THE OFFICE OF INNOVATION & ENTREPRENEURSHIP

Build to Scale

2022 Competition Debrief Webinar

November 1, 2022

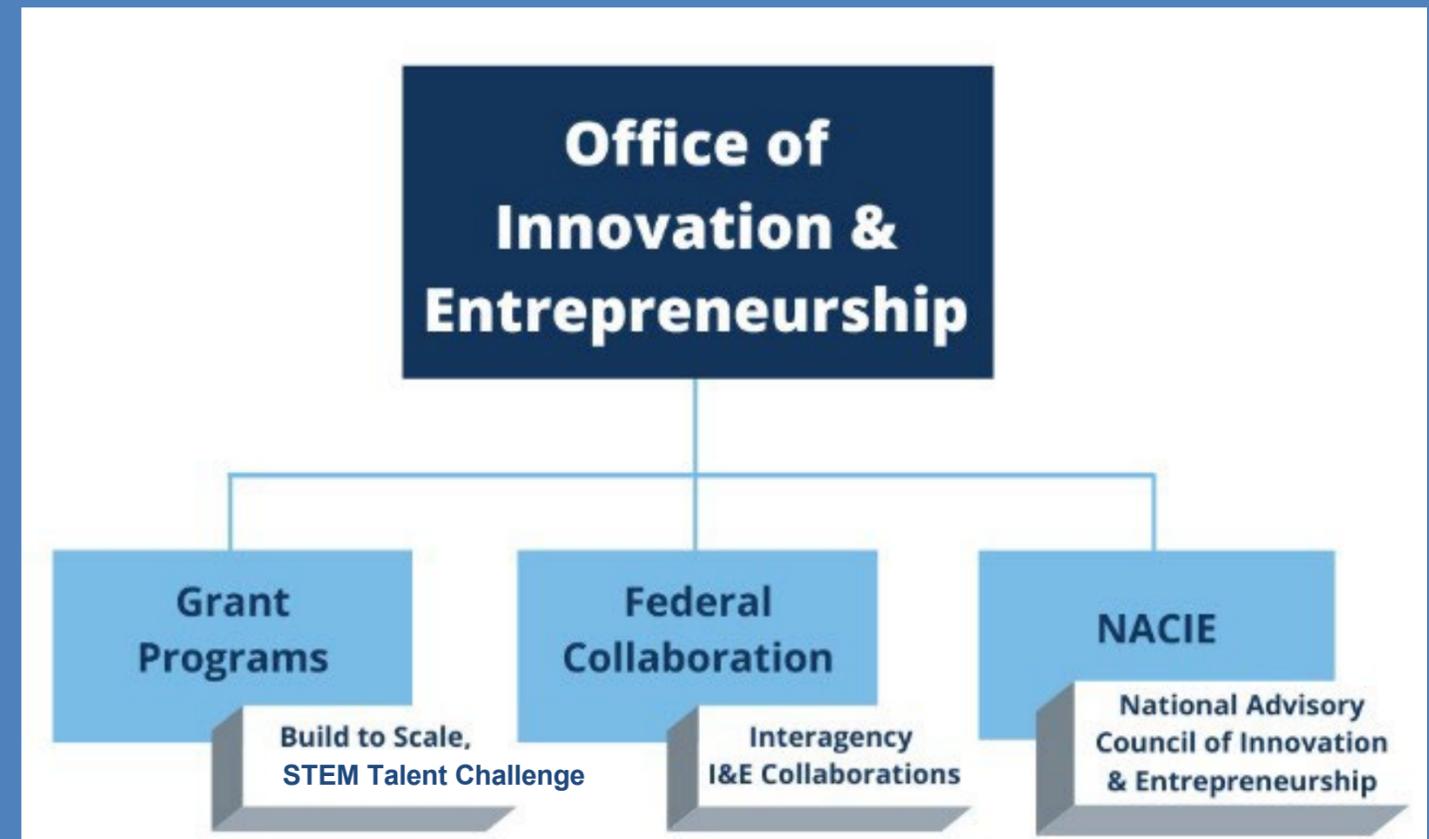# Build to Scale

TOPICS TO BE COVERED

Competition Overview

Technical Requirements

Merit Review Trends

Future Funding Opportunities

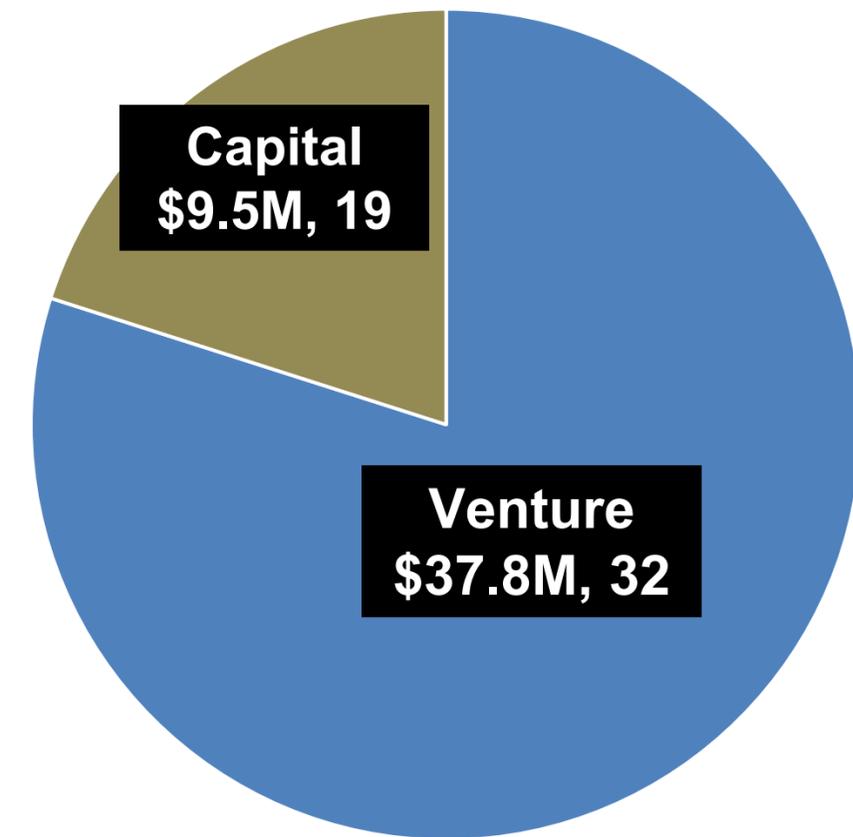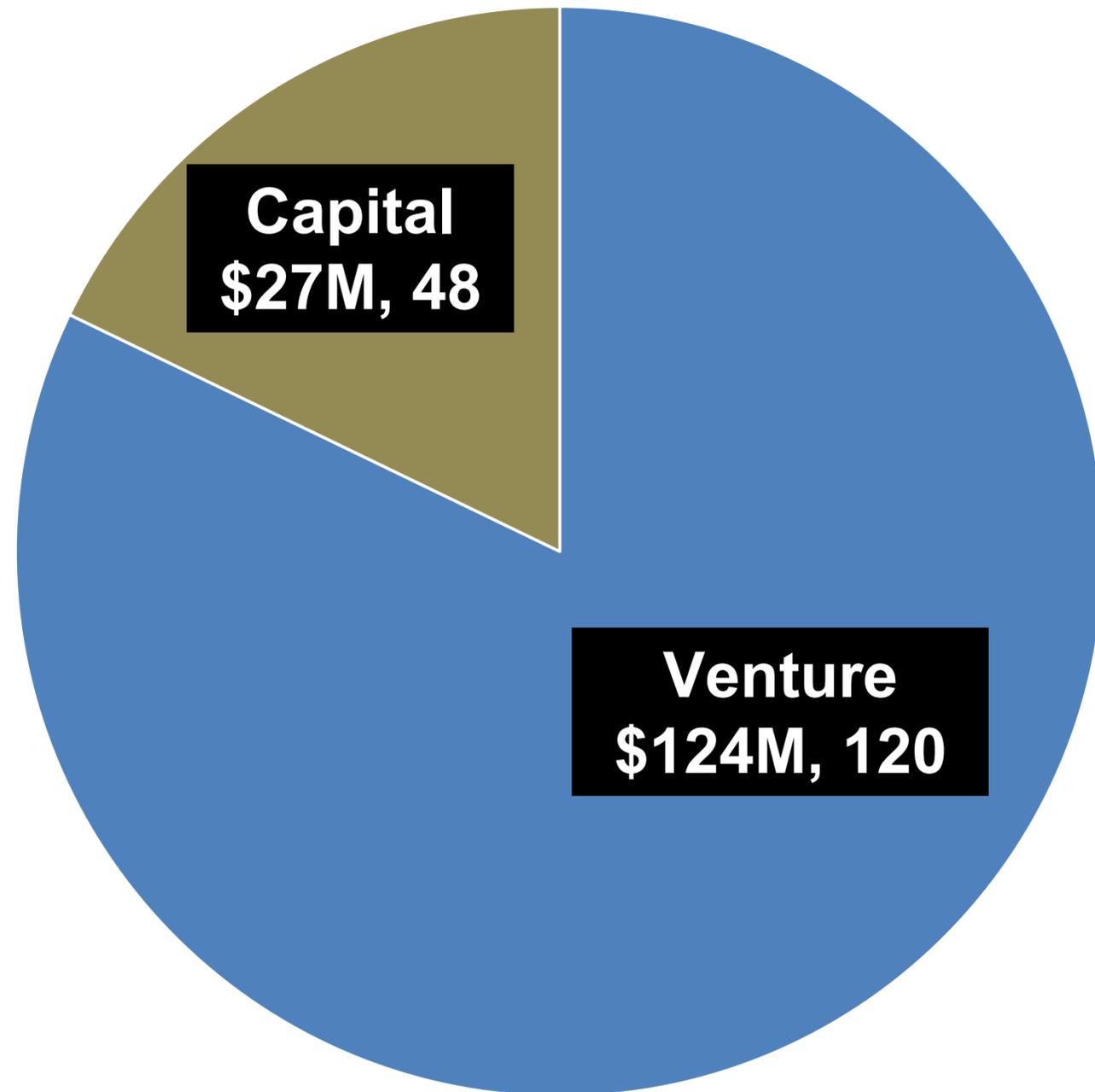# COMPETITION OVERVIEW

OUTCOMES

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Competition Overview

FUNDING REQUESTED - $151M

Capital
$27M, 48

Venture
$124M, 120

FUNDING DEPLOYED - $47M

Capital
$9.5M, 19

Venture
$37.8M, 32

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Competition Overview
APPLICANT POOL

FY22 B2S Applications by Competition

- Capital Challenge
- Venture Challenge

52, 31%
116, 69%
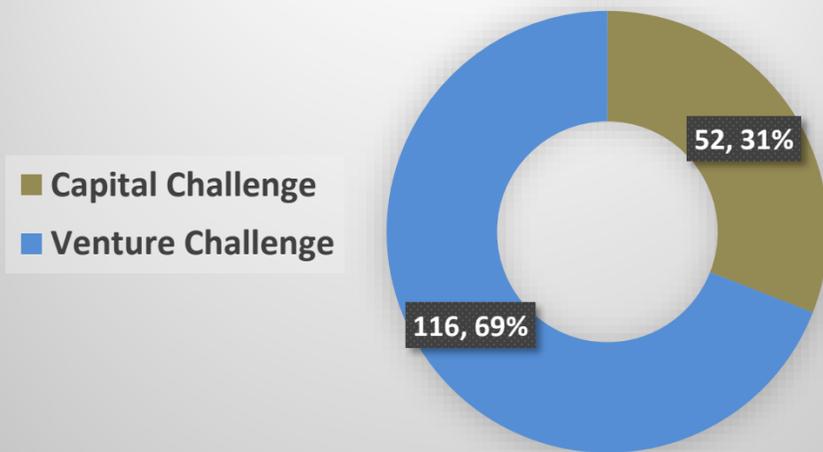
FY22 B2S Applications by Challenge Tier

- Build
- Scale
- Form
- Deploy

25, 15%
63, 37%
23, 14%
57, 34%
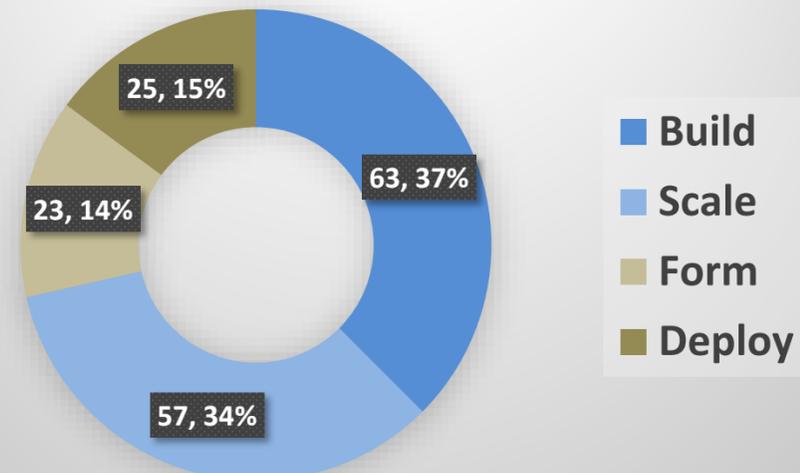
FY22 B2S Applications by EDA Region

- ATRO
- AURO
- CRO
- DRO
- PRO
- SRO

24, 15%
29, 17%
22, 13%
42, 25%
17, 10%
34, 20%

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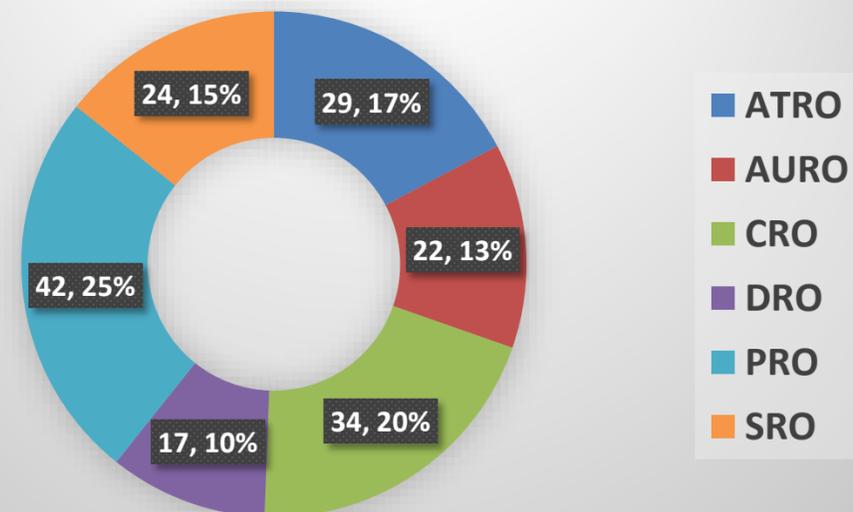
Competition Overview
SELECTION
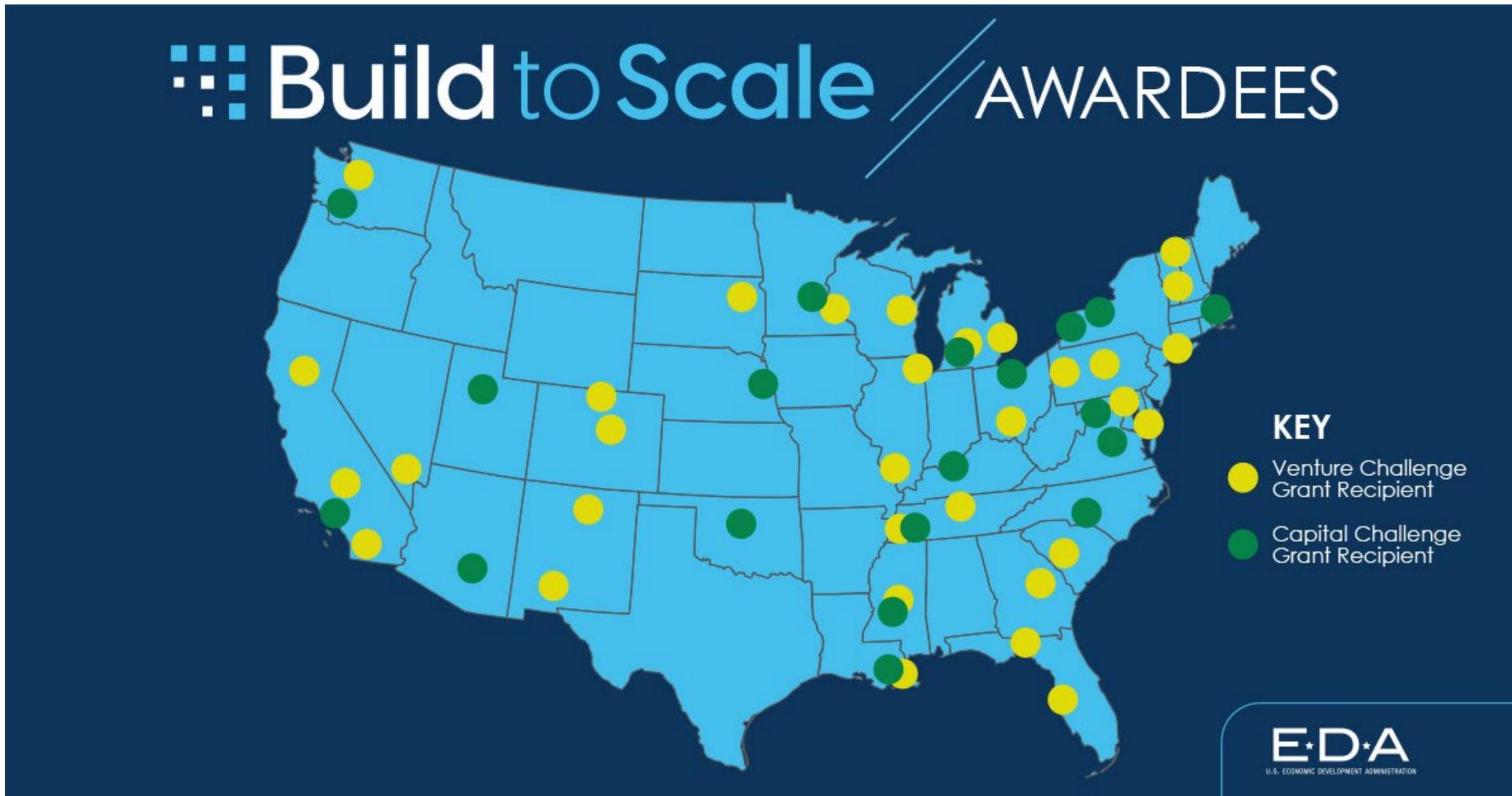
51 total awards

Technical Requirements

As stated in the B2S NOFO, the following technical deficiencies may preclude an application from merit review

Common fatal application flaws

Ineligible Entities

Missing Documentation

Undermatching
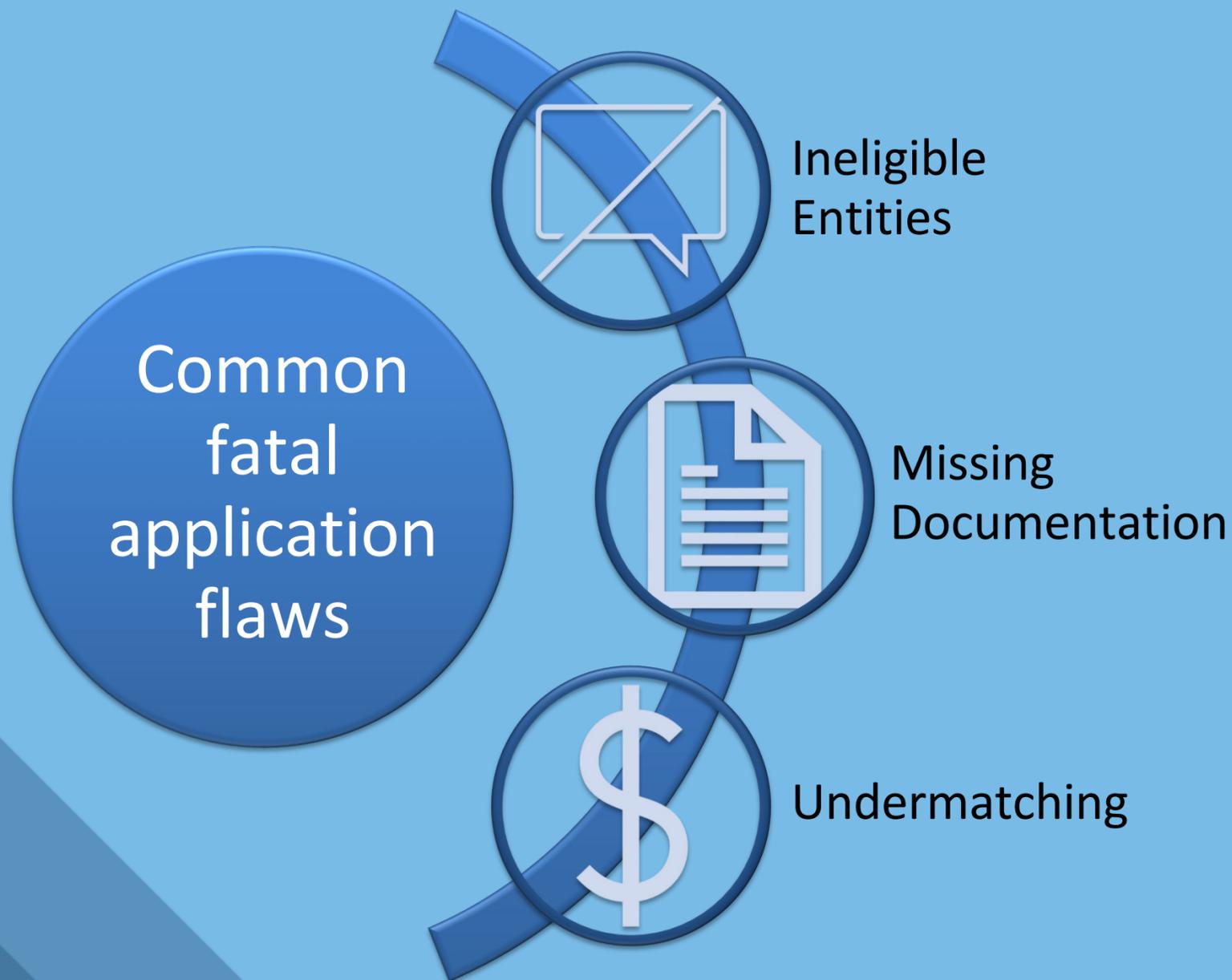
Passing technical review is a prerequisite for merit review

Take advantage of the resources that OIE makes available to ensure that your application is in shape to pass technical review!

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Technical Requirements

COMMON TECHNICAL ISSUES & TIPS

Ineligible Entities	The list of eligible entities is always outlined in the Executive Summary of the NOFO	
	Small business & individuals are not eligible applicants	
	Applicants must have an active SAM registration at the time of award	
Incomplete Documentation	See Appendix for the list of required documents by entity type	
	State Single Point of Contact (SPOC) compliance is a requirement and should be noted on the on SF-424	
	Entities that are not political subdivisions of states are required to submit letters of government support	
Undermatching	Matching share must be 1) eligible and 2) equal to at least 50% of the total project cost	
	Match letters (applicant-provided & 3rd-party) must enumerate the total and affirm that the funds are unencumbered, unrestricted, and committed at the time of award	
	Program income and funds provided by contractors under the award are ineligible match sources	

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Technical Requirements

Documentation requirements are included in the Appendices…

Document Checklist for State, Indian Tribe, City, and Other Political State Subdivision Applicants/Co-Applicants				
Document	**Title/Description/Reference**	**Checklist**		
Project Narrative	*See* section D.2.i.a (p. 9)		*Application*	
Budget Narrative and Staffing Plan	*See* section D.2.i.b (p. 11)		*Application*	
Matching Share Commitment Letters	*See* section D.2.i.c (p.12)	*Source 1*	*Source 2*	*etc.*
Form SF-424	Application for Federal Assistance	*Applicant 1*	*Applicant 2*	*etc.*
Form SF-424A	Budget Information-Non-Construction Programs		*Application*	
Form CD-511	Certification Regarding Lobbying (if applicable)	*Applicant 1*	*Applicant 2*	*etc.*
Form SF-LLL	Disclosure of Lobbying Activities	*Applicant 1*	*Applicant 2*	*etc.*
SPOC/EO 12372 Compliance Documentation	*See* section D.2.ii.b.1) (p. 13) and https://www.whitehouse.gov/wp-content/uploads/2020/04/SPOC-4-13-20.pdf (if applicable)	*State 1*	*State 2*	*etc.*
ICR Agreement	*See* section D.2.ii.b.3) (p. 14)	*Applicant 1*	*Applicant 2*	*etc.*

Technical Requirements

…these vary according entity type and also apply to co-applicants

Document Checklist for Nonprofit Organization, Institution of Higher Education, Public-Private Partnership, Science or Research Park, Federal Laboratory, Venture Development Organization, and Economic Development or Similar Organization Applicants/Co-Applicants				
Document	**Title/Description/Requirements**	**Checklist**		
Project Narrative	*See* section D.2.i.a (p. 9)		*Application*	
Budget Narrative and Staffing Plan	*See* section D.2.i.b (p. 11)		*Application*	
Matching Share Commitment Letters	*See* section D.2.i.c (p. 12)	*Source 1*	*Source 2*	*etc.*
State/Local Government Support	*See* section D.2.i.d (p. 12)		*Application*	
Form SF-424	Application for Federal Assistance	*Applicant 1*	*Applicant 2*	*etc.*
Form SF-424A	Budget Information-Non-Construction Programs		*Application*	
Form CD-511	Certification Regarding Lobbying (if applicable)	*Applicant 1*	*Applicant 2*	*etc.*
Form SF-LLL	Disclosure of Lobbying Activities	*Applicant 1*	*Applicant 2*	*etc.*
SPOC/EO 12372 Compliance Documentation	*See* section D.2.ii.b.1) (p. 13) and https://www.whitehouse.gov/wp-content/uploads/2020/04/SPOC-4-13-20.pdf (if applicable)	*State 1*	*State 2*	*etc.*
Organizational Documentation	E.g., certificates of good standing, articles of incorporation, bylaws, establishing authorities; *see* section D.2.ii.b.2) (p. 14)	*Applicant 1*	*Applicant 2*	*etc.*
Public Private Partnership Documentation	If applicable, documentation defining the public private partnership which contains details of the agreement, including roles and responsibilities, and is signed by all parties. See 13. C.F.R. § 312.5 and the discussion of documentation for public-private partnerships in footnote 6 to section C.1 (p. 6)		*Application*	
Indirect Cost Rate (ICR) Agreement	*See* section D.2.ii.b.3) (p. 14)	*Applicant 1*	*Applicant 2*	*etc.*

Statutory Authority

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ALIGNMENT WITH B2S PROGRAM GOALS

❑Strengthen regional innovation initiatives

❑Build innovation-based businesses

❑Scale new products, processes, and services in the market

❑Achieve measurable economic impacts such as new business

   starts, jobs, venture capital raised in the region, and more

see 15 U.S.C. § 3722(c) (section 27(c) of the Stevenson-Wydler Technology-Innovation Act of 1980, added by the America COMPETES Reauthorization Act of 2010)

MERIT REVIEW

TRENDS ACROSS REVIEW CATEGORIES

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Merit Review

EVALUATION CRITERIA

ECOSYSTEM RESOURCES, ASSETS, AND EQUITY

Successful Applications

★★★ Strengthened needs and opportunities claims using regional and not national data

★★★ Clearly identified underserved target groups involved in the project

Unsuccessful Applications

☆☆☆ Failed to provide evidence to justify project alignment to the region or over relied on national data

☆☆☆ Cited general regional inequity information to justify the need for the project but failed to provide a solution with clear equity targets

☆☆☆ Focused on organizational assets and needs and not those of the region

Merit Review

EVALUATION CRITERIA

PROPOSED SOLUTION

Successful Applications

★★★ Outputs and outcomes of the project were aligned with the identified needs of the project's target participants

★★★ Provided details on outreach and engagement of underserved populations

★★★ Described clear roles, resources leveraged, and actionable items for participants and partners

Unsuccessful Applications

☆☆☆ Focused on insulated groups within the community (e.g., universities focused on student or faculty-led startups)

☆☆☆ Failed to establish alignment with existing resources to effect a measurable change in underserved communities

☆☆☆ Focused on the "what" (outcome) without addressing the "how" (process)

☆☆☆ Provided a broad overview of community needs and lacked a direct definition of 'target participants'

Merit Review

EVALUATION CRITERIA

PARTNER ENTITES

Successful Applications

★★★ Included a range of stakeholders, members of the target population, and/or potential investors to demonstrate comprehensive support

★★★ Partners provided specific and tailored letters of support

★★★ Clearly identified roles and responsibilities beyond monetary partners

Unsuccessful Applications

☆☆☆ Stated partnerships that only provided matching funds and no additional programmatic support

☆☆☆ Listed unsubstantiated supporting partners without letters of support or other significant commitments

☆☆☆ Were missing partners necessary to advance programmatic goals (e.g. equity)

Merit Review

EVALUATION CRITERIA

MEASURABLE GOALS

Successful Applications

★★★ Provided a well-informed baseline for each goal, including the needs of the regional economy and the applicant's understanding of the target population

★★★ Demonstrated track record of success achieving similar goals, substantiated by letters of support or other documentation

★★★ Implementation and feasibility plans were outlined in a timeline, scope of work, and/or Gantt chart that provided realistic milestones and deliverable during the grant period

Unsuccessful Applications

☆☆☆ Stated overarching vision for change but did not provide clear benchmarks to support the timeline

☆☆☆ Lacked clear outcome measures for project success and potential impact for the regional economy

Merit Review

CONTINUED IMPACTS

Successful Applications

★★★   Identified potential barriers and presented risk mitigation plan

★★★   Provided a clear plan that included specific methods for sustainability beyond the funding window, as well as a diversified set of funding

★★★   Discussed how the proposed project would adjust to the evolving needs of the community to maintain project relevancy beyond grant funding period

Unsuccessful Applications

☆☆☆   Listed generalities instead of specifics in project plan

☆☆☆   Focused only on the grant funding rather than serving the community long term

☆☆☆   Failed to give attention to their talent pipeline or how they would continue to attract entrepreneurs and investors

Merit Review

EVALUATION CRITERIA

BUDGET & STAFFING

Successful Applications

★★★ Provided position descriptions and personnel's demonstrated expertise supporting they're integral to achieving desired outcomes

★★★ Connected budget to project timeline to show incremental value across the lifespan of the project

★★★ Involved a range of staff members and experts across the phases of the project to maximize output quality

Unsuccessful Applications

☆☆☆ Inadequate staffing numbers or time commitment for project implementation

☆☆☆ Payments disproportionately went to leadership and management staff instead of program staff and implementation costs

☆☆☆ Project relied unallowable activities, included significant ineligible expenses

Merit Review

EVALUATION CRITERIA

ALIGNMENT WITH B2S PROGRAM GOALS

Successful Applications

★★★ Provided growth targets supported by empirical data (e.g., number of community members served, demographic information on program participants served, businesses created)

★★★ Capitalized on regional industries, assets, strengths, gaps, or opportunities

★★★ Uplifted industries or communities often overlooked by VCs or investors

Unsuccessful Applications

☆☆☆ Presented a solution which was more beneficial to the applicant than to the region as a whole

☆☆☆ Failed to include equity targets or an explanation of the project's equity focus

☆☆☆ Misrepresented the B2S program goals as outlined in the NOFO and/or lacked technology focus in implementation

Merit Review

TIPS FOR SUBMITTING A COMPETITIVE PROJECT NARRATIVE

- Convey how the project addresses a strategic gap in the region's capacity to commercialize emergent technology through scalable startups

- Connect the project to existing or potential growth industries in the region

- Define target participants, partners, and their roles in the project

- Substantiate the scope of work with measurable metrics

- Provide dates for achieving key milestones

- Illustrate long-term project sustainability and impact

Merit Review
TIPS FOR SUBMITTING A COMPETITIVE BUDGET NARRATIVE

- Budget amounts should correspond with inputs in the SF-424 & SF-424A

- Distinguish and provide valuations for both cash and in-kind contributions

- Staffing plan should only feature key members involved in project implementation

- Identify and justify how federal and match funds in each line item will be used

- Tie budget uses to project activities

The Budget Narrative is just as important as the Project Narrative!

Requesting Application Feedback

PLEASE COMPLETE THE FOLLOWING

1 Watch this webinar

2 Identify your application's strengths and weaknesses in your email to OIE@eda.gov

Preparing for the Feedback Meeting

❑ Re-read your application in its entirety— don't forget the budget!

❑ Invite members of the project team's leadership

B2S

FUTURE FUNDING OPPORTUNITIES

START PLANNING EARLY

B2S

STEM TALENT CHALLENGE

Program Mission

The STEM Talent Challenge aims to build STEM talent training systems to strengthen regional innovation economies

Eligible Entities

◄ State
◄ Indian tribe
◄ City or other political subdivision
◄ Non-profit
◄ Institute of higher-ed
◄ Public-private partnership
◄ Science/research park
◄ Federal laboratory
◄ Economic development organization

Funding Details

◄ A total of $2M was appropriated for the FY 2021 Challenge
◄ Funding requests could be made for up to $250,000
◄ **1:1 match required**
◄ 24 month project period

Desired Outputs

◄ Utilize STEM work-based learning and training models
◄ Increase Regional Innovation Capacity
◄ Increase diversity, equity, and inclusion in STEM fields
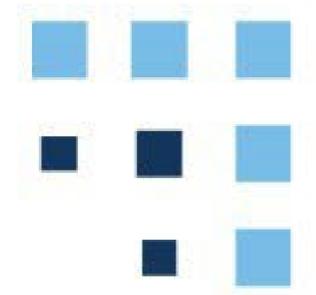
For more information on the next competition cycle, visit
eda.gov/oie/stem or email oie@eda.gov

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Build to Scale (B2S) 2023

Pending appropriations, B2S will return in early 2023

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