

## **SBIR Road Tour**

### **Project Management Plan**

**Updated: October 1, 2017**

#### **Background/Context**

The Small Business Administration (SBA) has scheduled events at five universities in California as part of its SBIR Road Tour, with a stop at UCI Applied Innovation on September 12, 2017. The SBIR Road Tour is a national outreach effort to convey the non-dilutive technology funding opportunity provided through the **Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs**. The SBIR/STTR programs annually provide \$2.5 billion in funding to small advanced technology firms to spur new technological discoveries and facilitate the commercialization of innovations. Together they represent America's largest seed fund.

The purpose is to engage the small advanced technology community, including women and minority-owned research and development businesses. The SBIR Road Tour stop presents opportunities to meet directly with Federal and State Program Managers who seed a wide spectrum of innovative ideas, while learning about state-sponsored innovation support infrastructure.

The SBA's goals include:

- Increasing participation from small businesses in states with a historically low level of SBIR awards;
- Encouraging participation from woman-owned small businesses and small disadvantaged businesses;
- Fulfilling the obligations of the SBA to reach out to these populations;
- Sharing the SBIR/STTR seed fund opportunity with as broad an audience as possible;
- Provide state-based opportunities to engage SBIR/STTR program leaders;
- Better understand local challenges and opportunities;
- Encourage participation in the SBIR/STTR programs from targeted populations, including unsuccessful SBIR Phase I applicants, as well as those listed above;
- Strengthen state and federal coordination as it relates to conveying the SBIR/STTR opportunity.

UCI Applied Innovation will host an all-day event on September 12, 2017, with an expected attendance of at least 300 people. There is the possibility of a second reception-type event the evening of September 11, 2017. Attached is the SBIR Road Tour Stop Planning Guide, which provides information on the host's responsibilities in staging the event.

This opportunity is strongly aligned with the goals of UCI Applied Innovation related to state innovation infrastructure funding through AB2664. Increasing SBIR/STTR applicant success is one of the focus areas of the Bridging Innovation Gaps (BIG) initiative, which AB2664 funds.

#### **Objectives**

In addition to the goals and objectives the SBA has for the SBIR Road Tour, UCI Applied Innovation has established the following objectives for the event:

- Engage a broad cross-section of the local business community, particularly companies between \$20 million and \$150 million in revenue, and UCI principal investigators and labs, using the SBIR Road Tour as a catalyst for creating “accidental collisions” and greater collaboration;
- Develop a strong after-action plan to capitalize on the platform established by the SBIR Road Tour;
- Secure sponsorship dollars of at least \$25,000 to cover all expenses, serve as matching dollars for AB2664 funds and generate additional revenue for the after-action plan;
- Achieve at least a 90% satisfaction rating among participants in a post event survey;
- Devise and implement a STEAM promotional strategy, with regional high school and community college participation, that incentivizes young regional residents to explore technology entrepreneurship, and find a learning path forward;
- Attract regional investors, especially angel investors, looking to partner with new technology commercialization funds to ramp up their investments in the regional economy.

### **Deliverables**

- Event Program
- Dedicated event website
- After-action plan

### **Key People/Roles and Responsibilities**

Two planning groups have been formed: A Steering Committee and an Advisory Committee.

**Steering Committee:** A small, nimble, decision-making group meeting more often, and responsible for the bulk of the granular planning.

#### **Members:**

**Tim Shaw, Project Manager, UCI Applied Innovation**

#### **Responsibilities:**

- Develop and monitor the project management plan
- Develop agendas and materials, and facilitate planning meetings
- Coordinate with contracted resources
- Provide input on the final event itinerary and program
- Assist in developing sponsorship levels and pitches
- Report on progress to UCI senior management
- Assist in the development of all event materials, including invitations, press releases, presentations, announcements and survey
- Develop the event budget
- Assist in the development of the participant satisfaction survey
- Assist MarComm in developing a messaging and communications strategy

- Liaison with UCI Applied Innovation facilities and event management staff

**Carolyn Stephens, UCI Applied Innovation**

**Responsibilities:**

- Approve project management plan
- Provide input and approval for all agendas and materials for planning meetings
- Approve sponsorship levels and assist in securing sponsors
- Report on progress to the UCI Applied Innovation Board and campus leadership
- Provide input and approval for all event materials, invitations, press releases, presentations, announcements and surveys
- Develop invitation list
- Assist in securing workshop presenters, exhibitors and speakers
- Provide input and approval for the event budget
- Provide input and approval for the final event itinerary and program
- Assist MarComm in developing a messaging and communications strategy

**Small Business Administration District Office – Christopher Lorenzana**

- Provide input and approval for project management plan
- Provide input for all agendas and materials for planning meetings
- Report on progress to SBA leadership
- Provide input and approval for all event materials, invitations, press releases, presentations, announcements and surveys
- Assist in developing the invitation list
- Assist in securing workshop presenters, exhibitors and speakers
- Provide input for the event budget
- Provide input and approval for the final event itinerary and program
- Assist in developing a messaging and communications strategy

**Vital Strategies – Allen Baker and/or John Kohut**

**Responsibilities:**

- Provide input on the project management plan
- Provide input on agendas and materials for planning meetings
- Provide input on all event materials, invitations, press releases, presentations and announcements
- Assist in securing workshop presenters, exhibitors and speakers
- Assist in developing invitation list
- Provide input on the event budget
- Provide input on the final event itinerary and program
- Work with UCI Applied Innovation staff, consultants and partners to develop the after-action plan
- Assist in development of the participant satisfaction survey

**Advisory Committee:** A larger group to advise the Steering Committee on specific aspects of the planning process.

**Members (in addition to all members of the Steering Committee):**

**Michael Artinger, UCI Applied Innovation**

**Adalberto Quijada, SBA District Director**

**Rachel Baranick, SBA Deputy District Director**

**Kate Klimow, UCI Community and Government Relations**

**Sandy Jones, UCI Community and Government Relations**

**Bill Carpou, OCTANe**

**John Pratt, UCI Applied Innovation Facilities**

**Michelle Hong and Kate Bergin, UCI Applied Innovation Events Management**

**Grace Han, UCI Applied Innovation Director of Development**

**Matt Bailey, UCI Applied Innovation Marketing and Communications**

**Orange County Business Council**

**Irvine Chamber of Commerce**

**UC Riverside**

**Cal State San Bernardino**

**Cal State Fullerton**

**Timeline**

Action/Deliverable	Date completed by	RACI (Responsible, Accountable, Consulted, Informed)
Draft and approve project management plan	May 8, 2017	R-Tim A-Tim C-Carolyn, Vital Strategies (VS), Michael, Tritech, OCTANe, Kate K., Kathy, Sandy I-MarComm, Grace, Michelle, Kate B.
Kickoff planning team meeting	May 26, 2017	R-Tim A-Tim C- Carolyn, Vital Strategies (VS), Michael, Tritech, OCTANe, Kate K., Kathy, Sandy I- MarComm, Grace, Michelle,

		Kate B.
Contracted resources secured	May 26, 2017	R-Tim, VS A-Carolyn C-Michael, Jing I-Dale
Approve budget	May 26, 2017	R-Tim A-Carolyn C-Dale, Grace, Michael, VS, Michelle, Kate B., Christopher L. I-Tritech, Kate K., Sandy, Kathy
Develop and approve sponsorship levels, case for support and prospect list	May 26, 2017	R-Grace A-Grace C-Tim, Carolyn, Michael, VS, MarComm, Christopher L. I-Kate K., Kathy, Sandy, Trittech, OCTANe
Event invitation list and database created	May 26, 2017	R-Carolyn, Michael A-Carolyn C-Tim, VS, Trittech, OCTANe, Kate K., Kathy, Sandy, Richard, Christopher L., base11 I-MarComm, Grace
Draft event itinerary	June 9, 2017	R-Tim A-Tim C- Carolyn, Vital Strategies (VS), Michael, Trittech, OCTANe, Kate K., Kathy, Sandy, Christopher L. I-None
Presenters, speakers, facilitators list developed	June 9, 2017	R-Carolyn, Michael A-Carolyn C-VS, Trittech, OCTANe, Christopher L. I-Tim
Event save the date designed and approved	June 9, 2017	R-MarComm A-Tim C- Carolyn, Vital Strategies (VS), Michael, Kate K., Kathy, Sandy, Grace, Christopher L. I-Tritech, OCTANe, VS
Messaging and communication strategy developed	June 16, 2017	R-MarComm A-MarComm C-Tim, Carolyn, Michael, Kate K., Kathy, Sandy, Grace, VS, Tritech, Christopher L. I-OCTANe, Richard
Event save the date sent	June 16, 2017	R-MarComm

		A-Tim C-None I-None
Title sponsor(s) secured	June 30, 2017	R-Grace A-Grace C-Tim, Carolyn, Michael, Kate K., Kathy, Sandy, Richard I-VS, Tritech, OCTANe, MarComm
Invitations sent to prospective presenters, speakers and facilitators	June 30, 2017	R-Carolyn A-Carolyn C-Richard, Michael, Tim, VS, Tritech, OCTANe, Christopher L., base11 I-Kathy, Kate K., Sandy
Exhibitor list developed	June 30, 2017	R-Carolyn A-Carolyn C-VS, Michael, Tritech, OCTANe, Richard, Christopher L., base11 I-Tim, Kathy, Sandy, Kate K.
Secure all sponsors	June 30, 2017	R-Grace A-Grace C-Tim, Carolyn, Richard, Michael, VS, Tritech, OCTANe, Kathy, Kate K., Sandy, Christopher L. I-MarComm
Event invitation designed and approved	June 30, 2017	R-MarComm A-MarComm C-Tim, Carolyn, VS, Michael, Grace, Kate K., Kathy, Sandy, Christopher L. I-Tritech, OCTANe
Exhibitor invitations sent	June 30, 2017	R-MarComm A-Carolyn C-Michael, VS, Tritech, OCTANe, Christopher L. I-Tim, Kathy, Kate K., Sandy
Invitations sent	July 31, 2017	R-MarComm A-MarComm C- Tim, Carolyn, VS, Michael, Grace, Kate K., Kathy, Sandy, Christopher L. I-Tritech, OCTANe, Richard
Presenter, exhibitor, speaker and facilitator packets	July 31, 2017	R-VS A-Tim

developed		C-Carolyn, Michael, Michelle, Kate B., Christopher L. I-Tritech, OCTANe
Final event itinerary and program	August 11, 2017	R-Tim A-Tim C- Carolyn, Vital Strategies (VS), Michael, Tritech, OCTANe, Kate K., Kathy, Sandy, Christopher L. I-Richard
Presenter, exhibitor, speaker and facilitator packets sent	August 11, 2017	R-Cheryl A-Tim C-None I-Carolyn, Michael, VS, Tritech, OCTANe
Event program and materials to printer	August 18, 2017	R-Michelle/Kate B. A-Tim C-None I-None
Event RSVP's due	August 18, 2017	R-Michelle/Kate B. A-Michelle/Kate B. C-None I-None
Food and beverage ordered	August 31, 2017	R-Michelle/Kate B. A-Michelle/Kate B. C-Tim, VS, Carolyn I-None
Approve after-action plan	August 31, 2017	R-VS A-VS C-Tim, Carolyn, Michael, Tritech, Christopher L. I-Richard, OCTANe, Kate K., Kathy, Sandy
Press release	September 6, 2017	R-MarComm A-MarComm C-Tim, VS, Carolyn, Michael, Kathy, Kate K, Sandy, Grace, Tritech, Christopher L. I-Richard, OCTANe
Name badges printed	September 8, 2017	R-Michelle/Kate B. A-Michelle/Kate B. C-Tim, Carolyn, Michael I-None
Facilities prep	September 10, 2017	R-Michelle/Kate B. A-Michelle/Kate B. C-Tim, Carolyn, Michael I-None
Event date	September 12, 2017	

Thank you letters to all sponsors, speakers, presenter, facilitators, exhibitors	September 15, 2017	R-Tim A-Tim C-Carolyn, Michael, Richard, Grace, VS, Kathy, Kate K., Sandy I-None
Debriefing meeting	September 29, 2017	R-Tim A-Tim C- Carolyn, Vital Strategies (VS), Michael, Trittech, OCTANe, Kate K., Kathy, Sandy, MarComm, Grace, Michelle, Kate B., Christopher L. I-Richard
Initiate after-action plan	September 29, 2017	R-Michael A-Michael C-Carolyn, Tim, VS, Christopher L. I-Richard

**Budget**

Contracted resources	\$15,000
Printing	
Food and Beverage	
Transportation	
Security	
Honoraria	
Equipment rental	
Gift bags	
<b>Total</b>	<b>\$15,000</b>