

Submitting a Perfect 10: Avoiding Common Pitfalls in Proposal Submission

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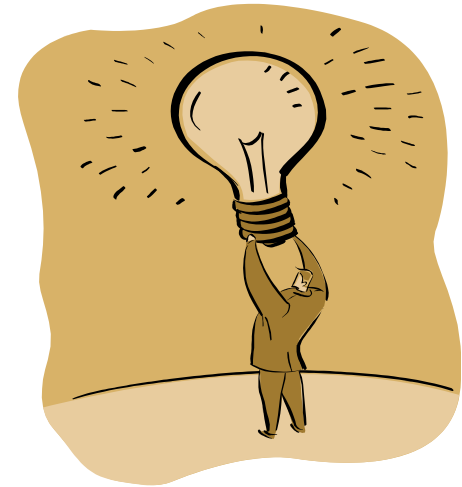
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In The Beginning



THE ONE-PAGE PROPOSAL

HOW TO GET YOUR
BUSINESS PITCH
ONTO ONE
PERSUASIVE PAGE

Discover the secret to:

- organizing your ideas
- finding just the right words
- standing out among the competition
- receiving a rapid and POSITIVE response

PATRICK G. RILEY

Who is involved?


- ▶ Principal Investigator
- ▶ Department Administration
- ▶ Department Administrator (you??)
- ▶ College
- ▶ Institutional Official
- ▶ Auditor



And why do they / *should* they care?

- ▶ Ease of review / Institutional reputation
 - ▶ Dollars on the table

 - ▶ Likelihood of audit
 - ▶ Paving the way for smooth sailing instead of missteps

 - ▶ Institutional / Individual interests on the line
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Where the Rubber Meets the Road

- ▶ Review the RFP/Guidelines/BAA
- ▶ Read the Proposal Summary Statement
- ▶ Scan the Proposal



Who's looking over your shoulder?

- ▶ Proposal approvals
(Department/College/Central)
- ▶ Auditors...

What are they looking for?

- ▶ Money/Resources
- ▶ Compliance
- ▶ Protecting the future



Can we do what we said, how we said it?

- ▶ Everything is a resource and resources are money:
 - Effort
 - Space
 - Cost Share (Institutional investment)
 - Cost-benefit
- ▶ Science has to be sound and may need renegotiated...

Specific Budget Items

- ▶ Salary
- ▶ Benefits
- ▶ Travel
- ▶ Equipment
- ▶ Fees/Subcontracts
- ▶ Supplies
- ▶ Other Operating
- ▶ Stipends and Tuition Remission/Waiver
- ▶ Indirect Cost



Costs that are Normally Indirect or Unallowable

- ▶ Administrative/Clerical Salaries
- ▶ Supplemental Salary (Overload)
- ▶ Business Meals
- ▶ Computer/Computer Supplies
- ▶ Copier Charges
- ▶ Entertainment
- ▶ Telephone Line Charges
- ▶ Maintenance of General Purpose Equipment



Costs that are Normally Indirect or Unallowable – More!

- ▶ Memberships and Dues
- ▶ Office Supplies
- ▶ Postage
- ▶ General Purpose Software
- ▶ Subscriptions



Compliance Issues

- ▶ PHS Financial Conflict of Interest
- ▶ Animals – IACUC
- ▶ Human Subjects – IRB
- ▶ Biohazard or Recombinant DNA – IBC
- ▶ Radioactive Materials
- ▶ Controlled Substances
- ▶ Select Agents BSL Level 3
- ▶ Export Control
 - Foreign Nationals
 - International Travel



Protecting the Future



- ▶ Intellectual Property
 - Background IP
 - IP owned by someone else – used on the award
- ▶ Publication Restrictions
- ▶ Confidentiality Agreements, Nondisclosure Agreements, Proprietary Information or Material Transfer Agreements

Best Practices to avoid the pitfalls?

- ▶ Create checklists of items to review
- ▶ Know your institutional policies and interpretations
- ▶ Start early – *this almost always backfires...*
- ▶ Know who to call
- ▶ Invest in a good calculator!
- ▶ Get a fresh set of eyes



Submittal

- ▶ The Easy Button

