



Federal Funding Categories

Competitive Grants

- Over \$100 billion is available each year in grants
- Small business set-aside programs (SBIRs/STTRs) in federal agencies for R&D grants and on-going non-profit grant opportunities
- www.grants.gov

Discretionary Funding

- Direct contracts with Federal Agencies

Appropriations & Earmarks

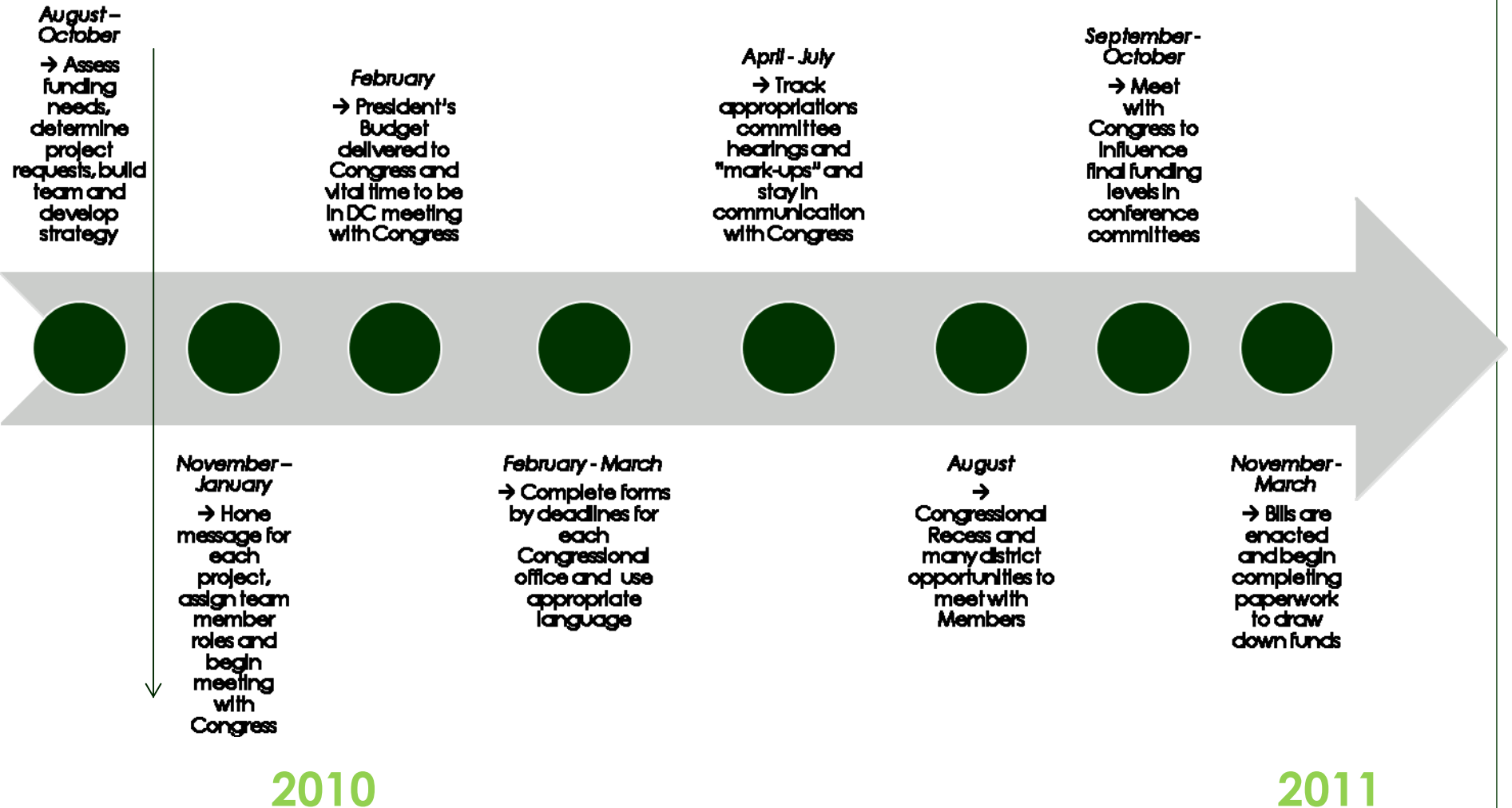
- Ranges from \$100,000 to \$5 million per project per year
- 1,000+ accounts within 12 Appropriations billed passed annually

Procurement



Federal Budget Timeline

New Fiscal Year started October 1, 2009





Key Criteria for Success

- G2G works with clients to refine project titles, descriptions and partnerships to submit requests for federal funding based on the following criteria:
 - Message → Problem, Solution & Results
 - Distinguishable Project
 - Matchmaking Project with Correct Account
 - Minimal Competition and No Double-Dipping
 - Regional & Economic Impact
 - Coalition of Support
 - Timing → Year-long Process to Secure Federal Earmarks
 - Seniority & Committee Assignment
 - Access to Key Decision-Makers and Polite, Persistent and Targeted Communications
 - Respect for Budgets
 - Compliance with Earmark Reform and Filing Disclosures



Examples

- Arteriocyte: Developed multi-state approach and highlighted job creation that could result from the cellular therapy project for the Army; project aligned with military priority and included strong collaborations
 - \$800,000 final earmark in FY2008
 - \$1.6 million final earmark in FY2009
 - \$6.9 million final earmark in FY2010
- OAI/GrafTech: Focused on both political parties to highlight public-private partnership to advance R&D on aviation heat exchangers for the Air Force that will create jobs in both northern and central OH
 - \$1.6 million final earmark in FY2008
 - \$1.6 million final earmark in FY2009
 - \$3.2 million final earmark in FY2010
- Syncro Medical Innovations: Showcased the story of CEO moving a bioscience company into a distressed area of OH; engaged VCs and targeted Chairman Murtha; worked with an Appropriator; organized media events with Congressman
 - \$500,000 final earmark in FY2008
 - \$1.6 million final earmark in FY2009
 - \$350,000 ODOD funding to match SBIR funding
- Stonewater Control Systems: Organized meetings and tours with MOC to educate her on need for R&D for secure communications systems for the military; developed simple, succinct message to explain complicated technology
 - \$1.2 million final earmark in FY2009
 - \$900,000 final earmark in FY2010
- Phycal/OAI: Gave Congressional tour to show where algae is grown for jet fuel for the Air Force; secured AFRL champion; worked with Appropriator and Ranking Member on HASC and HAC-D
 - \$2.7 million final earmark in FY2010



Examples

- AmericaView: Organized national coalition of state consortiums to write and introduce legislation to authorize \$10 million for USGS program; worked with committees of jurisdiction on hearings, amendments and schedule for committee passage; created and implemented bipartisan strategy to move legislation through the House and Senate
 - \$10 million authorized in legislation passed by the House and passed by the Senate committee of jurisdiction with floor consideration pending*
- Pittsburgh Life Sciences Greenhouse: Educated several Members of Congress through tours and meetings on the need for entrepreneurial assistance services that promote life sciences within the Tech Belt spanning from Cleveland to Pittsburgh; showed how funds would benefit many companies and regional economic growth
 - \$235,000 in FY2009 final earmark
 - \$100,000 in FY2010 final earmark
- Entrepreneurial Development Center: Highlighted the need for business development assistance in the Technology Corridor that benefits Cedar Rapids and Iowa City, Iowa; organized media events at the Center with public officials
 - \$650,000 in FY2008 final earmark
 - \$332,500 in FY2009 final earmark
- Hard Hatted Women: Introduced organization dedicated to job training and placement of low-income women in non-traditional careers and showed need for services in several districts
 - \$200,000 in FY2010 final earmark



What Next?

- **Success Breeds Success:**
 - In FY2008-FY2010, G2G raised \$38 million for clients – achieving a 70% success rate
- **G2G Demystifies the Legislative Process:** using our years of experience in lobbying and working on Capitol Hill to guide clients through the maze of government funding opportunities. Each client receives tailored:
 - **Strategic Roadmap** Outlining How Funding Will Be Pursued
 - **Timeline** Listing Each Step in the Process
 - **White Paper(s)** that Succinctly Summarize the Project(s) and Align with Federal Priorities
 - **Meetings** in D.C. with Congress and Federal Agencies
 - **Tours** in the District and State with Congressional Offices
 - **Appropriation Forms** Drafted, Revised and Submitted on Time
 - **Regular Updates** on Our Progress
- **Our Method:** G2G listens to your concerns and funding needs, matches them with as many government funding sources as possible then develops a tailored strategy to complete the necessary applications and access funds, and finally executes this plan – taking all necessary steps to take your enterprise from Government to Growth.



**Maximizing Government
Opportunities for Growth**

Liz Powell

**11000 Cedar Avenue, Cleveland, OH 44106
1000 E. Capitol Street, NE, #4, Washington, D.C. 20003**

**ph (216) 658-3995 or (202) 445-4242 , fax (216) 658-0364
lpowell@G2Gconsulting.com - www.G2Gconsulting.com**