

# Non-Dilutive Funding

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## Overview of Services

### **Market Research**

For companies new to the Non-Dilutive Funding landscape, market research is often the crucial and necessary first step. Before engagement, FSA conducts an initial assessment of available Government, NGO, and NFP foundation opportunities, providing a clear recommendation on whether pursuing them is a worthwhile investment.

If the answer is “yes”, we establish automated systems to continuously deliver relevant funding opportunities, along with a structured grading method to align them with your company’s capabilities. Additionally, we analyze past awards and the conditions under which funding was secured, equipping you with the insights needed to compete effectively.

### **Business Development**

FSA can serve as your Government/NGO/NFP business development (BD) representative—either as your primary resource or alongside your existing BD team. We recommend dedicating at least 5 hours per week to this function for optimal results.

Leveraging our ongoing work in the sector, we bring efficiencies that enhance your return-on-investment, accelerating success before you commit to building an internal team. Our expertise ensures a strategic, high-impact approach to securing government opportunities.

### **Proposal Writing / Capture Team**

Our goal is to maximize your chances of success, making the cost of applying to an solicitation a justifiable investment. With a proven track record of winning proposals, FSA helps you identify the right opportunities—advising on which to pursue and which to pass on.

We provide a user-friendly template for crafting compelling Business and Technical proposals, increasing the likelihood of a favorable review. Our expertise in "government-ese" ensures compliance with agency expectations. From start to submission, we guide your team through the process, ensuring all Factors for Award are thoroughly addressed.

### **Contract / Grant Negotiation**

NDF contracts and grants come with unique terms and conditions that differ significantly from private-sector agreements. FSA helps navigate these complexities, ensuring your company secures the most favorable terms. We guide you through competitive range negotiations and ensure full compliance with applicable regulations including the Federal Acquisition Regulation (FAR) and country/NGO specific regulations, streamlining the process from initial discussions to final signature.

## **Cost Accounting**

Beginning with guidance on Standard Form 1408 (Accounting System Adequacy), FSA provides reliable, compliant cost accounting systems tailored for U.S. government-funded programs. Built in Excel®, these systems can serve as either the primary tool or a supplement to agency cost templates. Proven in dozens of successful contracts, our solutions ensure accuracy, compliance, and efficiency in cost tracking and reporting.

As a supplement to this, FSA can provide guidance on transfer of program cost accounting information to the company's accounting system. We can also assist with preparation for and response to accounting system audits.

## **Program Management**

Strong program management is key to reducing the USG/NGO perception of risk and increasing the likelihood of award. FSA serves as a credentialed, trusted resource with a proven track record in managing NDF bioscience programs.

Our expertise spans technical oversight, financial management, and performance measurement, including Earned Value Management (EVM). With our guidance, you can ensure compliance, efficiency, and strategic execution throughout your program's lifecycle.

A typical PM engagement begins during the proposal generation stage. A FSA consultant is designated as a lead or supporting PM and their credential and expense are included in the proposal. Frequently designated as "key personnel", on award the FSA consultant is paid by the program funder through the company.

## **Wild Card Bids & Proposals**

Contrary to much of the literature in this space, we believe there is a place for wild card bids to solicitations. Even acknowledging that winners / qualified pool of winners may have established positions by the time the opportunity is published, it is possible to configure winning proposals if the company shows well in key areas:

- Strong, relevant past performance
- Bid template, Business/Cost & Technical Proposals in place
- Necessary accounting and information systems compliance
- Demonstrated project management

Additionally, fit to a set-aside category (E.g. WOSB) and incumbent strength (or lack thereof) should also be considered.