

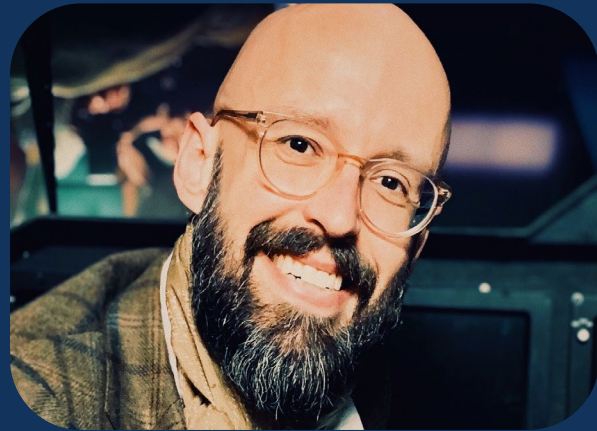
THE OFFICE OF INNOVATION &
ENTREPRENEURSHIP



Build to Scale

2021 Competition Debrief Webinar
December 17, 2021

PRESENTERS



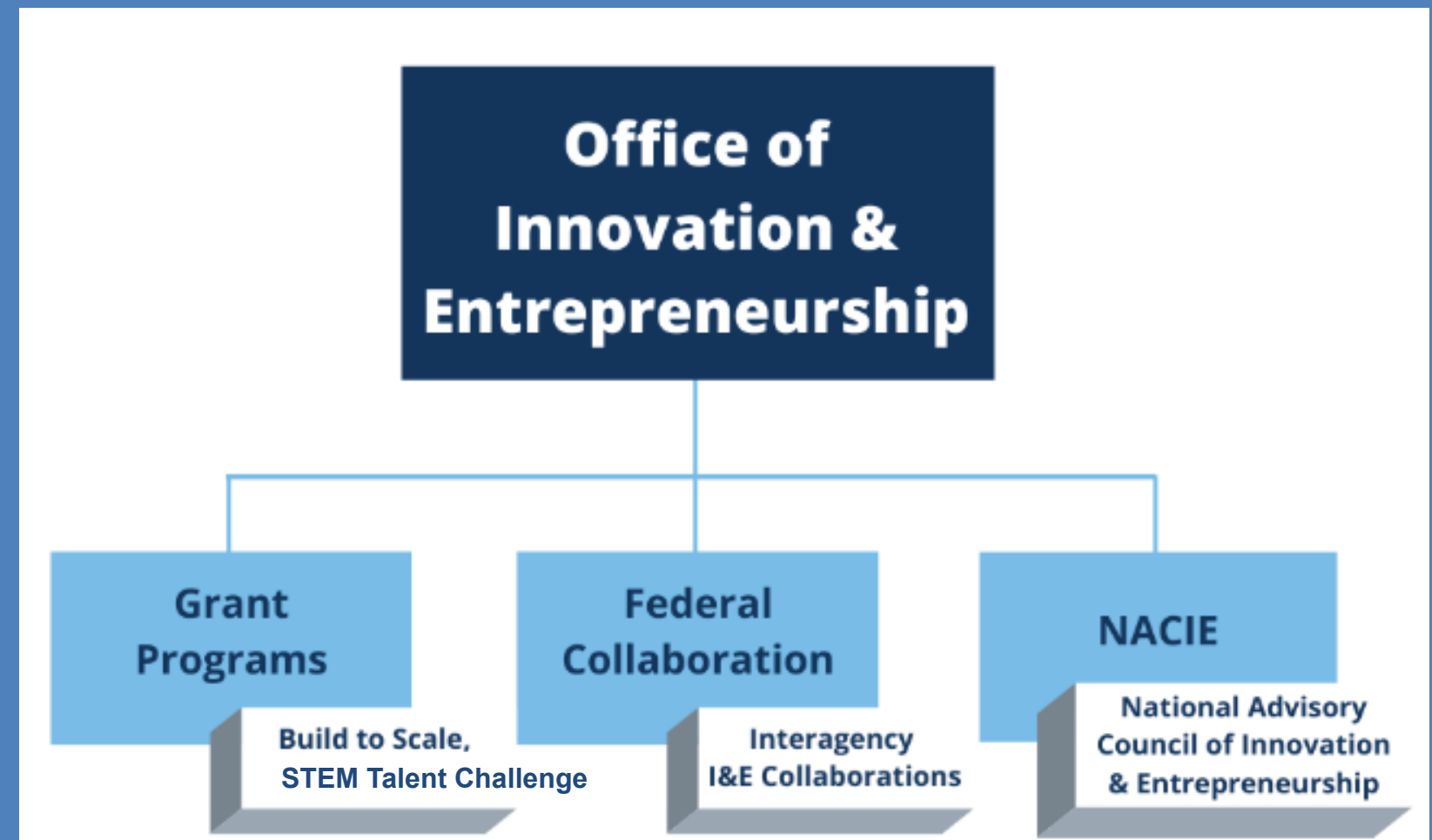
ERIC SMITH
Director

**Office of Innovation &
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MEISHA MCDANIEL
**Economic
Development
Specialist**

**Office of Innovation &
Entrepreneurship**





Build to Scale

TOPICS TO BE COVERED

Competition Overview
Technical Requirements
Merit Review Trends
Future Funding Opportunities

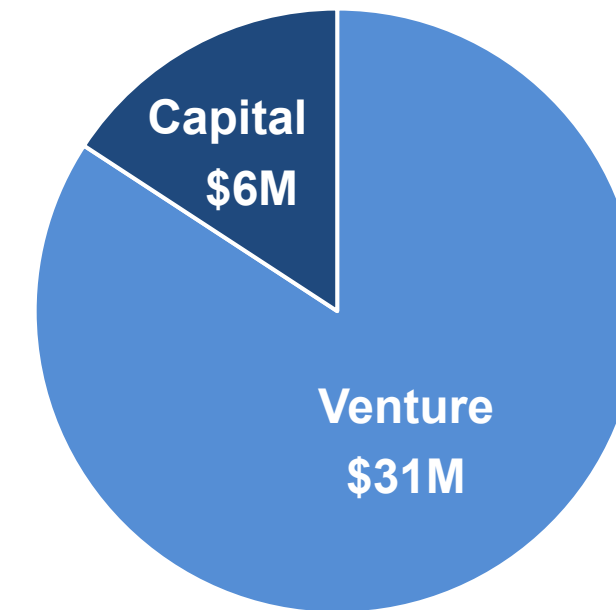
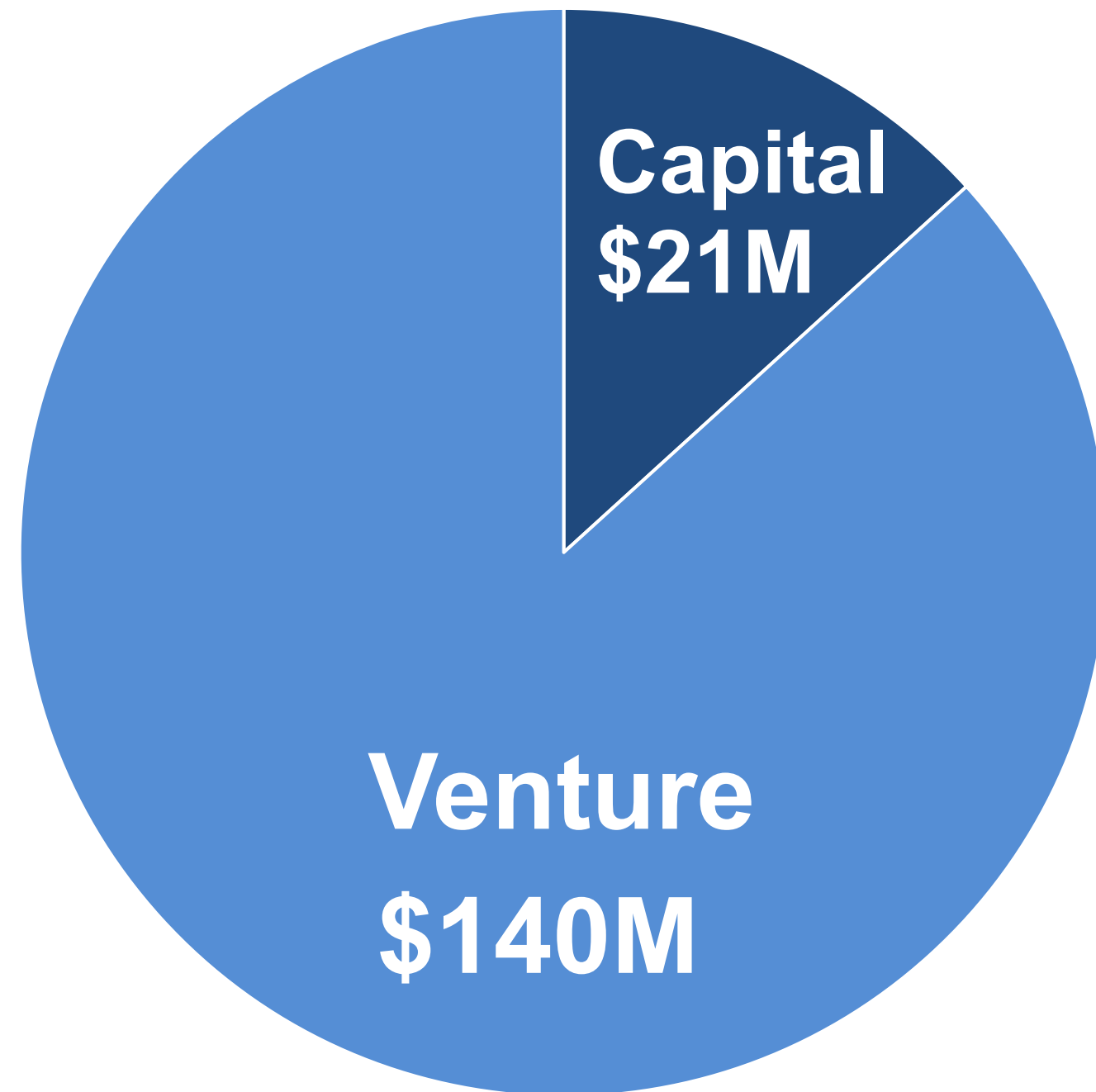
Competition Overview

OUTCOMES

Competition Overview

FUNDING REQUESTED - \$161M

FUNDING DEPLOYED - \$37M



Competition Overview

TOTAL SUBMISSIONS

Capital Challenge

56
submissions

43
technically
eligible

17 awards

Venture Challenge

180
submissions

128
technically
eligible

33 awards

236 total submissions

**171
technically eligible
submissions**

50 total awards



TECHNICAL REQUIREMENTS

DON'T GET KNOCKED OUT BY A MISTAKE

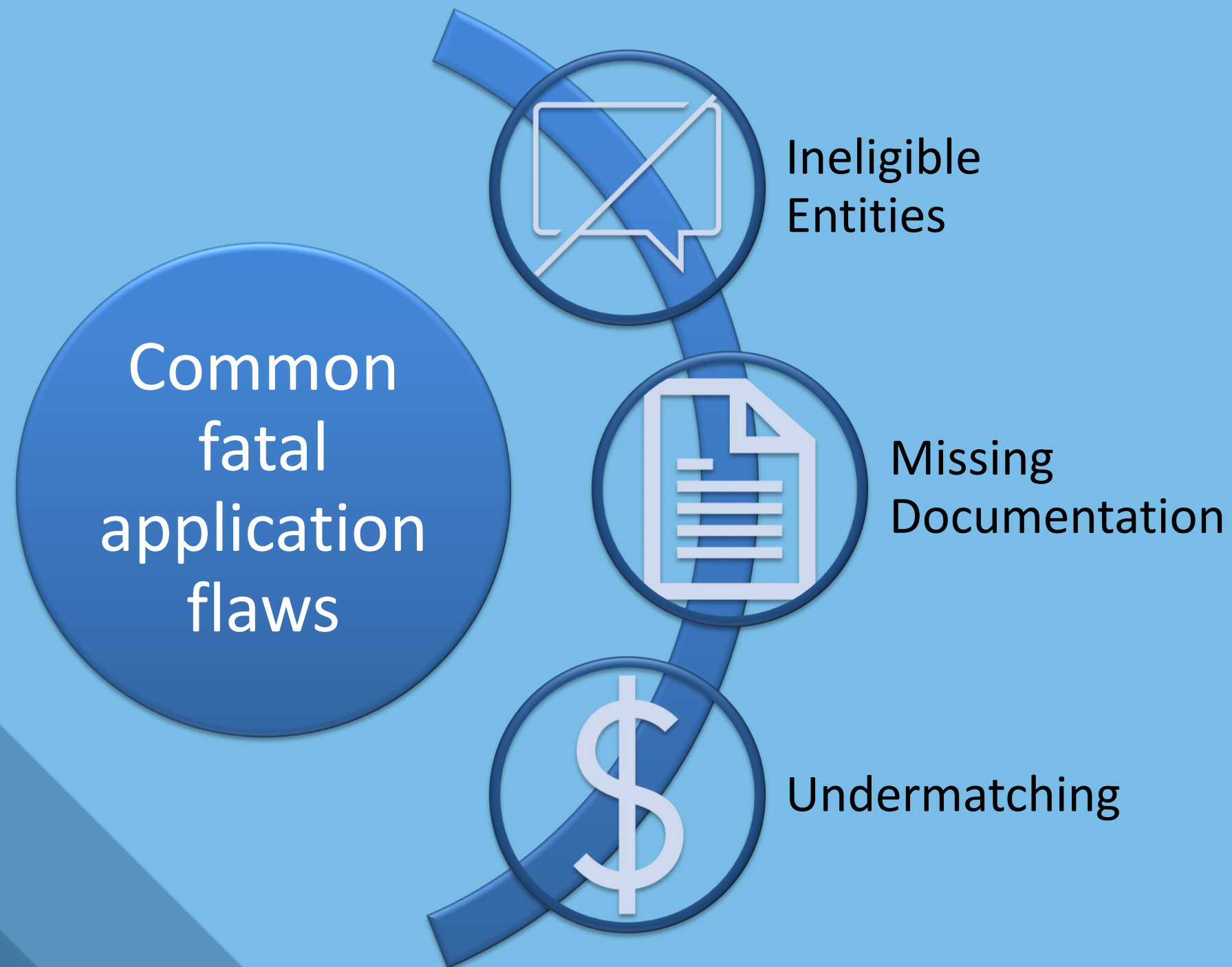
Technical Review

Merit Review

Award

Technical Requirements

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



Passing technical review is a prerequisite for merit review



You can request technical eligibility guidance during the application period, but don't wait until it's too late!

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 with an active EDA Regional Innovation Strategies (RIS) award were not eligible for this competition



Missing Documentation

See Appendix C 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 matching share provided by contractors under the award were ineligible

Technical Requirements

Use Appendix C to ensure you have sufficient documentation for your application...

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. 8)	Application		
Budget Narrative and Staffing Plan	See section D.2.i.b (p. 10)	Application		
Matching Share Commitment Letters	See section D.2.i.c (p.11)	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 (if applicable)	Applicant 1	Applicant 2	etc.
SPOC/EO 12372 Compliance Documentation	See section D.2.ii.b.1) (p. 12) 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. 13)	Applicant 1	Applicant 2	etc.

Technical Requirements

...these vary according to the type of entity (or entities) that are submitting the application

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.ii.a.1) (p. 11)	Application		
Budget Narrative and Staffing Plan	See Section D.2.ii.a.2) (p. 12)	Application		
Matching Share Commitment Letters	See Section D.2.ii.a.3) (p. 13)	Source 1	Source 2	etc.
State/Local Government Support	See Section D.2.ii.a.4) (p. 13)	Application		
Form SF-424	Application for Federal Assistance	Applicant 1	Applicant 2	etc.
Form SF-424A	Budget Information-Non-Construction Programs	Application		
Form SF-424B	Assurances-Non-Construction Programs	Applicant 1	Applicant 2	etc.
Form CD-511	Certification Regarding Lobbying (if applicable)	Applicant 1	Applicant 2	etc.
Form SF-LLL	Disclosure of Lobbying Activities (if applicable)	Applicant 1	Applicant 2	etc.
SPOC/EO 12372 Compliance Documentation	See Section D.2.ii.b.2)i) (p. 14) and https://www.whitehouse.gov/wp-content/uploads/2017/11/SPOC-Feb.-2018.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.iii.b.2 (p. 6)	Applicant 1	Applicant 2	etc.
Indirect Cost Rate (ICR) Agreement	See Section D.2.ii.b.2)iii) (p. 15)	Applicant 1	Applicant 2	etc.

””

ALWAYS REMEMBER!

 B2S

BUILDING REGIONAL
ECONOMIES THROUGH
SCALABLE STARTUPS

Merit Review

TRENDS ACROSS REVIEW CATEGORIES

Merit Review

EVALUATION CRITERIA

ECOSYSTEM RESOURCES & ASSETS

Successful Applications

- ★★★ Contextualized regional assets & challenges in relation to industries and sectors targeted for economic development
- ★★★ Provided quantitative data to substantiate assertions of regional needs & opportunities
- ★★★ Descriptions of assets & challenges provided comprehensive, clear picture of the region and opportunities to be leveraged through the award

Unsuccessful Applications

- ☆☆☆ Failed to provide both assets and challenges
- ☆☆☆ Did not connect project objectives to regional challenges
- ☆☆☆ Overlooked descriptions assets & challenges in the region and centered on those of the applicant
- ☆☆☆ Lacked explanation of how the project will address regional needs and how the applicant would leverage regional assets

Merit Review

EVALUATION CRITERIA

PROPOSED SOLUTION

Successful Applications

- ★★★★ Connected the project to specific solutions to address problems faced by regional industries
- ★★★★ Descriptions of proposed solution were bolstered with clear processes to achieve the solution
- ★★★★ Substantiated feasibility with specific implementation plans and evidence of applicant's related achievements
- ★★★★ Identified target participants and included clear outreach plans that would yield participation

Unsuccessful Applications

- ☆☆☆ Provided unspecific or convoluted solutions with unclear implementation
- ☆☆☆ Focused on augmenting the applicant's capacity without a connection to regional challenges & opportunities
- ☆☆☆ Failed to convey the impact of the proposed solution on target participants

Merit Review

EVALUATION CRITERIA

USE OF PARTNER ENTITIES

Successful Applications

- ★★★ Brought in partners across a variety of industries and/or stakeholder groups
- ★★★ Illustrated each partner's relationship to the project's goals
- ★★★ Demonstrated prior achievements, existing momentum, and/or shared goals to corroborate the strength of partnerships
- ★★★ Depth and diversity of partnerships indicate durability during and beyond the term of the grant

Unsuccessful Applications

- ☆☆☆ Overemphasized potential partners as evidence of project strength
- ☆☆☆ Descriptions of partners lacked roles and their connection to project goals
- ☆☆☆ Partnerships appeared temporary and lacked the sustainability necessary to collaborate around and achieve the goals of the project

Merit Review

EVALUATION CRITERIA

MEASURABLE GOALS & SUSTAINABILITY

Successful Applications

- ★★★★ Illustrated outputs and outcomes by year, using numerical projections
- ★★★★ Articulated goals in terms of measurable, specific metrics
- ★★★★ Developed subgoals to extrapolate the project's regional impact, beyond the target participants
- ★★★★ Included contingency plans and strategies for project sustainability beyond the grant term

Unsuccessful Applications

- ☆☆☆☆ Lacked numerical projections
- ☆☆☆☆ Outcomes and outputs were vague
- ☆☆☆☆ Omitted a tracking strategy to measure progress towards stated goals
- ☆☆☆☆ Failed to address the availability of future financial support and other means of financial sustainability

Merit Review

EVALUATION CRITERIA

BUDGET & STAFFING PLAN

Successful Applications

- ★★★ Justified and explained how project resources would be allocated
- ★★★ Provided a detailed budget broken down by year
- ★★★ Leveraged existing partnerships and regional infrastructure
- ★★★ Featured experienced team members and personnel

Unsuccessful Applications

- ☆☆☆ Intended uses of project resources were unclear, even when provided in the budget
- ☆☆☆ Budgets were not formatted in a table
- ☆☆☆ Did not have clear personnel roles or how these team members would impact the project
- ☆☆☆ Descriptions of partners lacked roles and their connection to project goals

Merit Review

EVALUATION CRITERIA

ALIGNMENT WITH B2S PROGRAM GOALS

Successful Applications

- ★★★ Highlighted specific industries, which enabled more specific and feasible outreach plans
- ★★★ Proposed a comprehensive approach to addressing regional challenges & leveraging opportunities
- ★★★ Utilized the Project Narrative guidance and provided clear, specific details without exceeding the page limit

Unsuccessful Applications

- ☆☆☆ Failed to align project objectives and impacts with the program goals stated in the NOFO
- ☆☆☆ Featured unrealistic, unjustified costs that exceeded the potential value of the project's impact
- ☆☆☆ Did not build on prior or existing infrastructure, resources, or momentum

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
- Staffing plan should list positions and roles of members assigned to the project
- Identify and justify how federal and match funds in each line item will be used
- Itemize valuation for in-kind contributions

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

Tips

- Re-read your application in its entirety—don't forget the budget!
- Invite members of the project team's leadership



Future Funding Opportunities

START PLANNING EARLY



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) 2022

Pending appropriations, B2S will return in early 2022

The logo consists of a 3x3 grid of squares. The top row has three light blue squares. The middle row has a dark blue square, a light blue square, and a light blue square. The bottom row has a dark blue square, a light blue square, and a light blue square.

Build to Scale

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 **Build to Scale**