

**Policy | Funding | Influence**



# **Accessing Federal Funding to Accelerate Innovation**

*June 11, 2024 – Presented by Liz Powell, Esq., MPH*

# Disclaimer

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**Presenter:**  
Greg Kapcar, MPA



# Agenda

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- G2G Background
- Government Funding Sources & Systems
- Key Targets & Agencies
- DoD Basics – Structure & Areas of Interest
- Grant Tracking – GBG Reporting Service
- Case Studies
- Final Tips
- Q&A

*Presenter:*  
Greg Kapcar, MPA



## TEAM

- Bipartisan with 100+ years experience
- Raised over **\$528 M** for clients since 2007
- Secured CMS reimbursement, shaped regulations, drafted innovation policies, and led advocacy campaigns

## NICHE

- Bioscience and High-Tech Innovation
- Women's health
- Funding – Monthly GBG Report
- Legislative Updates
- Industry-related Blogs

## LOCATIONS

- Capitol Hill, Washington, D.C.
- Fairfax, VA
- Cleveland & Columbus, Ohio
- Boston, MA
- Pittsburgh, PA

## AFFILIATES

- BIO Chapters and NCBiotech
- Defense: Women in Defense, NDIA Health Affairs, Defense Health Research Consortium
- Healthcare: HBS Healthcare Alumni Association, HSPH DC Chapter, Women's Digital Health Network
- grIP Venture Studio





# Government Funding Sources

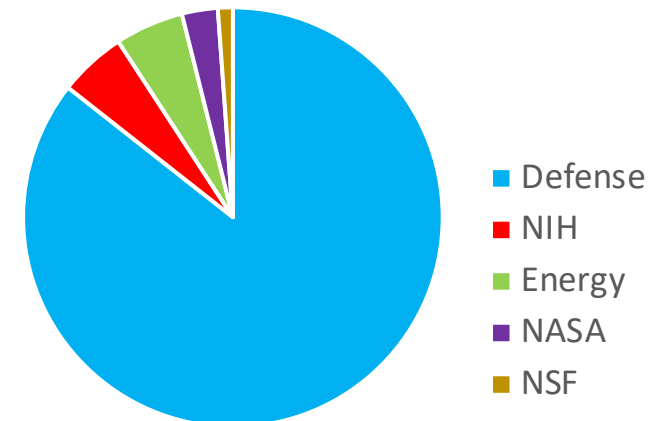
## Categories:

- Legislation – Appropriations & Authorizations
- Grants
- Discretionary
- Procurement

## Within DoD:

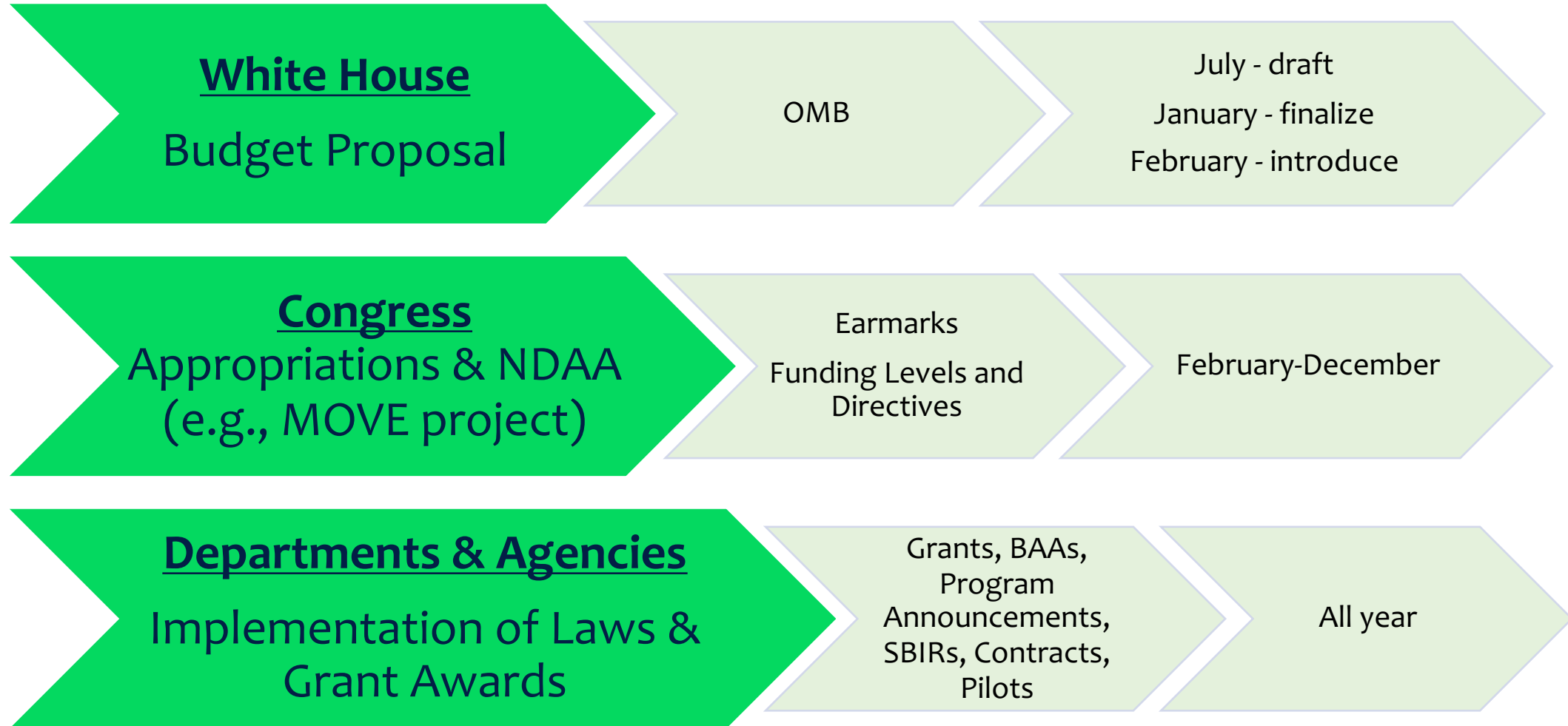
- \$3.28 B medical research
- \$21.4 B S&T
- \$946M Defense Innovation Unit

Agency	FY22	FY23	FY24	FY25
DoD	\$728 B	\$797.7 B	\$825 B	\$833 B
NIH	\$45.4 B	\$48.9 B	\$49.6 B	\$50.1 B
ARPA-H	\$1 B	\$1.5 B	\$2.5 B	\$1.5 B
BARDA	\$745 M	\$950 M	\$1.015 B	\$970 M
Energy (DOE)	\$46 B	\$47.4 B	\$52 B	\$51 B
NASA	\$24 B	\$25.4 B	\$24.8 B	\$25.4 B
NSF	\$8.83 B	\$9.54 B	\$11.31 B	\$10.183 B
FDA	\$4.3 B (+user fees)	\$3.6 B (+user fees)	\$4 B (+\$3 B user fees)	\$4.5 (+\$3 B user fees)
VA	\$116.3 B	\$139.8 B	\$142.8 B	\$133.9 B





# Government Funding Systems





# Key Targets – Agencies



## Federal Departments—Health and Human Services

### Funding Mechanisms

- NIH – SBIRs/STTRs, R01s, etc
- ARPA-H – Program funding via Health Sciences, Scalable Solutions, Proactive Health, and Resilient Systems for:
  - ADAPT – precision cancer
  - APECx – broad viral efficacy with machine learning
  - ARPA-H BDF Toolbox – data fabric toolbox
  - BREATHE – environmental health
  - DIGIHEALS – health security
  - EMBODY – engineering of immune cells
  - HEROES – improved outcomes
  - LIGHT – lymphatic imaging, genomics and phenotyping
  - NITRO – tissue regeneration in osteoarthritis
  - PARADIGM – rural access to care
  - PRINT – personalized regenerative immunocompetent nanotech tissue
  - PSI – precision surgery
  - SPRINT for Women’s Health
  - REACT – resilient extended automatic cell therapies
  - THEA – human eye allografts
  - UPGRADE – autonomous defense
- ASPR’s BARDA – BAA, DRiVe, ENACT, CARB-X – active areas of interest (AOIs) include:
  - CBRN vaccines, antivirals and antitoxins
  - Antimicrobials
  - Radiological/Nuclear threat medical countermeasures
  - Chemical threat medical countermeasures
  - Burn and blast medical countermeasures
  - Diagnostics
  - Influenza and emerging infectious diseases (IEID) vaccines and therapeutics

### Conferences

- TechConnect World Innovation Conference: June 17-19 in DC
- SBIR/STTR Spring Innovation Conference: June 17-19 in DC
- BARDA Industry Days: every November in DC

# Key Targets – Agencies

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## Federal Departments—Department of Defense

### Funding Mechanisms

- SBIRs/STTRs
- Program Announcements
- Congressionally Directed Military Research Program
- Broad Agency Announcements
- Joint Warfighter Medical Research Program
- DARPA
- AFWERX: Specific Topic SBIR deadline: June 12 and includes biotechnology
- Consortiums: MTEC, BioFabUSA, MCDC, etc

### Conferences

- MHSRS: August 26-30 in Kissimmee, FL
- Special Operations Medical Association Conference: every May in Raleigh, NC
- Defense TechConnect: December 3-5 in Austin, TX



# Key Targets – Agencies

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## **Federal Departments—National Science Foundation, Department of Energy, and Veterans Affairs Department**

- NSF – America’s Seed SBIRs/STTRs, EAGER, and RAPID
- DOE – SBIRs/STTRs, ARPA-E
- Veterans Affairs – pilot programs

# DoD Basics – Structure



- **Military Health System (MHS)** – all military health care institutions and the world’s preeminent military health care delivery operation
- **Defense Health Agency (DHA)** – leads MHS integration of readiness and health and oversees research
- **U.S. Army Medical Research & Development Command (USAMRDC)** – medical materiel developer – R&D and acquisition
  - Military Infectious Disease Research Program
  - Combat Casualty Care Research Program
  - Military Operational Medicine Research Program
- **Walter Reed Army Institute of Research (WRAIR)** – infectious diseases, brain health and performance optimization
- **U.S. Army Institute of Surgical Research (USAISR)** -- readiness and solutions for the optimal care of the combat wounded, includes Army Burn Center



# DoD Key Areas of Interest

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- **Trauma Care** – Wound healing, regenerative medicine, sensors, traumatic brain injury, and PTSD
- **Prolonged Field Care (PFC)** – managing medical and trauma patients in remote and austere locations far from medical support or logistically cannot evacuate casualties
- **VA** – rehabilitation, chronic conditions, health IT, and hospital care
- **Cost-savings** is valued nearly as much as the improvement of care

# Grant Tracking – GBG Report



## THE ESSENTIAL GUIDE TO **Non-Dilutive Government Funding**

Published by:



### Questions?

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## Updated Monthly



## Non-Dilutive Funding

G2G's Monthly GBG Reporting Service & Webinar

[G2Gconsulting.com/GBG-reporting-service](https://www.g2gconsulting.com/GBG-reporting-service)

Are you an entrepreneur or researcher running a startup and searching for non-dilutive financing and government funding? **The GBG Reporting Service** is your answer. This comprehensive list of non-dilutive government funding opportunities for bioscience R&D is updated monthly.

**\$100 a month or \$1000 a year**

Every 3rd Thursday of the month, G2G also hosts the **GBG Reporting Service Webinar** with a general overview free to all and a more in-depth Q&A for GBG & G2G customers.

**12-12:30pm (ET) | Open to All**  
**12:30-1pm (ET) | Customers Only**

<https://www.g2gconsulting.com/gbg-reporting-service/>



# CASE STUDIES

# Case Study: Cellular Therapy

## CLIENT

- Wanted to work with DoD
- New to working with Congress and DoD
- In search of introductions to decision-makers and funding opportunities
- Based in OH and MA

## PROBLEM

- Had never attended MHSRS or worked with government other than submitting an SBIR application to NIH
- Start-up company had 2 employees

## SOLUTION

- Researched and identified funding sources
- Introduced to Capitol Hill, DoD and MHSRS
- Developed champions in Congress to deliver first dollars, then contracts with agencies for dual use development
- Secured **\$120 million total** for cellular therapy grants and contracts over 5 years from the Hill, USAMRDC, USAISR, DARPA and BARDA

## TAKEAWAYS

- Engage in comprehensive assessment of funding landscape
- Target key Members of Congress, Program Managers and SMEs, and staff – engage repeatedly over time
- Time interactions, communications and relationship development to align with government process, timelines and needs
- Persist over time and deliver on what promise





# Case Study: Orthopedic Innovation

## CLIENT

- Seeking non-dilutive funding to match VC funds
- Had worked with DARPA before
- In search of new R&D funding for clinical studies
- Based in VA

## PROBLEM

- Company secured some funding from DoD but didn't know how to leverage or build on that funding
- Needs funds to develop product for clinical use

## SOLUTION

- Created strategy to pursue DoD relationships and funding streams specific to their stage of development
- Organized meetings at Fort Detrick, USAISR and MHSRS – MHSRS was the key tipping point
- Identified key DoD Program Managers
- Secured **\$2.5 million** from USAMRDC & AFWERX

## TAKEAWAYS

- Work closely with DoD to meet their requirements and ensure science is novel
- Find best funding vehicles that align with stage of development
- Build relationships with DoD decision-makers
- Time interactions, communications and submissions to align with DoD process



# Case Study: Cancer

## CLIENT

- Cancer non-profit & for-profit
- Seeking ways to raise awareness and address gaps in rare cancer care, research, and access
- Based in TN, MA and KY

## PROBLEM

- Had never worked with the government before and never engaged in advocacy
- Didn't know where to start or who to target

## SOLUTION

- Created strategy for working with government
- Targeted committees, agencies and White House to educate and build champions
- Wrote legislation, advocated throughout Congress, and led grassroots campaign
- Secured **policy changes and \$72 million** for rare cancer research efforts over 4 years in 4 bills

## TAKEAWAYS

- Do comprehensive advocacy with patients & doctors – story telling is key to advocacy
- Target Members of Congress touched by cancer
- Work with key committees of jurisdiction
- Time interactions, communications and advocacy to align with appropriations process

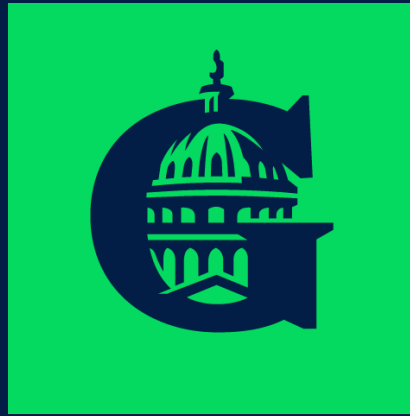


# Final Tips

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- Track funding opportunities, conferences, symposia, meetings, etc
- Explore consortia: MTEC, ARMI, MCDC, North Carolina Center for Optimizing Military Performance (NC-COMP), etc
- Communicate effectively – succinct and clear with tailored white papers and be persistent
- Build relationships with Program Managers before submitting application
- For grants, understand program goals, intent of award mechanism, and criteria; follow deadlines and budget guidelines; and register with SAM.gov, UEI, Grants.gov, eBRAP, etc
- Collaborate with government via CRADAs, MTAs, and grants whenever possible
- Engage your Members of Congress
- **Sign up for G2G emails and GBG Reporting Service!**



# Thank You!

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