


**Ohio Third Frontier  
2010 Bio Cluster Programs**

Presented by  
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December 15, 2009  
BioOhio  
1275 Kinnear Rd  
Columbus, Ohio

with  
**Robert H. Garrick, Consultant**

Sponsored by: 

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11:30 am - 12:15 pm

**The OTF Bio Cluster Programs**

[Program Overview, Changes, Key Insights](#)



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**Ohio Third Frontier  
Bio Cluster Programs**

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### Ohio Third Frontier Project



- ▶ Ten year \$1.6 billion initiative started in 2002
- ▶ State's largest-ever commitment to:
  - Expanding Ohio's high-tech research capabilities
  - Promoting innovation and company formation
- ▶ How?
  - Build world-class research capacity
  - Support early stage capital formation
  - Support development of new products
  - Finance advanced manufacturing technologies to help existing industries become more productive
- ▶ Result:
  - Company and product formation
  - Job creation
  - Economic growth

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### Third Frontier Focus Areas

Five technology focus areas based on 2002 Battelle study:

- ▶ **Biomedical**
- ▶ **Advanced/Alternative Energy**
- ▶ **Instruments, Controls, Electronics**
- ▶ **Advanced Materials**
- ▶ **Advanced Propulsion**

Note: **Information Technology** is being recognized as a critical enabling technology important to all focus areas above

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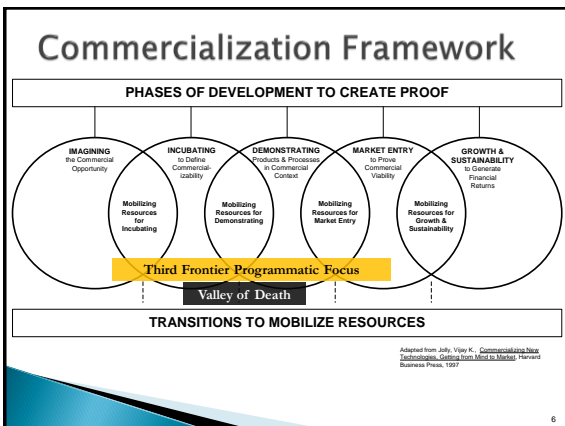
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# Third Frontier Bio Grant Programs

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## FY10 Third Frontier Programs

Program	Biomedical	Medical Imaging
<b>Purpose:</b> Competitive grants to accelerate growth of ...	Develop and commercialize new devices, therapeutics, or Diagnostics; adapt or modify existing; clinical trials	Develop and commercialize new imaging devices or mfg processes; adapt or modify existing; demonstrate in commerc context
<b>Collaborators</b>	At least one for-profit company, one Ohio-based collaborator (higher ed., non-profit research organization, and/or company)	
<b>Focus</b>	R&D to address technical and cost barriers to commercialization (must have IND or IDE by end of grant)	
<b>Award Sizes</b>	\$250K to \$1MM	\$250K to \$1MM
<b>Funding Pool</b>	\$5 MM (+\$2 MM); 5 awards	\$8 MM (+\$2MM); 8 awards
<b>Timing</b>	RFP-Dec 14; <b>BID</b> -Jan 5 2pm; <b>LOI</b> -Jan 25 2pm; <b>Application</b> -Mar 1 2pm; <b>Review</b> -Mar-Apr-May, <b>Award</b> -May	

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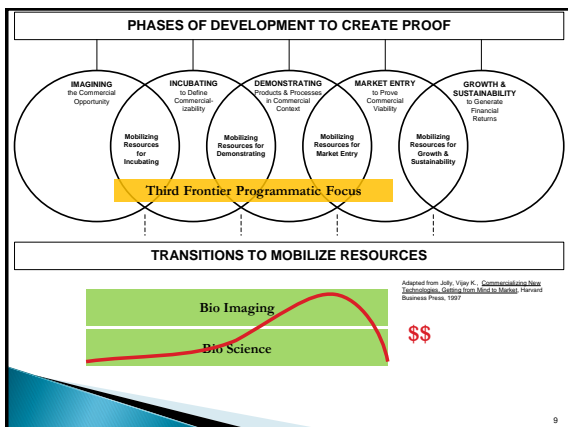
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### Proposal Evaluation Criteria

- ▶ Builds on prior Third Frontier Investments
- ▶ Consistency with State and Regional Priorities
- ▶ Degree of Customer Readiness
- ▶ Degree of Sustainable Competitive Advantage (Flywheels)
- ▶ Demonstrated Leadership Assets
- ▶ Identified Stage of Market Development
- ▶ Opportunity Impact for Ohio
- ▶ Importance of Key Existing and Emerging Ohio Industry Drivers
- ▶ Scientific Merit
- ▶ Past Performance (if applicable)
- ▶ Potential for Leverage
- ▶ Commercialization Strategy
- ▶ Management / Operational / Financial Plan
- ▶ Potential for Products
- ▶ Size of Opportunity
- ▶ Vision for Success

Source: Ohio Department of Development 10

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### Review Process

- ▶ Administrative Review
  - ODOD Technology Division staff
  - Receive and process proposals for administrative compliance
  - Forward to external evaluators for technical review
- ▶ Technical Review
  - External evaluators
    - National Academies of Science
    - Taratec Corporation ← Bio Cluster Grant Evaluators
  - Technical and commercial review
  - Recommend competitive range
  - Second level of review
  - Rank proposals
  - ODOD reviews ranking recommendations
  - Submit recommendations and summary evaluation statements to Third Frontier Commission

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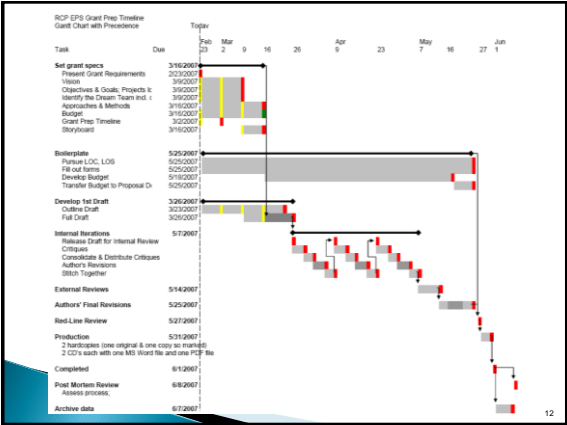
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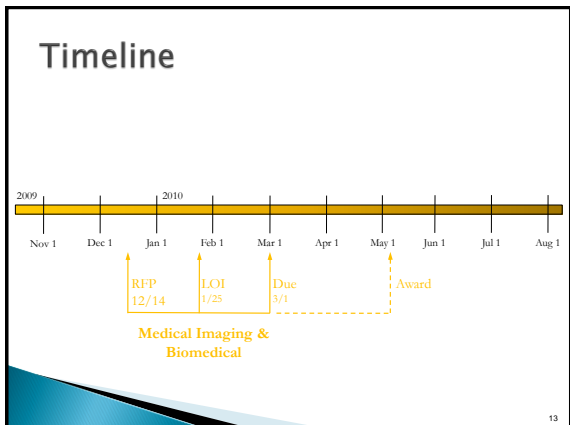
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- ### Changes to Program
- ▶ Incentives for Business/University Partnerships
  - ▶ Cost Share now 1:1
  - ▶ Page limitations - dropped from 15 to 12
  - ▶ Up to \$1 MM operating funds PLUS ADDITIONAL *capital funds* if requested
  - ▶ Less emphasis on platform technology
    - Applied / product-oriented Path using existing technology platforms
    - ... i.e., previously funded platforms

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- ### Keys to Success
- ▶ Strategic
    - Project vision
    - Mindset
    - Alignment
    - Big ideas
  - ▶ Tactical
    - Project implementation
    - Availability of time and financial resources
    - Coach-ability of team?

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### Winner's Mindset

- ▶ These are grants **for Ohio**
  - The benefits must accrue to Ohio

Give Ohio what it wants ...

and You can have anything You want

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### What does Ohio want?

- ▶ Jobs
- ▶ Technology
  - RCP's & WP's: Platform technology
  - Bio's: Critical piece in the puzzle ... or Platform
- ▶ Global leadership – Ohio Center of Excellence
- ▶ Ohio-based supply chain
- ▶ Strong participation by Ohio universities
  - Builds academic infrastructure
  - Commercializes university IP or enables universities to participate in IP generation
- ▶ Revenue streams flow among collaborators, not just to the Lead

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### A Big Vision & The Right Partners

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12:15 pm - 12:40 pm

Lunch



Navigation icons: back, forward, search, refresh

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12:40 pm - 1:25 pm

The OTF Bio Cluster Programs

Parameters of a Winner

Tips and Tricks



Navigation icons: back, forward, search, refresh

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What do I need to be  
COMPETITIVE?

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### What does Ohio want?

- ▶ Jobs
- ▶ Technology
  - Platform technology, or for existing platforms, a critical piece of the puzzle
- ▶ Global leadership – Ohio Center of Excellence
- ▶ Ohio-based supply chain
- ▶ Strong participation by Ohio universities
  - Builds academic infrastructure
  - Commercializes university IP or enables universities to participate in IP generation
- ▶ Revenue streams flow among collaborators, not just to the Lead

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### Impact

- ▶ A big vision that takes Ohio into the forefront *globally*
- ▶ Ohio-based industry & value chain – plays into natural strengths of Ohio
  - Ohio supply chain
  - Ohio manufacturing
  - Ohio R&D
  - Ohio sales force
- ▶ Jobs

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### Jobs

**In the following Rank Order:**

1. High paying jobs
  - R&D, C-level, Sales
2. Factory/manufacturing jobs
3. Saves / prevents loss of jobs
4. Leads to multiple company formations

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## Research

- ▶ At least some research associated with every component

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## Sizzle

- ▶ Technically sexy; the “Gee Whiz” factor
- ▶ Potential large upside
- ▶ Deep pipeline (blue sky) opportunities
- ▶ Potential play above and beyond project
- ▶ Potential for leverage
- ▶ Leverages a natural strength of Ohio

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## Defensible IP Position

- ▶ No IP? Don't bother applying
- ▶ Opportunity to create new, bigger, better IP
- ▶ Opportunity for Universities to participate in IP creation

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### Experienced Team

- ▶ Been there and done that
- ▶ Ability to raise capital
- ▶ Strong technically
- ▶ Strong commercially
- ▶ Credible water-walkers

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### Compelling Play

- ▶ Strong preliminary data / prototypes
- ▶ Existing relationships with End Users
- ▶ Strong interest from End Users
- ▶ MARKET PULL
- ▶ Technically ready

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### Tips & Tricks

Robert H. Garrick

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**Tips #1 –3: Read the RFP**

- ▶ Tip #1: Read the RFP
- ▶ Tip #2: Read the RFP
- ▶ Tip #3: Read the RFP
  - Don't assume you know what's in it
  - Make notes
  - Provide what it asks for in the manner asked
- ▶ Then ... read the RFP again

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**Tip #4: Alignment**

- ▶ Don't pound a round peg into a square hole
- ▶ Do the projects sought for funding complement your business plan?
- ▶ Propose the project the TFC wants to fund, not the project you want them to fund
- ▶ BOTH you and the State need to win

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**Tip #5: Project Manage the Writing Process**

- ▶ Develop a time line for completing your proposal and stick to it
- ▶ Set YOUR date for completing the proposal at least one day ahead of the RFP due date
- ▶ Assemble your team
- ▶ Make sure the people needed are available
- ▶ Make sure the partners needed are available
- ▶ Keep them on schedule

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### Tip #6: Know Where You're Going

- ▶ Outline, storyboard, or mind map your proposal
  - **Do Not Pass Go** until everyone buys into your high level concept
  - This should include V-A-M-B + T™
    - VISION
    - AIMS
    - METHODS
    - BUDGET
    - And the TEAM

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### Tip #7: Letters of Commitment

- ▶ Get your Letters of Commitment started right away - **DON'T WAIT**
- ▶ Make sure letters provide the information as required by the RFP

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### Tip #8: Build Your Budget

- ▶ Make sure your proposal reflects the entire cost of the project
- ▶ Show where the resources will come from
- ▶ Get the letters committing outside resources **AS SOON AS POSSIBLE - DON'T PUT THIS OFF**
- ▶ Start building the budget as you identify costs and elements
- ▶ Remember, when it comes to cost share, cash is **FUNGIBLE - cash is KING**

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### Tip #9: Be Open to Discovery

- ▶ Grant Writing is a **Discovery Process**

It is a **blessing** and a **curse**

You will need to refine your project time line, budget, etc., as you develop your proposal

- ▶ Plan accordingly ... start **EARLY!!**

The process should stabilize after 3 iterations

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### Tip #10: Eye Candy

- ▶ Reviewers like nothing more than a wall of text coming at them ... **NOT!**
- ▶ Use white space judiciously
- ▶ Employ **Eye Candy** (tables, figures, side bars, etc.)
- ▶ A picture is worth a thousand words

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### Tip #11: Interacting with ODOD

- ▶ Follow the procedure given in the RFP for asking questions ... **IN WRITING**

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Tips #12: Did we mention...

## Read the RFP

- ▶ Read the RFP
  - Don't assume you know what's in it
  - Make notes
  - Provide what it asks for in the manner asked
- ▶ Then ... read the RFP again

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1:25 pm - 1:30 pm

## Final Questions



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1:30 pm

## Closing Remarks



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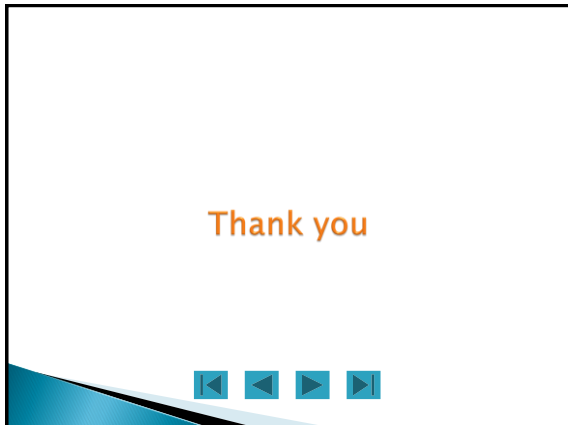
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