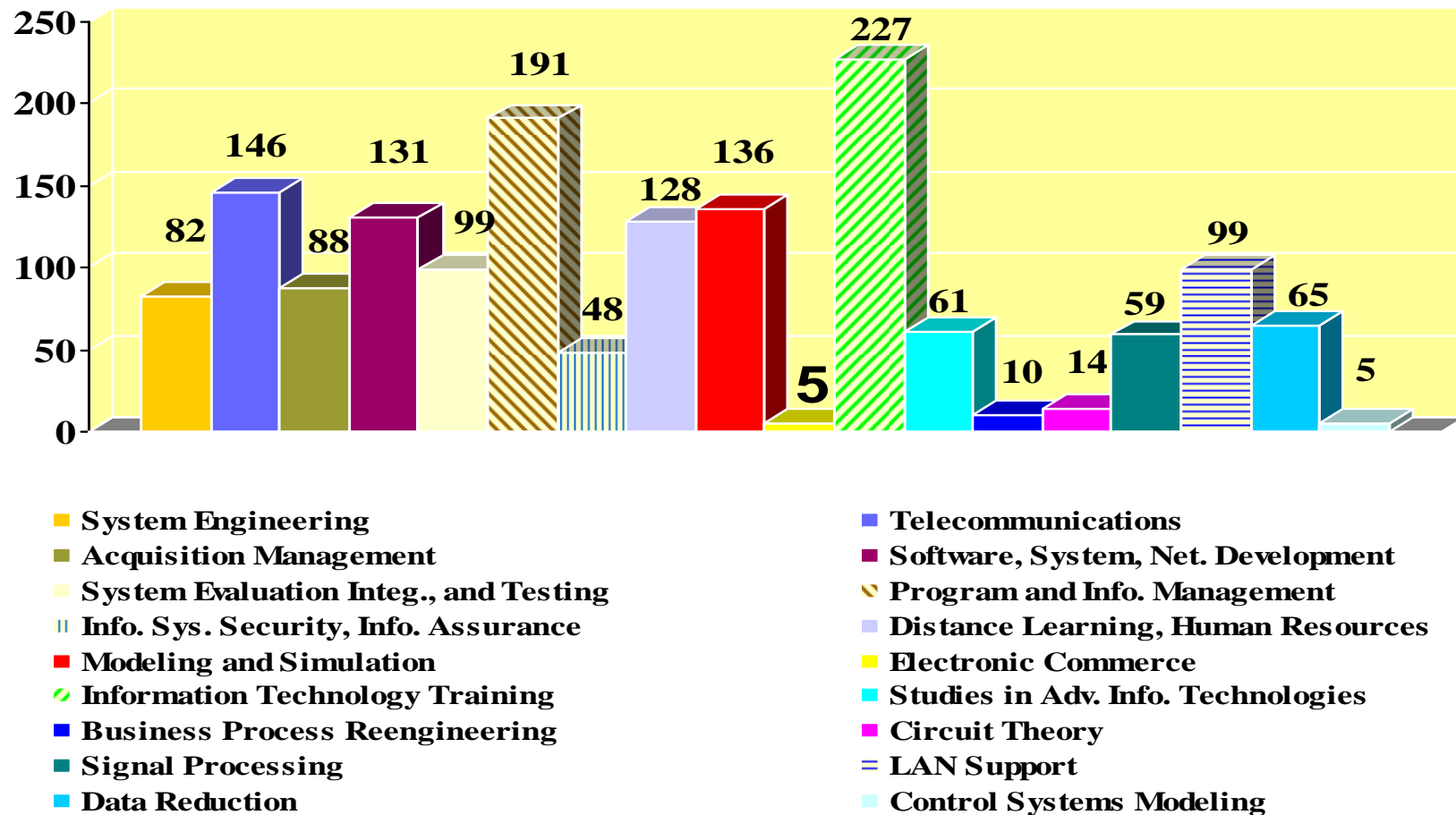# Action Items (III)
(Go/No Go, Business & Proposal preparation)

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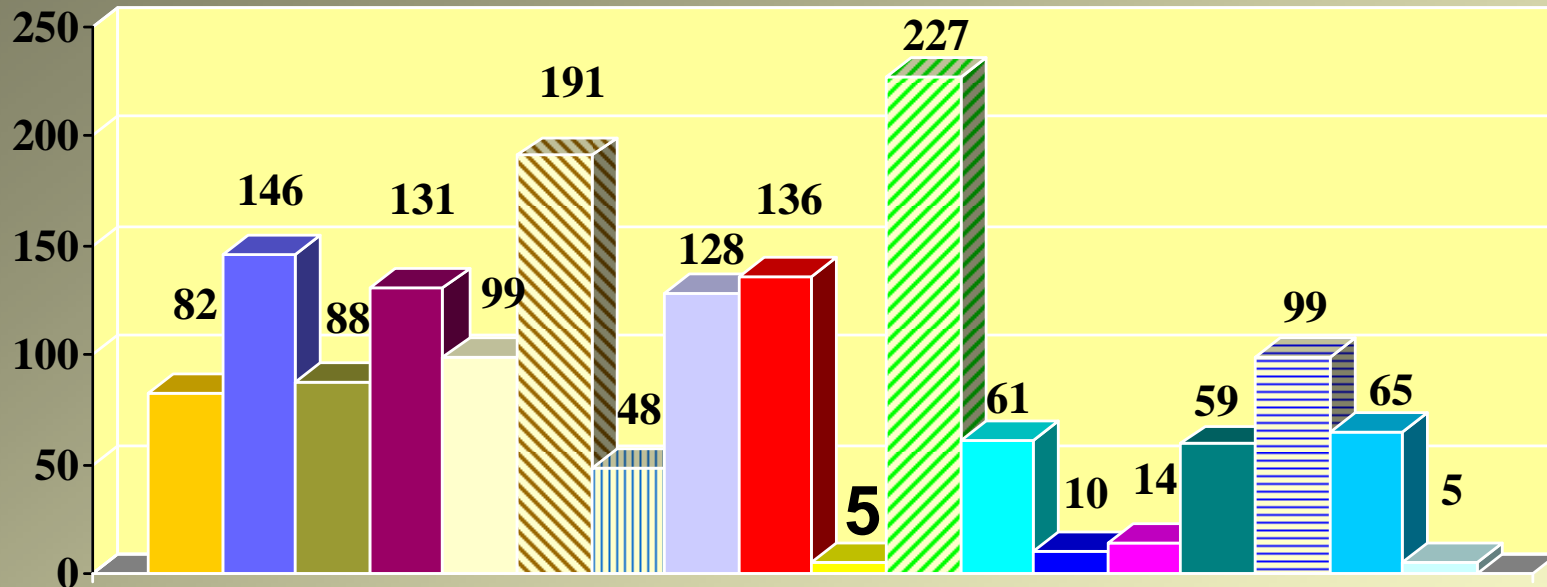
Strategic Research & Service Areas

SWOT analysis relevant to the needs of the customers

➢ **Identify the strength**

➢ **Identify opportunities**

➢ **Rectify the weakness**

➢ **Establish database of strength/capabilities**

➢ **Build partnership**

Example: Years of IT Experience

Legend:

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	

Years of IT Experience (Example)

Visibility and Partnership

- **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,
  - SBIR/STTR
  - I-Corps sites, PFI,
  - Service contracts, FFRDC, Mentor/Protégé, and more
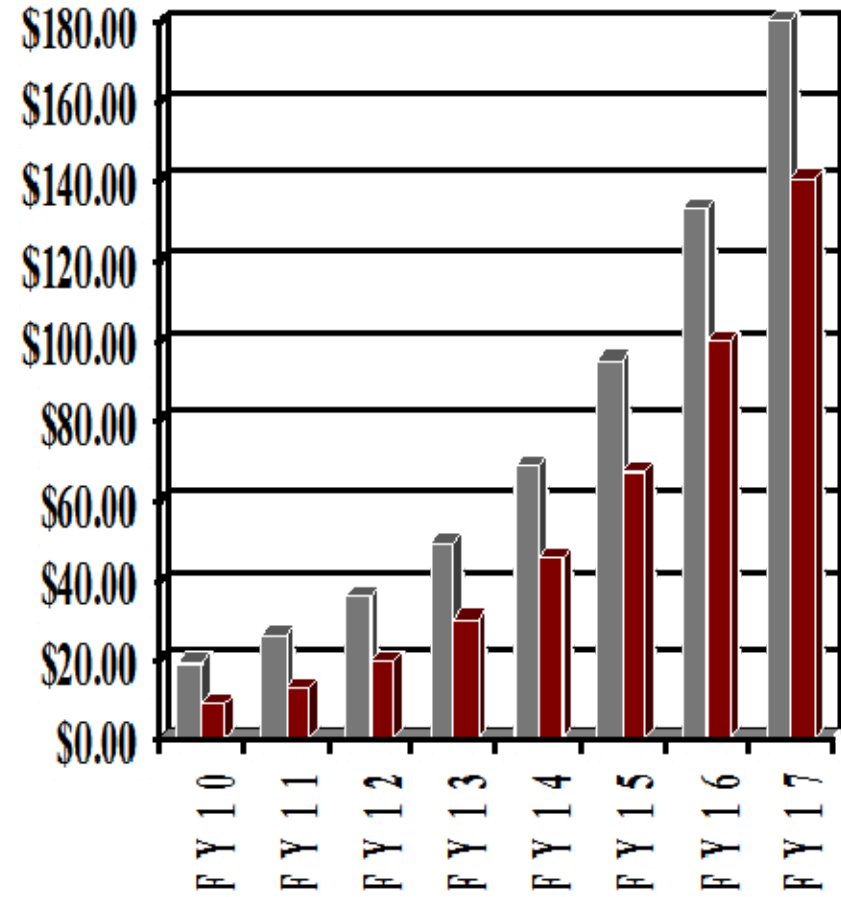
EXAMPLE of Workshops
(Increased Economics Impact)

- **Contract development and contract writing**
- **Writing winning contracts**
- **SBIR/STTR/PFI/GOALI/…. Workshops**
- **Small business training and small business assistance**
- **Innovation competitions**
- **Entrepreneurship competitions**
- **Startups/spinoffs support**

Funding Awards 1999 to2009 Forecast to Sep 2017
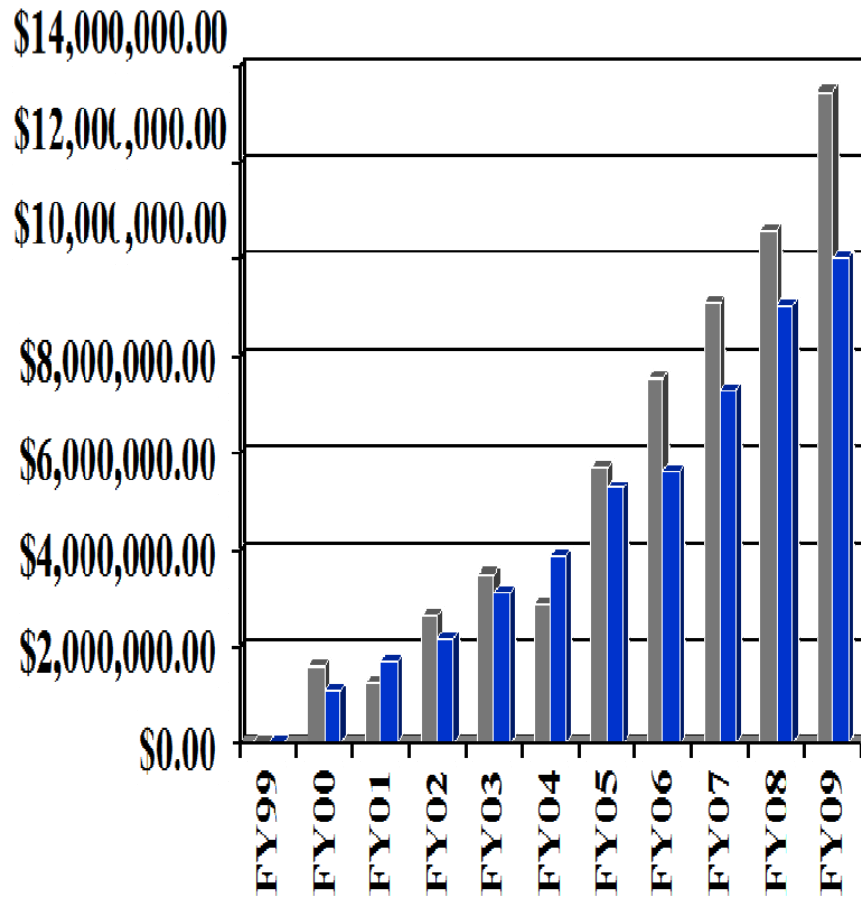
What do we all like to do?
(Part I)

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

Everyone Likes to do the same

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

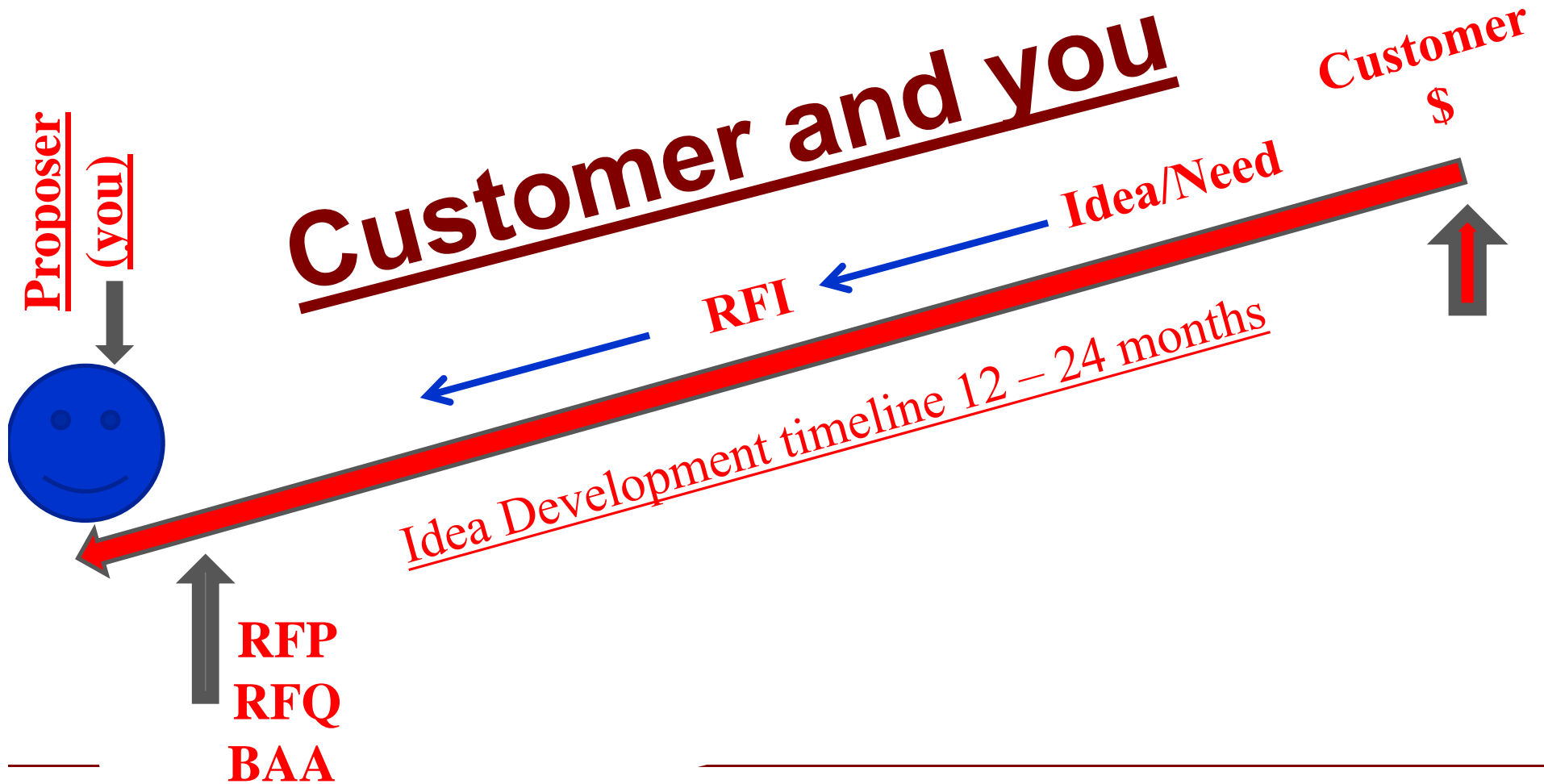**What is your discriminators?**

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
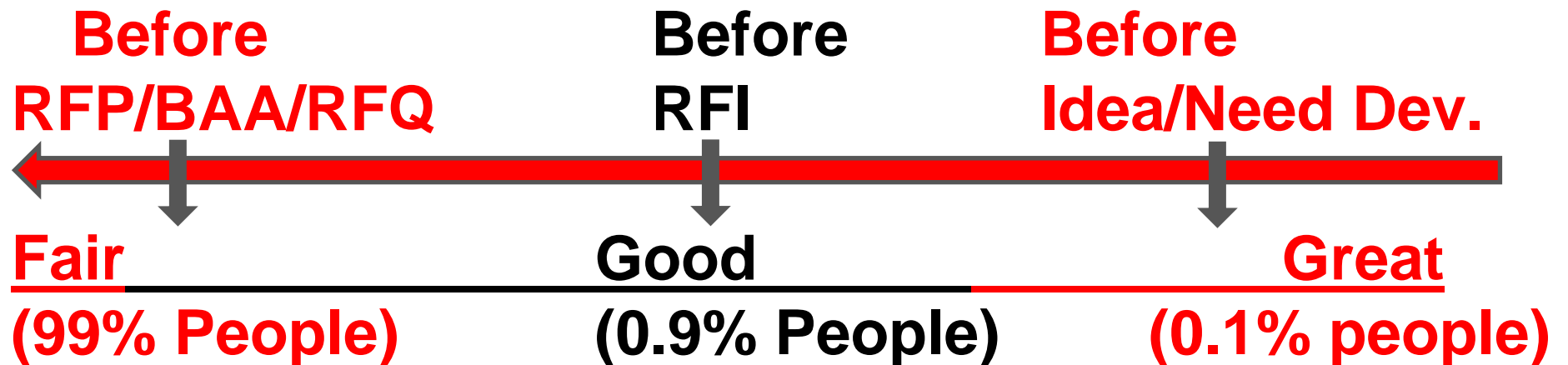
Customer Relation

- **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?

Customer and you

Proposer (you)

Customer $

Idea/Need

RFI

Idea Development timeline 12 – 24 months

RFP RFQ BAA Released

Were you prepared?

Your Chance of success

Before
RFP/BAA/RFQ

Before
RFI

Before
Idea/Need Dev.

Fair
(99% People)

Good
(0.9% People)

Great
(0.1% people)

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,
- ---$\rightarrow$ 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?**

Thank you.

Daryush ILA, PhD
Associate Vice Chancellor for
Research and Technology Transfer
FSU
dila@uncfsu.edu
910-672-2417