AKSBDC TREND PROGRAM: SBIR GRANT PHASE 0

EPSCoR ALL-HANDS MEETING

October 3-4, 2019
MEETING AGENDA

- **Intro**
  - Donald Katz- Anchorage Director, SBDC - Trend Lead

- **Reinvent TREND for Today and Alaska’s Future**
  - TREND’s Strategy
  - Shifting Focus
  - Sustainability

- **Preliminary Success:**
  - Applications and Viable Candidates

- **EPSCoR’s Support Reaches Beyond SBIR**
THE TREND TEAM

Don Katz – Alaska SBDC Anchorage Center Director

Pat Simpson – TRENDS Lead Consultant

Russ Talvi – Alaska SBDC Fairbanks Center Director

Alex Salov – Alaska SBDC Business Advisor

Jon Bittner – Alaska SBDC State Director
Recent History

- Past Performance
- Turn Over – Lack of Succession
- Knowledge (Silo and Transient)
- Over Diversification of Resources
- Fragmentation of Resources (Advising)
Our Goal / Our Strategy
Principles Basis For Victory

- **What Does Victory Look Like**
  - One Goal – Win a Phase 1
  - Numbers vs Quality
  - Can the Principals Achieve the Goal?

- **Institutionalize Program (decentralize)**
  - Increase Knowledge Base (Tools, Videos, and Access)
  - Share Responsibility
  - Collective Effort not Survivor

- **Hyper-Focus (standard deviation)**
  - Small is Beautiful
  - Hyper-Focus

- Outreach – All State Resources
Committee of Ideals

Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius — and a lot of courage to move in the opposite direction.

- E.F. Schumacher
Preliminary Results

- 18 Phase 0 applicants
- 5 Grantees
- 53K Funding

- Broad Participation
  - Geographically
  - Vertical Markets (Ocean, Space, Cyber)

- Focus: Win Phase I
  - Committee
  - Outside Perspective
  - Science Achievable

- Success?
Phase 0 Grantees

- **Space:** Launch Company
- **Sea Floor:** Graystar
- **Water:** Aquagga
- **Cyber Space:** Alon Winston
- **Forrest:** Rhizoform
In Conclusion
Process / Resources

- **Outreach** = Number Applicants & Quality
- **New Resources** = Video Workshops / Experts
- **Sustainability** = Institutional knowledge
- **Alaska Focused** = Local Problems / Local Solutions
- **Hyper-Focus Strategy** = Jury Still Out (PHASE 1)
THANK YOU!

QUESTIONS?
APPENDIX A: CONTACT INFORMATION

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