

Lessons Learned and Best Practices



Paul Pernambuco-Wise, Chief Scientist, Oceanit



Paul Pernambuco-Wise

Ph.D in Condensed State Physics

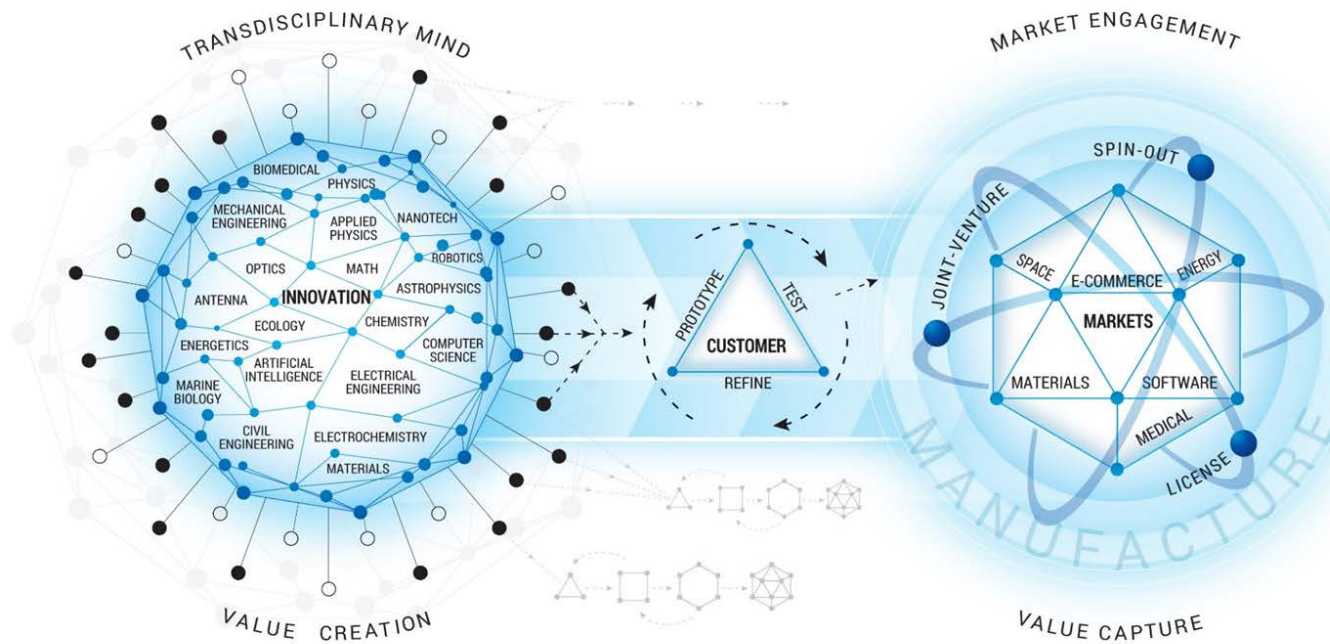
12 Years in Universities/National Labs in Europe, Canada and US

First worked STTR from the Federal Side
Program/group management

Joined Oceanit in 1999

Attended proposal writing workshops run by HTDC (Mark Henry)
Began writing proposals immediately





- Oceanit practices Intellectual Anarchy to blend interdisciplinary science, technology, engineering, and innovative thinking to benefit our global community. Through spin-outs, co-development partnerships, licensing, and direct manufacturing, Oceanit is able to deliver solutions to market. Oceanit calls this 'Mind-to-Market'; delivering deep science to disruptive, real-world breakthroughs.



- Founded 1985 in Hawai'i
- ~100 Employees (30% PhDs)
- Multi-Disciplinary Staff
- Recent Awards
 - 2018 Social Impact Entrepreneurs of the Year, Hawaii Venture Capital Association
 - 2018 Intrapreneur of the Year – Ian Kitajima, Hawaii Venture Capital Association
 - 2016 Breathe Easy Innovator, American Lung Association
 - 2016 CEO of the Year, Hawaii Business Magazine, Patrick K. Sullivan
 - 2015 30 Years of Innovation State (Gov/Mayor) Event
 - 2014 Oceanit Spin-Out IBIS Networks wins East meets West
 - 2013 Commitment to Green Employer of the Year, Pacific Edge



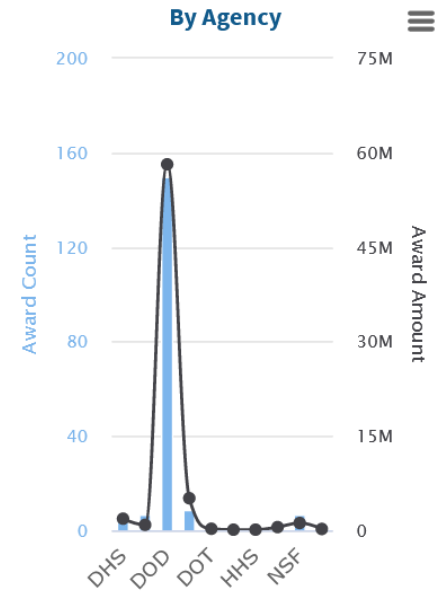
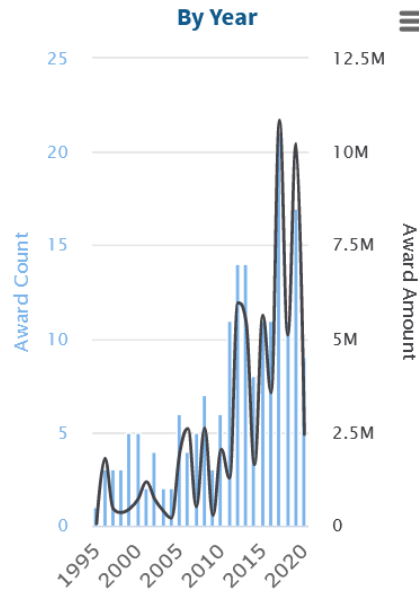
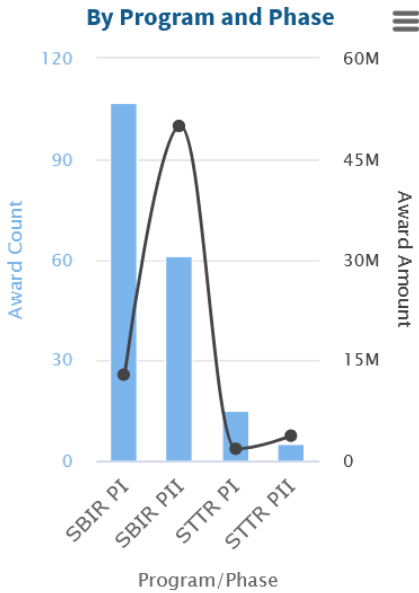
Tibbetts Awards recognize those companies, organizations, and individuals that exemplify the very best in SBIR/STTR achievements.



Phase I	125
Phase II	76*
Phase III	10
STTR I	11
STTR II	6
STTR III	1

*Waiting on 12

First Win
1995

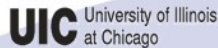


Plots do not include DoE awards

Common Mistakes and Issues

- **Learn Agency idiosyncrasies, Contact, Contact, Contact!**
- Have a Good idea (Heilmeier Questions)
- Idiot check idea first, do the homework
- **Write a Good Proposal**
 - Use the Agency format- Page numbers/Headers/Footers/Figures
 - Narrative
 - Keep it concise and consistent
 - Highlight the important issues
 - Remember the audience (not a research paper, rather a marketing tool)
 - Beware of Google, cutting and pasting and boilerplate
 - References
 - Keep it real
 - Multiple writers/reviewers
- Internally funded research
- Find a good collaborator/consultant
- **Don't give up, save every proposal, rewrite and resubmit.**

Collaborators



Best Practices Within a Project

- Get to know your TPOC, visit, call, email, form a real relationship
- Never surprise or embarrass your TPOC
- Be professional
- Bill as required
- Standardize your documentation, use templates
- Know the win
- The object of Phase I is Phase II
- **Never be late with a proposal**
- Find a professional to form a commercialization plan (especially for Phase II)
- Always be looking for similar projects, network
- Look for opportunities to suggest topics

Partnerships and Support

Agency Webpages

SBIR.gov

Hawaii Technology Development Corporation - workshops and training

Hawaii Technology Development Corporation - Matching Funds

Government



University



Commercial

