



Preparing for Product Launch – Commercialization Workshop

Welcome! The workshop will get started at 1PM.

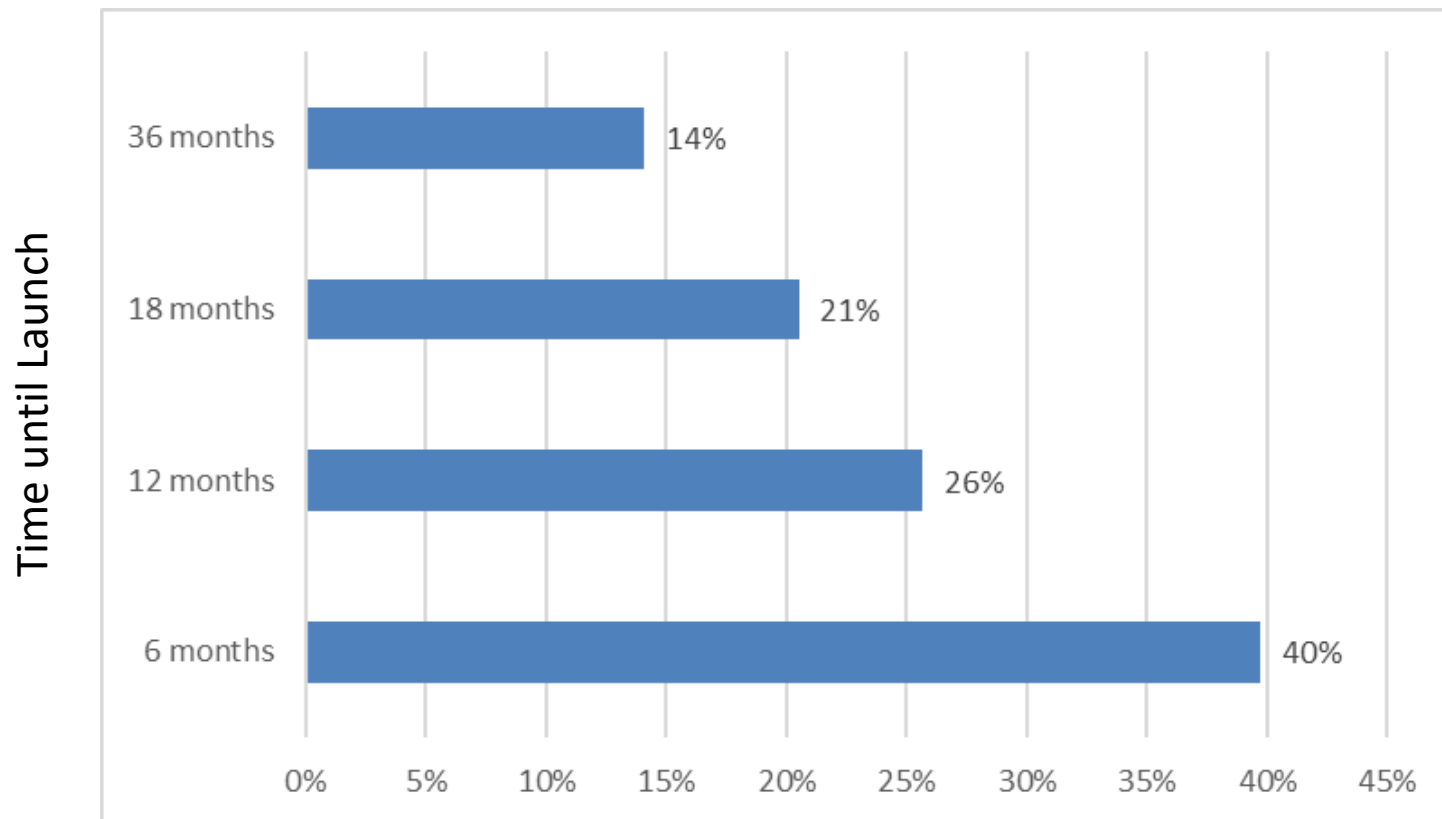
Workshop recording and slides will be posted.



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85% of DOE awardees preparing to launch product, first launch for nearly 60%



Workshop Agenda



1:00 PM — 1:10 PM

Welcome

Carol Rabke | Tech to Market (T2M) Advisor - Partnering

1:10 PM — 2:00 PM

Product Launch 101

Tori McDonnell | VP of Innovation, Silverline

Joey Marquart | Senior VP of Communications, Silverline

2:00 PM – 2:30 PM

Selling Overseas – Services for Small Businesses from Department of Commerce (DOC)

Elizabeth Ahern | Director CS Peoria, International Trade Administration, U.S. DOC

Tony Mulligan | Founder & CEO, Hydronalix

2:30 PM – 3:15 PM

Lessons Learned Awardee Panel

Randy Hiebert | Vice President R&D, BioSqueeze

Tony Mulligan | Founder & CEO, Hydronalix

Serpil Gonen Williams | CTO, Pixelligent

Anton Zonneveld | VP Business Development, Radiation Monitoring Devices, Inc.



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DOE Partnering Resource Updates

Carol Rabke, Ph.D.

Tech to Market (T2M) Advisor - Partnering

carol.rabke@science.doe.gov



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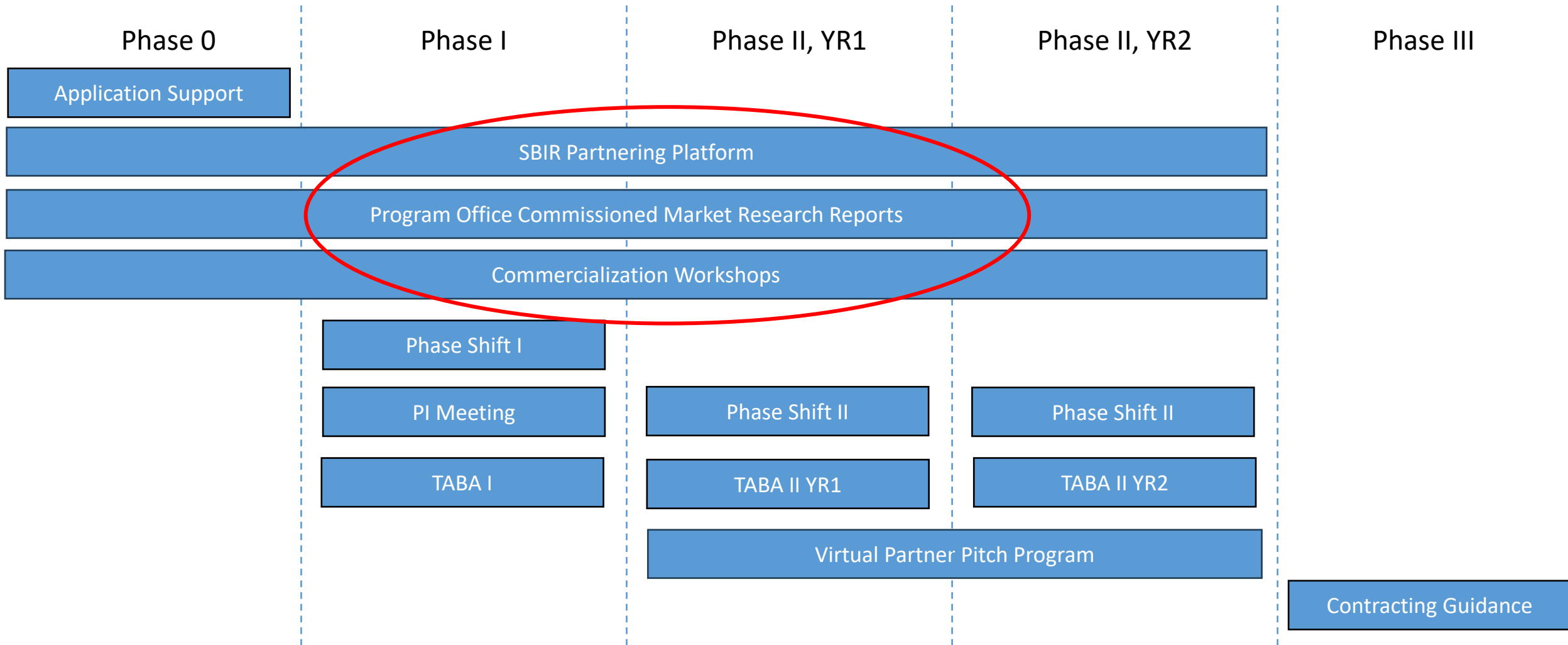
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You will need
partners to
successfully
commercialize...

Commercialization
is hard...



DOE Commercialization Resources



Take Advantage of DOE Provided Resources

- **Commercialization Training/Support** for Awardees (optional)
 - **TABA** – additional funds provided; DOE selected vendor program in Phase I or use own third-party vendor; **MUST** use third-party vendor in Phase II
 - **Phase Shift I** – customer discovery
 - **Phase Shift II** – deeper dive on financial models, cash flow and customer sales cycles
- **Virtual Quarterly Commercialization Workshops** focus on topics that are typical areas of weakness; [recordings and FY24 schedule posted](#).
- **virtual Partner Pitch Program (vP³)** provides opportunity for Phase II technology to be promoted to potential strategic partners/investors in a non-threatening environment; **new program features coming in FY25!**
- **[SBIR Partnering Platform](#)** provides public facing, self-supporting searchable database repository where SBIR/STTR applicants/awardees (**INNOVATORS**) can find potential partners (**PARTNERS**)



Virtual Quarterly Commercialization Workshops



- Focus on topics that are typical areas of weakness - manufacturing, licensing, financial modeling, preparing to pitch, intellectual property strategies, etc.
 - *FY22 Q4 - Commercialization and the Power of Partnering*
 - *FY23 Q1 - Preparing to Pitch*
 - *FY23 Q2 - Financial Modeling*
 - *FY23 Q3 - Navigating Phase III Contracting*
 - *FY23 Q4 - Licensing*
 - *FY24 Q1 – Manufacturing*
 - *FY24 Q2 - Financial Modeling based on Cash Flow*
 - *FY24 Q3 – Preparing for Product Launch*
 - *FY24 Q4 – Developing a Strategic Cap Table
December 10th with 1:1 meetings
on 12/11 and 12/12*



<https://bit.ly/DOECommercializationWorkshops>

ALL WELCOME!!



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SBIR Partnering Platform



- **SBIR Partnering Platform** provides searchable database where SBIR/STTR applicants (**INNOVATORS**) can find potential **PARTNERS** and network with other **INNOVATORS** to complete your team through collaboration and/or subcontract
 - Find **PARTNERS** using keyword and AI searching; myriad of filtering options
 - Find SBIR funding opportunities across all agencies
 - Bookmark favorites; Confidential messaging
 - **Network** with other **INNOVATORS** on the **Community Page**; collaborate/subcontract to complete your team!
 - Newsfeed for applicable industry/stakeholder news
 - **NEW** resource page!
- NIH's National Heart Lung & Blood Institute (NHLBI) has joined and our URL has changed;
Update your bookmarks!



<https://www.sbirpartnering.org/doe>



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DOE Disclaimer: By enabling and publishing the DOE SBIR Partnering Platform, DOE is not endorsing, sponsoring, or otherwise evaluating the qualifications of the individuals and organizations that appear on this platform as partners, resources, awardees or innovators.

Welcome to SBIR Partnering

Helping SBIR/STTR-funded **INNOVATORS** find commercialization **PARTNERS**, and **PARTNERS** find competitively vetted, cutting-edge technologies that solve critical problems and advance the current state-of-the-art, with support from the Department of Energy and the National Heart, Lung, and Blood Institute, NIH.

THE NHLBI PARTNERING PORTAL IS NOW OPEN!
Learn More



Partners

Partners play a critical role in transitioning advanced technologies from SBIR/STTR funded programs to the commercial market. Partnering with an SBIR/STTR funded small business provides you with immediate access to innovative, advanced technologies that have already been vetted having been through a competitive award process. These are cutting-edge technologies that can help you reach your company's net-zero and sustainability goals. Many are disruptive and looking to enter emerging markets. Register with either the **DOE** or **NHLBI** Partnering Portal to access thousands of competitively vetted, cutting-edge **TECHNOLOGIES**!

Department of Energy

The Department of Energy (DOE) is the third largest federal agency participating in SBIR/STTR. DOE issues about \$300M in grants annually through 300-400 Phase I awards and 100-200 Phase II awards. Recipients are among the highest ranked, most technically meritorious applicants. Studies show that small businesses are 30% more likely to successfully commercialize their SBIR/STTR funded technology if they develop the necessary partnerships.

National Heart, Lung, and Blood Institute

The National Heart, Lung, and Blood Institute's (NHLBI) Small Business Partnering Platform connects NHLBI funded heart, lung, blood and sleep technologies to private capital resources. Designed to connect federally funded innovators and companies with investors, strategic partners, clinical collaborators and industry experts, this powerful platform facilitates development opportunities with private investment.

- Pick **DOE** or **NHLBI**
- **INNOVATORS** can move seamlessly between the sites
- **PARTNERS**
 - Providers will be visible on both sites
 - Others will need to **opt-in**
- **Update your bookmarks!**

THE 2024 VP3 PITCH PROGRAM AGENDA IS NOW AVAILABLE!

[LOGIN](#)

[REGISTER](#)

[VIEW AGENDA](#)

Click to Register as a Partner!

Partners get access to 1000+ competitively vetted, cutting-edge technologies!

Click to Register as an Innovator!

Innovators can search for funding and engage with partners!

FACTS

PHASE III SUCCESS

After a DOE SBIR Phase II award, Clinical Micro Sensors obtained venture capital investments, leading to an acquisition and subsequent creation of GenMark Diagnostics, a publicly traded company.

IMPACT

Clinical Micro Sensors

SBIR Partnering Platform

As an SBIR/STTR applicant, register as an **INNOVATOR**;
review the [Platform Overview for Innovators](#) webinar



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Awardees can find funding opportunities & partners




My Dashboard

Features


Messages
View your conversations, reply to messages and send new messages to partners.
[Chat >](#)


Search
Search for partners and funding opportunities with keyword or AI-assisted recommendations.
[Partners >](#) [Funding >](#)


My Profile
Edit your personal information and organization details, add technologies, or update your password.
[Edit >](#)

Your Saves

Manage, export, or set notifications for your saved SBIR awards here. Select an item to view additional details.



Awardees search based on their unique needs

My Dashboard / Partner Search

Keyword Search AI-Powered

Partner Search

Search by keyword

Service Category (1) Clear All

View By State Partner Role Service Category Show 20 of 569 partners

1 2 3 4

Southwest Research

San Antonio, TX

Description
SwRI, headquartered in San Antonio, Texas, is a nonprofit, applied research and development organization serving industrial and government clients. SwRI consists of nine research centers in physical sciences.

Energy Advanced Materials
Advanced Instrumentation Artificial Intelligence

Transportation Advanced Computing

View Details

Aon – Intellectual Property Solutions

New York, NY <https://www.aon.com/>

Service Category	Count
<input checked="" type="checkbox"/> Commercialization Services	27
<input type="checkbox"/> Engineering Design	160
<input type="checkbox"/> Industry Stakeholder	1
<input type="checkbox"/> Manufacturing	150
<input type="checkbox"/> Technical	2

Partner Role	Count
<input type="checkbox"/> Corporate Venture	11
<input type="checkbox"/> Incubator Accelerator	9
<input type="checkbox"/> Industry Stakeholder	18
<input type="checkbox"/> Investor	20
<input type="checkbox"/> Provider	480



Network with other INNOVATORS and Follow Relevant News...



Dashboard Community Search Logout

My Dashboard

Community News Feed

Features

My Dashboard / Community

Create Post

Create Post



Select at least one subject tag

Title

Give your post a title (250-character max)

Post

Provide details regarding your announcement or event (5000-character max)

- Looking for a Mentor
- Looking for a SME
- Looking to collaborate/subcontract on a particular topic and/or project
- Phase II Diversity Supplement engagement
- Other

Post

Filter by

All

Carol R. January 12 | admin

January 23 - 25 | America

This virtual event connects the largest source of early-stage...
<https://lnkd.in/e/zjsi...>

Admin announcements

11

Carol R.

New Resource Pages – Find NL SBIR POCs



Dashboard

Community

New
Resources

Search ▾

My Dashboard / Resources

Resources

NATIONAL LABS

COMMERCIALIZATION TUTORIALS

MARKET RESEARCH (COMING SOON)



[Ames National Laboratory](#)

Ames National Laboratory is a government-owned, contractor-operated national laboratory of the U.S. Department of Energy (DOE), operated by and located on the campus of Iowa State University in Ames, Iowa.

SBIR Contact

Julienne Krennrich

jmkrenn@ameslab.gov



[Argonne National Laboratory](#)

Argonne is a multidisciplinary science and engineering research center, where talented scientists and engineers work together to answer the biggest questions facing humanity, from how to obtain affordable clean energy to protecting ourselves and our environment.



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New Resource Pages – View Commercialization Workshop Recordings



- Preparing to Pitch
- Licensing
- Manufacturing
- Financial Modeling
- Navigating Phase III Contracting
- Preparing for Product Launch



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Follow Relevant News



VP3 Pitch Program ▾

Dashboard

Community

Search

Logout

My Dashboard

Community

News Feed

Features

Messages

View your conversations, reply to messages

Europe's Largest Renewable Energy Generator to Invest \$6.6B in Norwegian Hydro, Wind

Published: 01/11/2024

Source: www.EnvironmentEnergyLeader.com



Statkraft, the largest renewable energy generator in Europe, is investing nearly \$6.6 billion into its Norwegian hydro and wind power facilities and construction of new onshore wind farms.

Wholesale Electricity Market Data

Published: 01/12/2024

Source: www.eia.gov



(Thu, 11 Jan 2024) This site contains spreadsheets with wholesale electricity and natural gas data from seven major trading hubs that cover most regions of the United States. The data are through January 9, 2024, republished, with permission, from the Intercontinental Exchange (ICE).

DOE Announces Next Steps to Build Domestic Uranium Supply for Advanced Nuclear Reactors As Part of President Biden's Investing in America Agenda

Published: 01/09/2024

Source: www.energy.gov



DOE Announces Next Steps to Build Domestic Uranium Supply for Advanced Nuclear Reactors As Part of President Biden's Investing in America Agenda.



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Other DOE Partnering Resources



- Looking for SMEs, facilities, collaborators at National Labs? Visit <https://www.labpartnering.org/>
 - *Another way to find SMEs, collaborators, subcontractors - review related research being done at research institutes (universities, colleges); check publications*
- Looking for facilities for testing, integration and/or demonstration at National Labs
 - [**Energy Systems Integration Facility \(ESIF\)**](#), National Renewable Energy Lab (NREL)
 - [**Grid Research Integration and Deployment Center**](#), Oak Ridge National Laboratory (ORNL)
 - [**Electric Grid Test Bed**](#), Idaho National Laboratory (INL)
- Several [**additional DOE Resources**](#) are available:
 - [**American-Made Challenges**](#)
 - [**Lab-Embedded Entrepreneurship Program \(LEEP\)**](#) (NREL, ORNL, LBNL, ANL) and [**New Mexico LEEP**](#) (SNL & LANL)
 - [**OTT/OCED/EERE Voucher Program**](#) (use for test/certification & manufacturing next steps)



Product Launch 101

Tori McDonnell | VP of Innovation, Silverline

Joey Marquart | Senior VP of Communications, Silverline



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DOE Virtual Commercialization Workshop - Preparing for Product Launch

October 2024

Silverline



AGENDA

- Welcome and Introductions
- Goals
- Importance of Product Launches
- Understanding Your Market
- Tips for Product Launches
- About Silverline

SILVERLINE TEAM



JOEY MARQUART
SENIOR VICE PRESIDENT

- Joey helps companies with transformative solutions foster trust and engagement with the right stakeholders
- He has directed award-winning communications programs for clients in the clean energy, electrification and industrial decarbonization sectors



TORI MCDONNELL
VICE PRESIDENT

- Over a decade of experience in corporate communications, media relations and strategy development in the clean energy sector
- Launched multiple companies out of stealth mode that have resulted in top-tier media coverage and top trade coverage

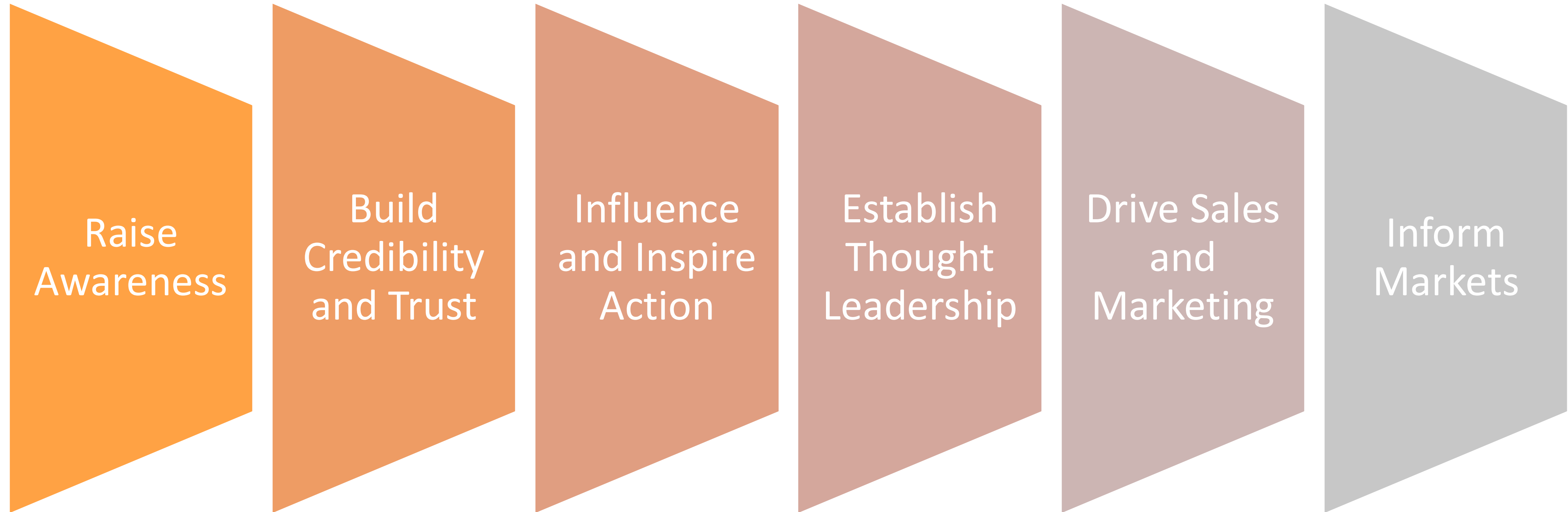
OUR GOAL FOR TODAY

Defining your market

Understanding product launches

Confidence in execution

THE IMPORTANCE OF PRODUCT LAUNCHES



EXERCISE

What is a Brand?

BRANDING ELEMENTS

- Brand Identity – logo, colors, photography, design
- Tagline
- Tone
- Brand is what others say about you when you are not in the room



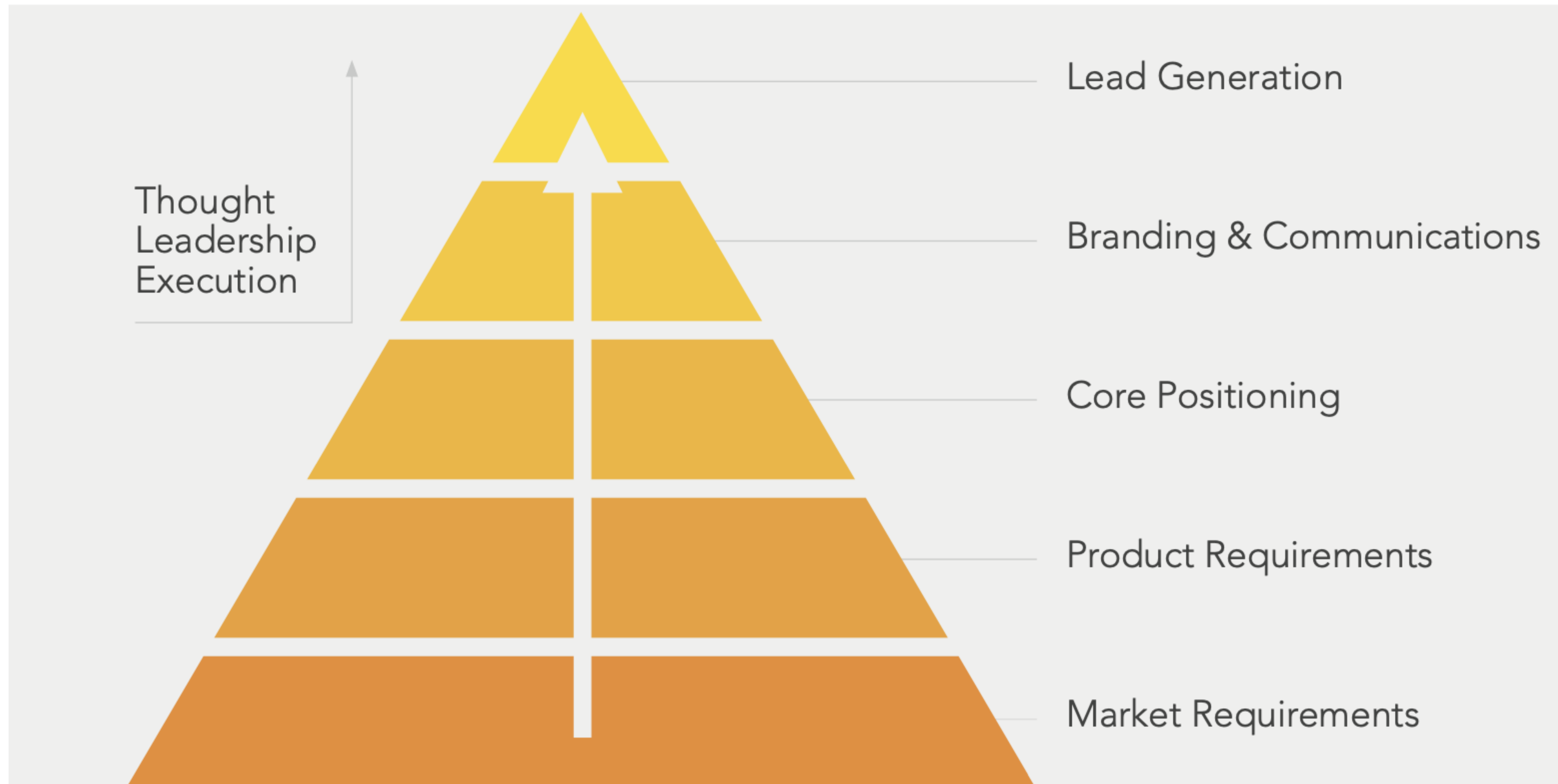
WHAT DOES MARKETING DO?

Taking actions to create, grow, maintain or defend markets.

Marketing's purpose is to **develop and shape** something that is real, and not, as people sometimes want to believe, to create illusions.



UNDERSTANDING YOUR MARKET



Proprietary and Confidential

UNDERSTANDING MARKET REQUIREMENTS

- Ask the interrogatives:
 - Who?
 - What?
 - Where?
 - When?
 - Why?
 - How?



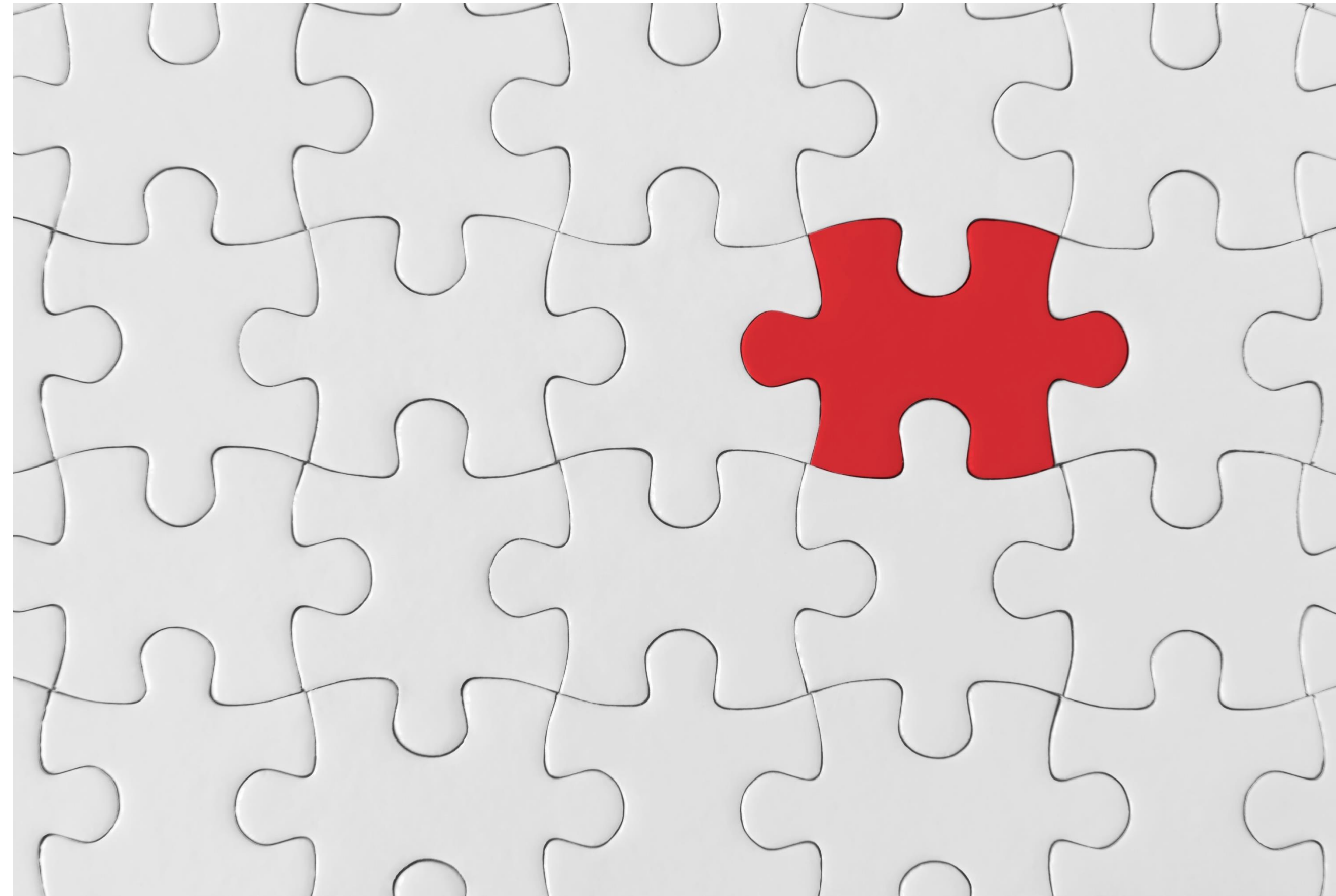
PRODUCT REQUIREMENTS

- Understanding the whole product
- Product road map



CORE POSITIONING

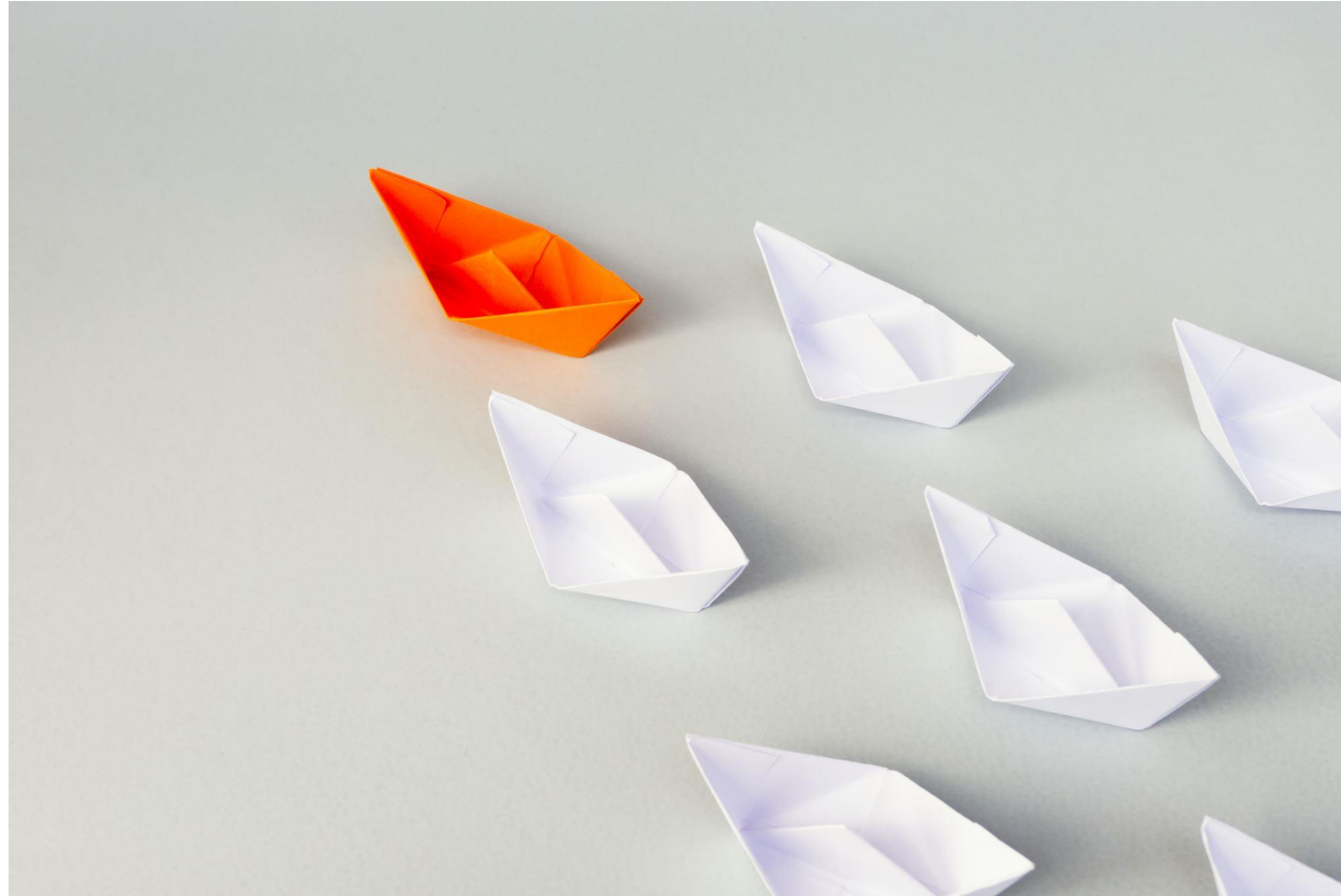
- Describing exactly what you are offering and positioning yourself against the competition



EXERCISE

What is your Secret Sauce?

SECRET SAUCE EXERCISE



PRODUCT LAUNCH

TYPES OF PRODUCT LAUNCHES

STEALTH MODE LAUNCH

- Company has not been launched yet
- Unveiling of the company and the product at the same time
- Materials needed for launch:
 - Brand identity / images
 - Landing page website
 - Key messages
 - Defined target audiences
 - Media list
 - Media strategy
 - Press release

PRODUCT LAUNCH

- Company is not in stealth mode and has an established website/brand
- Materials needed for launch:
 - Updated content for website (text/images)
 - Key messages
 - Defined target audience
 - Media list
 - Media strategy
 - Press release

WHERE TO START

- Conduct a brand asset audit – what do you have, what do you need?
- Develop the messaging
- Hire a website/graphic designer
- Write out your dream story/headlines
- Develop the press release
- Decide on the announcement date (and possibly venue)
- Identify and prioritize the media
- Create/update social media profile(s) and decide how they will be used
- Capture all elements above into a launch plan (no less than 90 days!)
- Practice delivering key messages to diverse audiences



TIPS FOR LAUNCH

- Watch version control
- Think about audience
- Consider third parties
- Journalists need time
- Social media expectations at the start
- Media won't cover the WHAT of a launch; they will cover the WHY



POST LAUNCH – WHAT’S NEXT

Data, Data, Data:
Capture, Analyze and
Collect



SILVERLINE

SILVERLINE IS...

An award-winning and specialized team of communications experts.

Clean energy and sustainability is all we do.

This isn't our first rodeo. We've been working on the clean energy transition for nearly 15 years and continue to succeed for the innovators and influencers driving real change.

We are the largest, longest-standing woman-owned climate-focused communications firm in the industry. The Silverline team consists of expert communicators who possess unrivaled expertise in all facets of the clean economy, from renewable energy, ESG and sustainability to emerging technology and policy.

In short: We know our stuff.

Silverline

Proprietary and Confidential

CHALLENGES WE SOLVE

Silverline helps clients shape markets, influence conversations and break through the noise.

Our Expertise

Every member of our team merges unrivaled energy sector expertise with savvy strategic communications instincts. From media relations and thought leadership to content development, Silverline is your [direct line](#) to success.



PR &
Media



Thought
Leadership



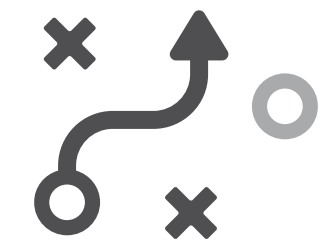
Public Affairs
& Outreach



Digital
& Social



Analytics
& Insight



Crisis

Proprietary and Confidential

Silverline

THANK YOU FOR YOUR TIME.

Joey Marquart

joey@teamsilverline.com

Salt Lake City, Utah

Tori McDonnell

tori@teamsilverline.com

Washington, D.C.

Selling Overseas – Services for Small Businesses from Department of Commerce (DOC)

Elizabeth Ahern | Director CS Peoria, International Trade Administration, DOC

Tony Mulligan | Founder & CEO, Hydronalix



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CS Peoria USEAC Director

Elizabeth Ahern



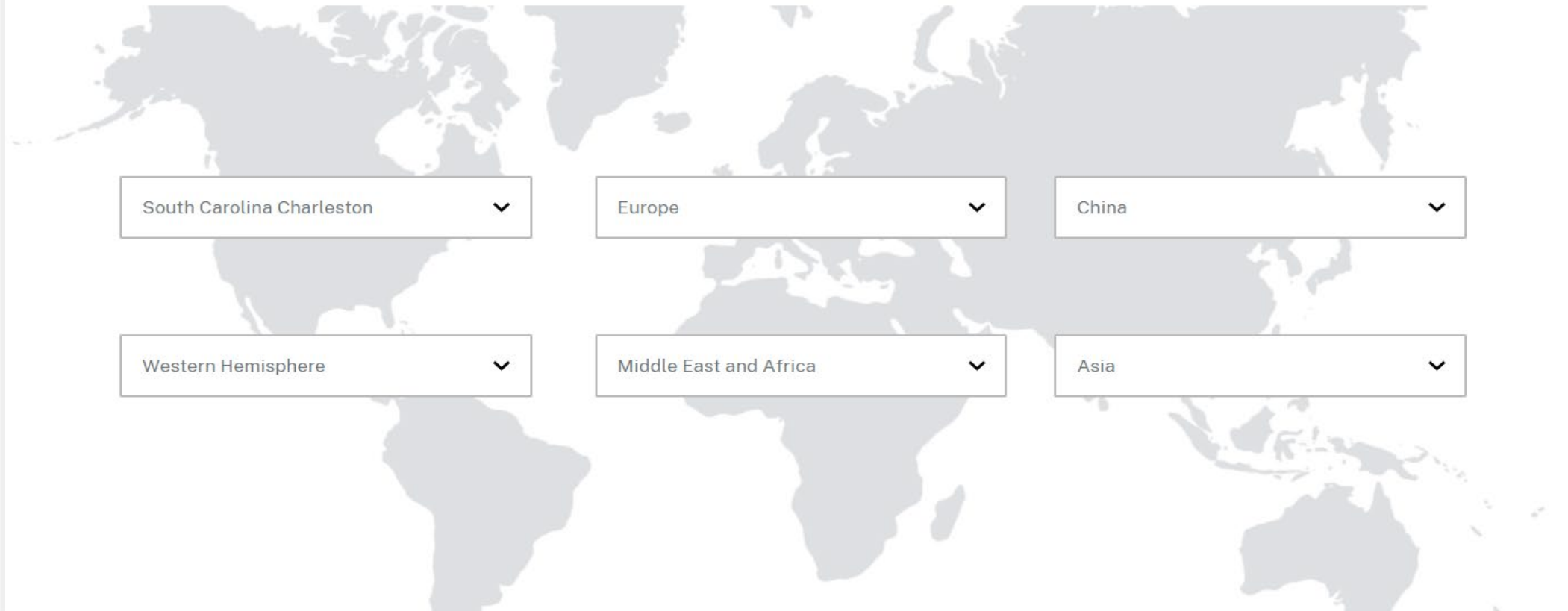
1500 W Main Street
BECC 2165
Peoria, IL 61606

Phone: 309.210.5551

Elizabeth.Ahern@trade.gov

<https://www.trade.gov/contact-us>

Office Locations



Commercial Service Vision

Foster economic growth and prosperity through global trade

What does the Commercial Service do?

- U.S. Department of Commerce
- Trade promotion
- Inward U.S. investment
- Commercial diplomacy
- Address business challenges



Let our global network work for you.

Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

Our unmatched global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

Our Services



Export Counseling

- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about U.S. government export controls, compliance and trade financing options.



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



Commercial Diplomacy

- Address trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.



Market Intelligence

Country Commercial Guides

Prepared by trade and industry experts, Country Commercial Guides provide information on market conditions, opportunities, regulations and business customs for over 125 countries. Country Commercial Guides detail important factors to help you decide if a market is right for your product or service.

Customized Market Research

Customized Market Research answers questions about an overseas market including; market trends & size, customary distribution and promotion practices, market entry requirements, product standards and registration, regulations, key competitors and potential agents, distributors, and strategic Partners.

Initial Market Check

The Initial Market Check is an initial assessment of the market potential of your product or service in the targeted market. The service gauges the potential of a specific product or service in a market by gathering feedback from up to five industry participants and provides recommendations on whether to pursue the target market.

International Company Profile

The International Company Profile provides U.S. companies and economic development organizations with a comprehensive background report and full analysis on a specific foreign company. Reports provide general business information, background and product information, key officials, references contacted by ITA, financial data/credit worthiness, reputation, results of site visits and interviews with principals; information sources consulted in preparing the report; and analysis of information.

Commercial Service Presented Events

DISCOVER GLOBAL MARKETS

Organized by the U.S. Commercial Service, these annual business development forums focus on an industry and/or world region. The conferences feature one-on-one meetings with U.S. Commercial Service diplomats visiting from abroad; panel discussions on the latest industry trends; export education; and extensive networking with U.S. trade officials and leading private sector experts.

TRADEWINDS

Organized by the U.S. Commercial Service, Trade Winds missions include a business development forum in its host city, consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Diplomats representing commercial markets throughout the region. Participating companies can customize a business matchmaking schedule with multiple stops, based on input from our in-country Commercial Specialists, and grow their international sales through meetings with pre-screened potential buyers, agents, distributors and joint-venture partners during the mission.



Trade Events

Certified Trade Missions

Organized with select trade organizations, missions are customized to meet the needs of groups of U.S. companies participating. Missions may include activities such as market briefings, Gold Key Service, receptions, site visits, and technical seminars.

Trade Show Representation

The Trade Show Representation Service provides U.S. companies and economic development organizations with the ability to increase their marketing exposure at an overseas trade show when they are unable to attend in-person. Multiple clients' products and services may be showcased by the Commercial Service at the event.

International Buyer Program

At major domestic industry trade shows, the U.S. Commercial Service provides services including on-site introductions to foreign buyers; networking; export counseling; market analysis; and business matchmaking.

International Trade Fairs

Certified trade fairs feature a U.S. Pavilion and represent a U.S. Department of Commerce endorsement that the fair offers a high-quality, multifaceted opportunity for American companies to successfully market their product/services overseas. Participating companies receive U.S. Commercial Service assistance with access to prospective foreign buyers, agents, and industry representatives. Other services include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.



Commercial Diplomacy

Advocacy Center

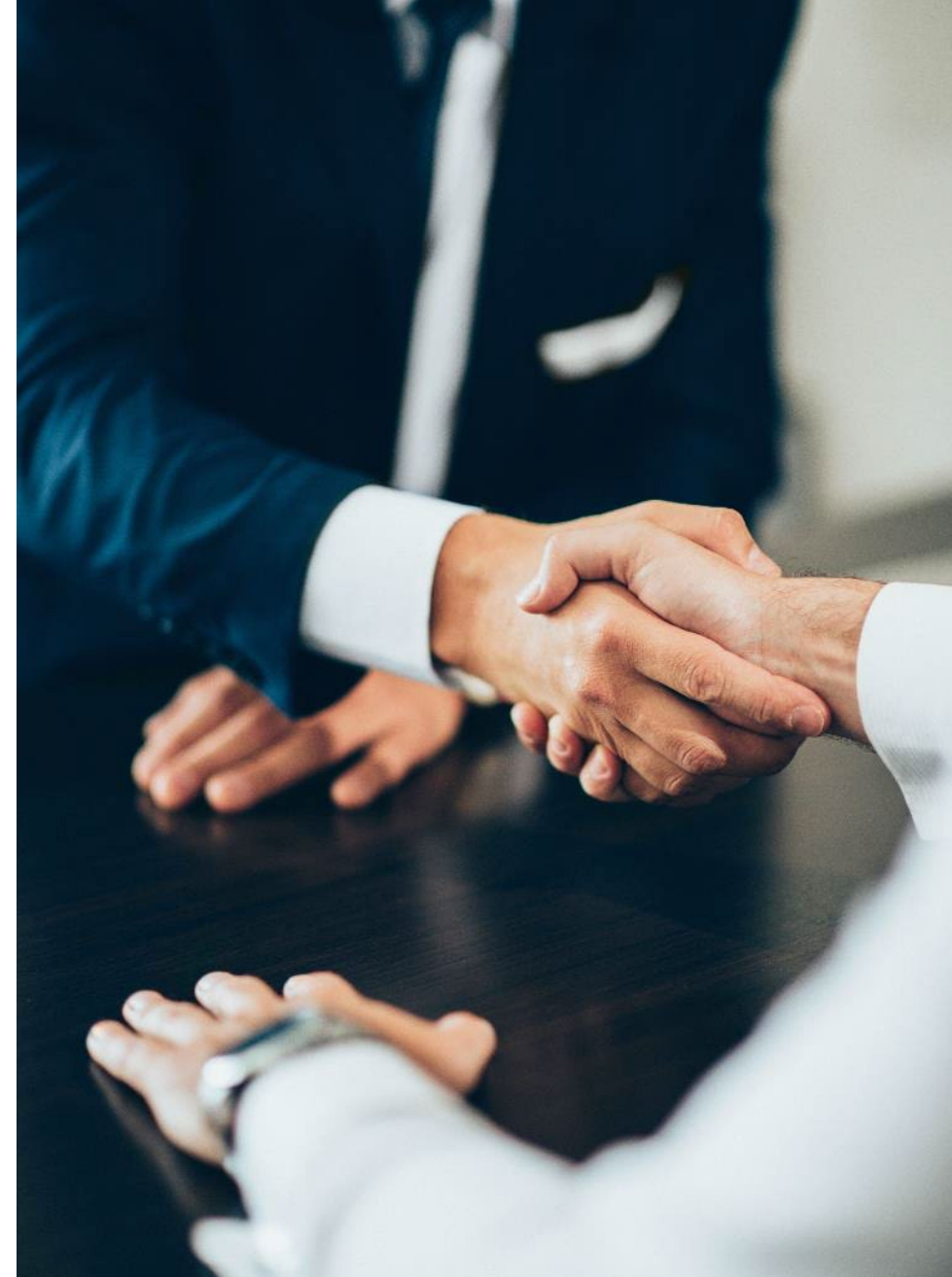
The Advocacy Center coordinates U.S. Government Advocacy efforts for U.S. exporters competing on foreign projects or procurement opportunities that involve foreign government decision-makers, including foreign government-owned corporations. U.S. Government Advocacy assistance helps level the playing field on behalf of U.S. exporters and workers competing for international contracts against foreign firms and to promote the growth of exports of U.S. goods and services around the world.

Report a Trade Barrier

File a complaint with the International Trade Administration's Trade Agreements Negotiations and Compliance Office. This office works with U.S. businesses to help ensure that foreign governments adhere to and do not impose trade barriers inconsistent with their trade agreement obligations.

Trade Dispute Resolution

We can provide information to help you resolve common trade disputes like customs issues. In some instances, we may be able to make inquiries directly with the foreign government.



Exports Matter

More than **70%** of the world's purchasing power is **outside** of the United States.
Competitors are **increasing** their global market share while the U.S. is underperforming.



31,000 Exporters

The number of U.S. export clients assisted in fiscal year 2020
92% small and medium size businesses

A group of five business professionals, three women and two men, are seated in a row on modern, light-colored chairs. They are dressed in professional attire, including blazers, shirts, and trousers. The background is a bright, modern office space with large windows and a clean, minimalist aesthetic. The overall tone is professional and positive.

10.7 Million Jobs

Supported by U.S. exports of goods and services in 2019.

A hand with orange nail polish holds a black pen, pointing at a tablet. The tablet displays a business analytics dashboard with a bar chart, a line graph, and a table. The table has columns for 'CLIENT NAME', 'AMOUNT', and 'STATUS'.

CLIENT NAME	AMOUNT	STATUS
0001 Addison Watson	\$ 120.00	PAID
0002 Addison Michel	\$ 150.00	PENDING
0003 Albert Watkins	\$ 180.00	PAID
00011 Johnny Fernandez	\$ 200.00	PENDING
00012 Gilbert Edwards	\$ 220.00	PAID
Norman Hill	\$ 240.00	PENDING

Return on Investment

For every \$1 allocated to the Commercial Service, about \$360 returns to the U.S. economy.

Results for U.S. Small Businesses

Exporting can be profitable for businesses of all sizes.

A blurred background image of a business meeting. In the foreground, a hand holds a pen over a document with a line graph. In the background, a person in a suit sits at a desk with a laptop and a calculator. The overall scene is dimly lit, suggesting an office environment.

\$2 Million

Average annual revenue increase reported by CS clients last year.

A person wearing a blue denim shirt is sitting at a wooden desk, using a black stapler to secure a cardboard box. The desk is cluttered with various items, including a laptop, a pen, and some papers. In the background, there are several cardboard boxes stacked, suggesting a shipping or warehouse environment. The overall scene is dimly lit, with a warm, slightly blurred background.

**Companies that
export, grow faster.**

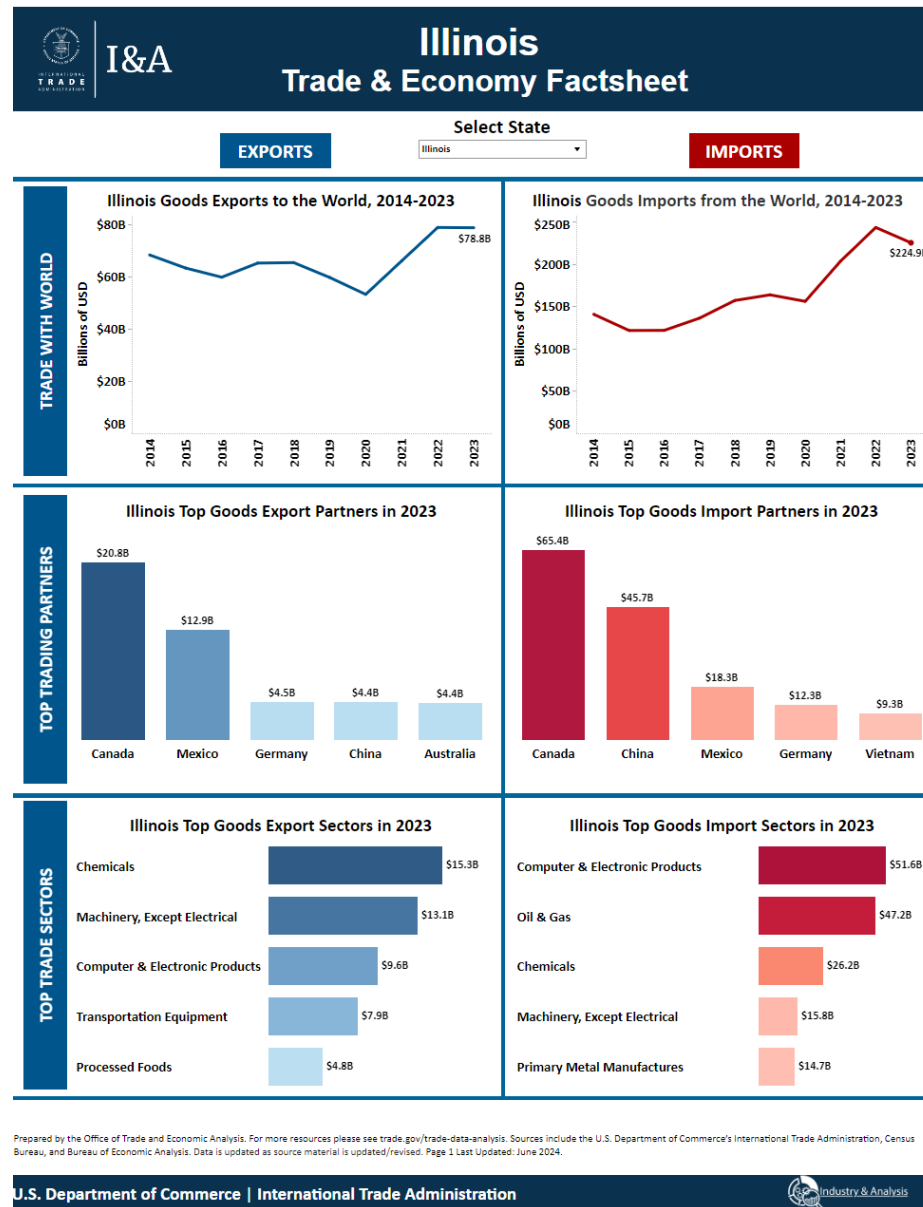
And are less likely to go out of business.

What is the exporting activity in your state?

- Your State Trade data:
- <https://www.trade.gov/state-trade-data>



\$78.9 Billion
Goods exports from Illinois in 2023



Questions and Discussion

<https://www.trade.gov/>



Elizabeth Ahern, Director
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Peoria, IL 61606

Phone: 309.210.5551

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HYDRONALIX

Anthony Mulligan, CEO

Preparing for Product Launch Workshop

October 9th 2024

Contributing staff:

Morgan Darby,

Dr. Ranji Vaidyanathan, Jaime Lara-Martinez, Robert

Lautrup

hydronalix.com | 1691 W. Duval Commerce Court | Green Valley, AZ 85614 | 520.203.8351



Company Overview

- Founded in 2009
- USV/UAV for commercial, science, first responder, and defense industries
- 50+ employees
- 2,000+ systems produced and shipped worldwide
- 10 Phase I SBIRs
- 12 Phase II SBIRs
- \$16.9m total in SBIR
- Over \$112 million in awarded contracts/sales





SEARCHER AMY



SEARCHER USV with Ping DSP

Survey & Mapping Employees Earn Army Corps' Innovation Award for Unmanned Survey Vessel

By James D'Ambrosio / US ARMY CORPS OF ENGINEERS - NEW YORK DISTRICT
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Royal Thai Marine Corps Humanitarian Mission





International Trade Administration

Department of Commerce Multiple Foreign Trade U.S. Delegations



**Trade Delegation Tradewinds in
Thailand**



ITA in Rhode Island

hydronalix.com | 1691 W. Duval Commerce Court | Green Valley, AZ 85614 | 520.203.8351



What ITA did for us

- Trade delegations for domestic and foreign export
- US government advocacy for company's products
- Introductions to high-ranking foreign decision-makers
- Assistance with export regulations and shipping/customs
- Review of customer credibility





Bonus Advice

- Pick your marketing investments carefully
- Leverage demo events with customer invites by ITA
- Leverage sales travel with supplier and customer visits and government agency visits
- Shoot for three distinct ways to benefit and succeed with your investments
- Identify staff who can answer the phone 24/7
- Department of Commerce staff can greatly assist in export compliance. Utilize their guidance to make expense legal services more efficient

Key Take-Aways

- Learned how to **define & defend** your market presence to have **confidence** in your launch.
- Learned the **importance of being succinct** in your messaging.
- **Checklist** of what needs to be in place when releasing the product; **assess content** you already have available
- **Do your homework** on press release recipients; make sure the entire team is on the **same page relative to messaging** being shared
- Bare-bone launch can be done for \$50K (**Phase II TABA funds!**)
- **Many programs** available through DOC's International Trade Administration



Awardee Lessons Learned Panel

Randy Hiebert | Vice President R&D, BioSqueeze

Tony Mulligan | Founder & CEO, Hydronalix

Serpil Gonen Williams | CTO, Pixelligent

Anton Zonneveld | VP Business Development, Radiation Monitoring Devices, Inc.



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Awardee Advice on Product Launches

- Understand your competition, the development timeline and sales cycles
- Do customer discovery to ensure value added pricing and to avoid the “shiny object” chase
- Build the right team – you may need a new CEO with a business focus
- Importance of IP protection and protecting the branding/market presence you create
- Have patience

REMINDER – Yes, the workshop was recorded and will be posted under **RESOURCES** on the [SBIR Partnering Platform](#) and [here](#).



FY 2025 Funding Opportunities



Phase I	Release 1	Release 2
Topics Issued	Monday, July 8, 2024	Tuesday, November 12, 2024
Document	Phase I Release 1 Topics	
Phase 0 Application Assistance (free for first time applicants) starts	Monday, July 8, 2024	Tuesday, November 12, 2024
FOA Issued	Monday, August 5, 2024	Monday, December 16, 2024
Letters of Intent (LOI) Due	Tuesday, August 27, 2024 5:00pm ET	Tuesday, January 7, 2025 5:00pm ET
Full Applications Due	Tuesday, October 8, 2024 11:59pm ET	Wednesday, February 26, 2025 11:59pm ET
Award Notification	Monday, January 6, 2025	Tuesday, May 27, 2025
Projected Grant Start Date	Tuesday, February 18, 2025	Tuesday, July 8, 2025

New to DOE?
Apply for the **free** Phase 0 Program!

Letters of Intent **required**
(see [LOI instructions](#))

Phase II	Release 1	Release 2
FOA Issued	Tuesday, October 15, 2024	Monday, February 24, 2025
Document		
Webinar(s)	Friday, October 18, 2024	Friday, February 28, 2025
LOI (All Phase II applications) Due	Wednesday, November 6, 2024 5:00pm ET	Wednesday, April 2, 2025 5:00pm ET
Applications Due	Tuesday, December 3, 2024 11:59pm ET	Tuesday, May 6, 2025 11:59pm ET
Award Notification	Monday, March 3, 2025	Monday, August 4, 2025
Projected Grant Start Date	Monday, April 14, 2025	Monday, September 15, 2025
**Preliminary dates subject to change		

Letters of Intent **required**
(see [LOI instructions](#))



Participating DOE Program Offices – 2 Releases/year

 Release 1 – July 8, 2024
CLOSED – Applications due on October 8th!

 Release 2 – November 12, 2024
Applications due on February 26th!

Advanced Scientific
Computing Research
(ASCR)

Fusion Energy Sciences
(FES)

Nuclear Nonproliferation
(NNSA)

Cybersecurity, Energy
Security & Emergency
Response (CESER)

Basic Energy Sciences
(BES)

High Energy Physics
(HEP)

Energy Efficiency &
Renewable Energy (EERE)

Electricity
(OE)

Biological & Environmental
Research (BER)

Nuclear Physics
(NP)

Nuclear Energy
(NE)

Environmental
Management (EM)

Fossil Energy & Carbon
Management (FECM)

SBIR Partnering Platform



- **SBIR Partnering Platform** provides searchable database where SBIR/STTR applicants (**INNOVATORS**) can find potential **PARTNERS** and network with other **INNOVATORS** to complete your team through collaboration and/or subcontract
 - Find **PARTNERS** using keyword and AI searching; myriad of filtering options
 - Find SBIR funding opportunities across all agencies
 - Bookmark favorites; Confidential messaging
 - Network with other **INNOVATORS** on the **Community Page**; collaborate/subcontract to complete your team!
 - Newsfeed for applicable industry/stakeholder news
 - **NEW** resource page!
- As an SBIR/STTR applicant, register as an **INNOVATOR**; review the **Platform Overview for Innovators** webinar



<https://www.sbirpartnering.org/doe>



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DOE Disclaimer: By enabling and publishing the DOE SBIR Partnering Platform, DOE is not endorsing, sponsoring, or otherwise evaluating the qualifications of the individuals and organizations that appear on this platform as partners, resources, awardees or innovators.

Questions??



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<https://www.sbirpartnering.org/doe>



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