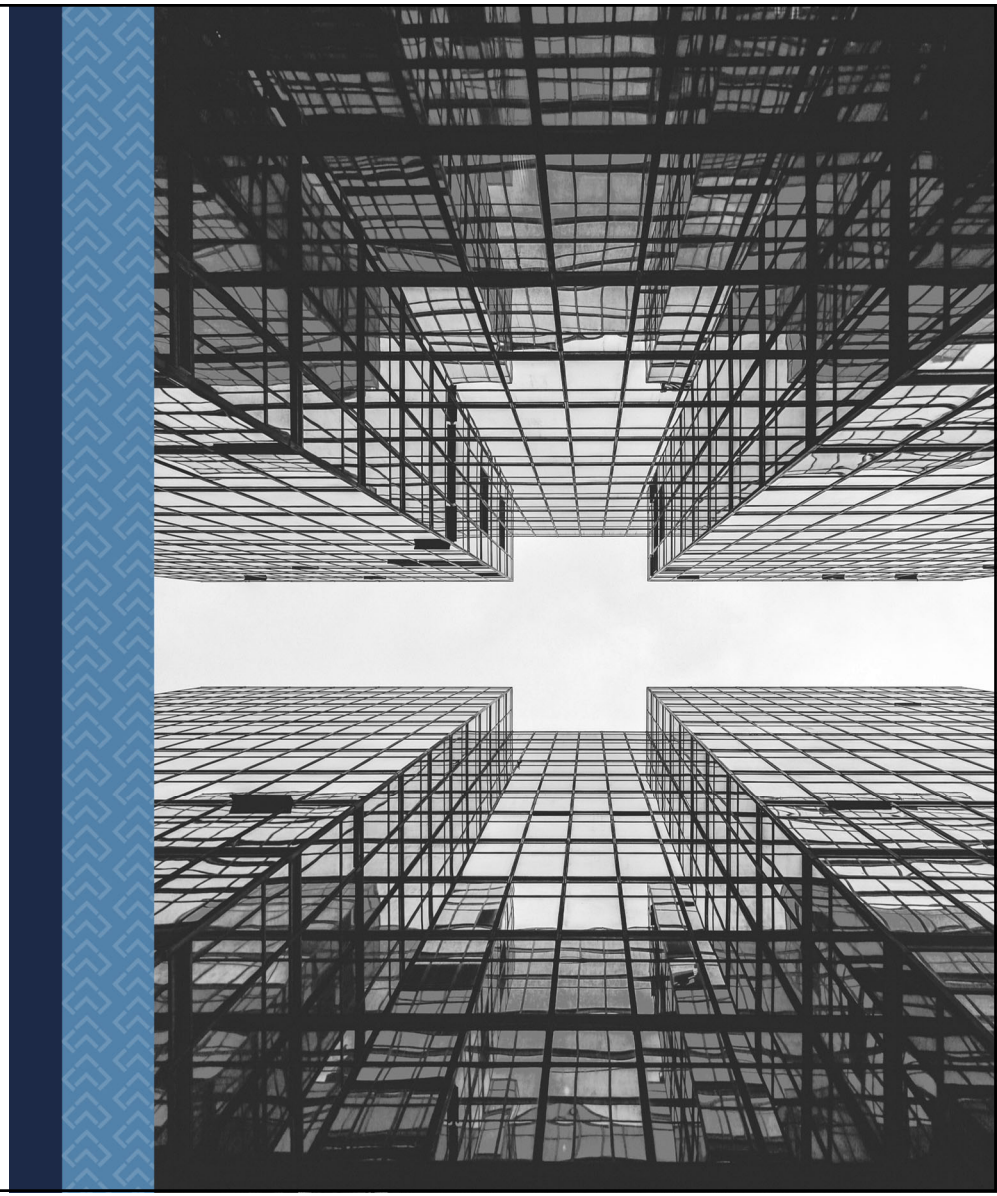
EDA
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

SPRINT CHALLENGE

FY2021 – Competition Debrief Webinar



Agenda

Program Overview

- Presenters
- Application Numbers

Technical Review

- Common mistakes

Merit Review

- Program Alignment
- 6 Evaluation Criteria

Next Steps

- Feedback
- Future Funding Opportunities

$25M Competition

Competition Overview

238 applications

Total Federal Share Requested: $141 M

Funded 44 grantees = $29M

18% grant rate

Agenda

Program Overview

- Presenters
- Application Numbers

Technical Review

- Common mistakes

Merit Review

- Program Alignment
- 6 Evaluation Criteria

Next Steps

- Feedback
- Future Funding Opportunities

Technical Review

- Match – short on match
- Commitment letters – missing or unclear
- Eligibility – must meet criteria
- Letters of Support – must be from a political subdivision of a state
- CEDS alignment – failed to mention CEDS or CEDS-equivalent

Agenda

Program Overview

- Presenters
- Application Numbers

Technical Review

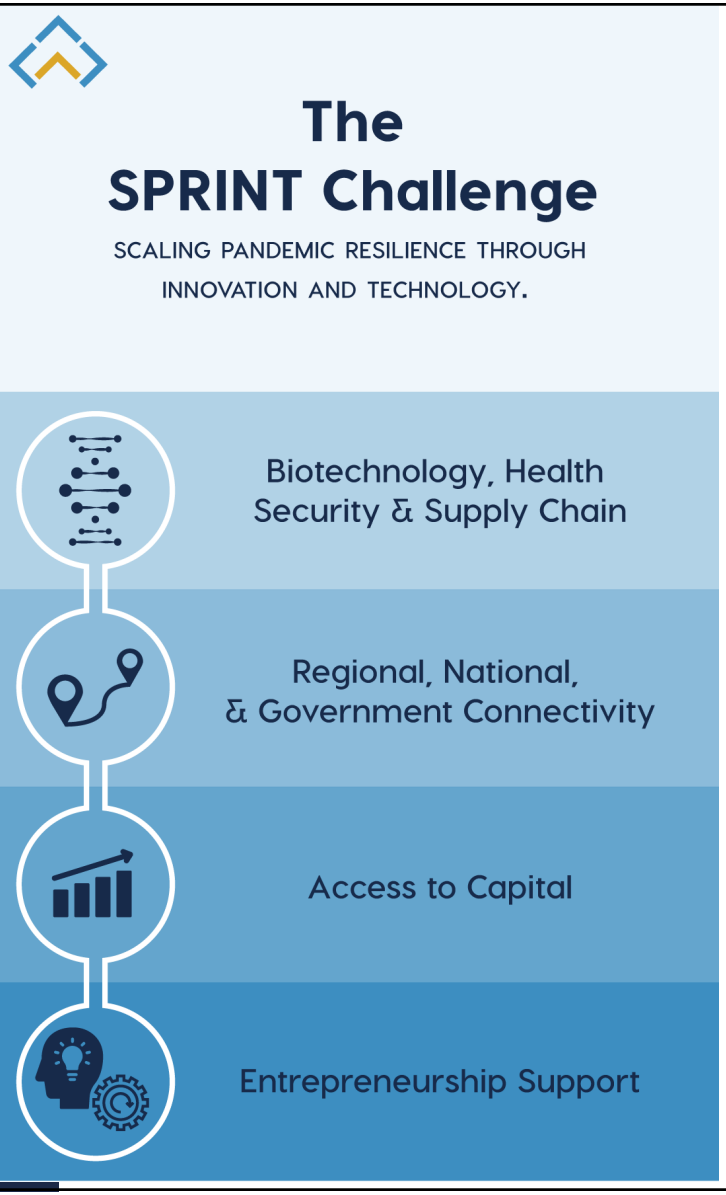
- Common mistakes

Merit Review

- Program Alignment
- 6 Evaluation Criteria

Next Steps

- Feedback
- Future Funding Opportunities



Program Alignment

Common Issues:

- Focusing on small business development vs. innovative ecosystem development.
- Addressing COVID impacts.

Example: Applicant's SOW wasn't specific on how selected beneficiaries and using technical assistance provided through this award aligned with SPRINT's goal of growing innovative, tech-driven businesses that will respond to the economic, health or safety risks created by the pandemic.

Project Support and Connectivity

Common Issues:

- Project teams that lacked diverse constituencies with a long-term commitment to innovation or growing stronger regional entrepreneurial ecosystems.
- Unclear on role of project partners in achieving grant goals.

Example: Applicant didn't highlight how project partners would be used in grant or how they connected to region or through CEDS alignment.

Merit Review

Engagement and Diversity

Common Issues:

- Not enough outreach or engagement to underrepresented populations.
- Project didn't incorporate strategies to promote inclusive regional ecosystem.

Example: Applicant addressed this section as an afterthought and not a project strength. Should include comprehensive engagement strategies.

Merit Review

Economic and Innovation Impact

Common issues:

- Failed to demonstrate how the project will enhance the capacity of the region to create jobs, foster regional innovation, and/or attract private investment.

- Lack of, or unclear metrics to show economic impact to the region

Example: Proposed solution did not directly respond to problem as stated in the project narrative.

Merit Review

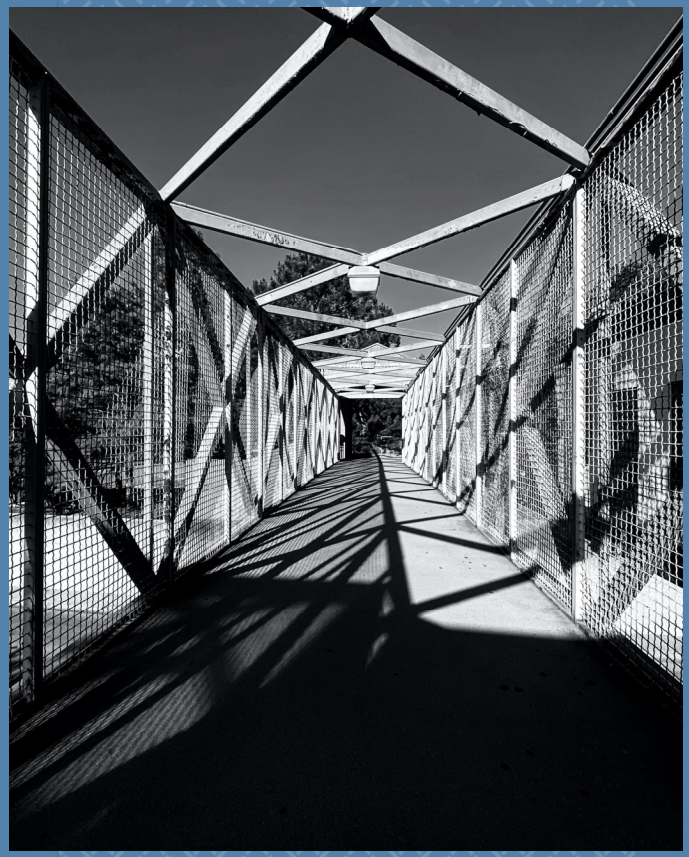
Assets and Infrastructure

Common issues:

- Unclear understanding of the existing competitive strengths, assets in the region or how they can be leveraged for the scope of work.

- Did not address project's sustainability after the award period has ended.

Example: Fails to demonstrate a clear understanding of the specific region and how to leverage its assets and infrastructure.



Merit Review

SCALING PANDEMIC RESILIENCE INNOVATION TECHNOLOGY

Merit Review

Resilience and Recovery

Common issues:

- Did not clearly promote economic recovery as demonstrated through metrics and outcomes.
- Did not clearly identify barriers to be eliminated.
- Unclear link to how program will expand and accelerate technology-based economic development for the region.

Example: Applicant's expected outcomes were not clearly spelled out or unreasonable or missing correlation with the Covid-19 pandemic.

Project Feasibility

Common issues:

- Unclear ability to execute proposed project.
- Budget having unallowable proposed costs to deliver the project.
- Are costs reasonable compared to other applications with a similar scope of impact?

✦ Example: Insufficient description of the momentum behind the project and discrepancies between budgets listed on the application documents (i.e. SF-424, SF-424A, and Budget Narrative) resulted in unclear ability to execute the proposed project.

Merit Review

Tips for Grant Writing

- Start conversations with partners early – gain a clear understanding of what your region's needs are
- Have an external partner read your full proposal (including budget) for clarity
- Check your math across your entire application (SF-424, SF-424a, Budget Narrative)
- Use the tools and resources (checklists, webinars, budget template, videos, etc.)
- Ask us!

Agenda

Program Overview

- Presenters
- Application Numbers

Technical Review

- Common mistakes

Merit Review

- Program Alignment
- 6 Evaluation Criteria

Next Steps

- Feedback
- Future Funding Opportunities

Next Steps

1. Watch Debrief Webinar

2. Read your proposal in its entirety

3. Evaluate application for strengths & weaknesses

4. Set up 1:1 Feedback with OIE

Tips:

- Look for the common mistakes noted here
- Don't skip over your budget
- Invite leadership to the feedback session

oie@eda.gov

Other Funding Opportunities

EDA
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

- www.eda.gov/funding-opportunities

Build to Scale

- Venture & Capital Challenges
- $38M available for FY 2021

STEM TALENT CHALLENGE

- $2M available for FY 2021


Thank you!
oie@eda.gov
202.482.8001
www.eda.gov/oie