

# ReliAscent® Participates in the California SBIR Road Tour

The Small Business Administration (SBA) oversees the SBIR/STTR programs that have become integral to the growth of new technology and the growth of jobs in the US. The SBIR program was originally founded in 1982 with the 3 main goals of: 1) creating jobs, 2) funding innovation at small firms, where new innovation tends to happen most rapidly and 3) provide non-dilutive funding where the most cost effective new product development can occur.

For many years, there has been a national SBIR show and conference where small businesses can come and learn and meet people. One of the main advantages of the show has been that representatives from all the participating agencies are available to small business owners to answer questions, one-on-one, and discuss their needs (translation: what the government would like to fund). The only difficulty has been that many small business owners are on a very tight budget and cannot afford to travel significant distances to attend this show.

That is where the idea for the SBIR Road Tour came from. The SBA decided that they could bring this



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valuable information to the individual businesses by forming a “road tour” similar to a rock band going on tour to their fans. This gives the small business a very inexpensive way to have this close contact with agency personnel as well as learn more about the program, how it works and how they can take advantage of the non-dilutive funding.

This year, the road tour visited 18 states and sometimes multiple cities in each state. ReliAscent® was lucky enough to be asked to participate in one of these sessions, giving a brief overview of the accounting requirements that will be asked of an SBIR/STTR award winner. The Reli-

Ascent® presentation was well received by over 100 attendees in Southern California, to enlighten them to accounting requirements for accepting government awards. ReliAscent® also attended the Road Tour stop in Northern California, meeting small business owners and discussing one-on-one specific compliance requirements. ReliAscent® makes similar presentations for other events both locally in Colorado as well as nationally. We feel that the entrepreneur has enough of a challenge with developing their technology, and need all the help they can get with the regulations, accounting and compliance.

-Mike Anderson, CEO

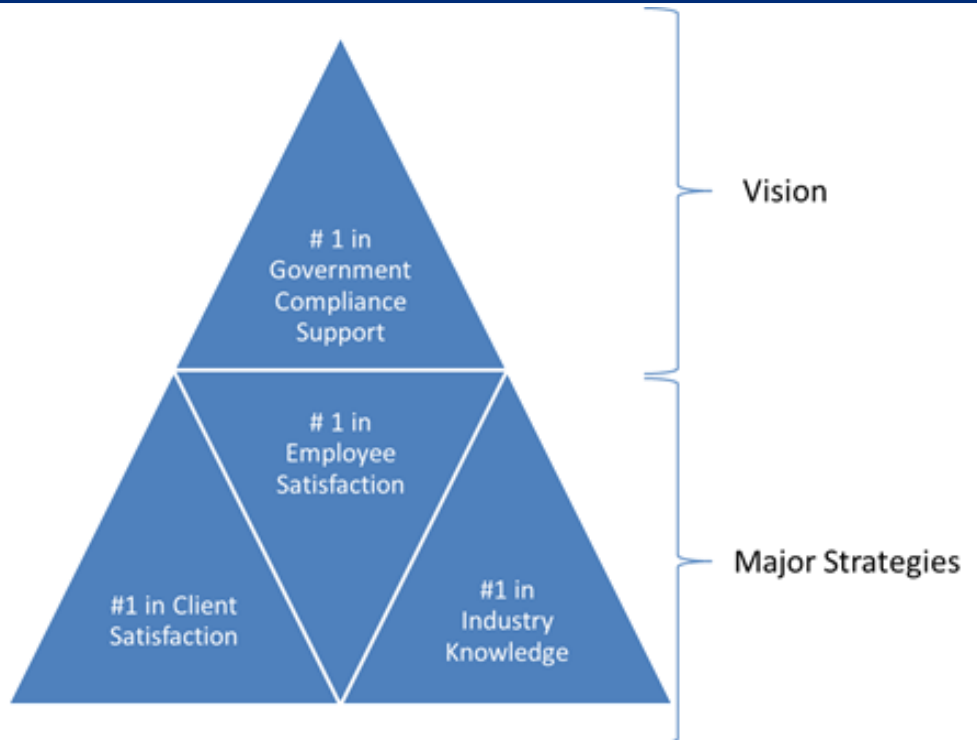
# Improving Customer Service at ReliAscent®

ReliAscent's vision is to be the premier provider of accounting and contract compliance services for Federal Award winners. To achieve that, we think that there are 3 main strategies: 1) Be the best at client relations/value added, 2) Be the best place for employees to work & 3) Have the best knowledge of compliance requirements.

I think it is just human nature for a company to think that they are always doing things correctly and providing the best service to their customers. But the only true measure of this is from the clients themselves; what do they think.

In August and September, ReliAscent® sent out a survey request to all our clients to gather this feedback. Overall, we saw some good things as you would expect. We also saw some revealing issues that we need to improve on. At the same time, we did some internal "soul searching" by doing an anonymous employee survey. Again, we found that we have areas to address.

On September 27<sup>th</sup>, we took a day to meet and discuss the results of both surveys and how we can improve on both the client service as well as our work environment. In sessions like this, you can always identify more items to work on than is practical to do at one time. So, we prioritized them and are starting work on only a few items at a time. Kind of like my dad used to tell me: "Mike, a journey of a thousand miles starts with a single step". We are committed to taking those steps. We



know the results will improve the value of services and products that we deliver to our clients. This will help us move closer to our vision.

I want to take a minute to personally thank all the people that participated in the various surveys, your insight is invaluable. Please don't ever hesitate to share with me, or any of your ReliAscent® contacts, your feedback. That is how we continue to grow. We look forward to growing with you in the future.

-Mike Anderson, CEO



## Dates to Remember...

- **October 25th**—DoD SBIR/STTR 2017.3/C Proposals Due (Announcement Closes).
- **November 16th**—ReliAscent® Releases Contract Closeout White Paper
- **December 4th**—[FY 2018 DOE SBIR/STTR Phase I Release 1](#), Proposals Due
- **December 4th**—NSF SBIR/STTR Phase I Release 1, Proposals Due
- **December 7th**—[EPA SBIR 2018 Phase I Solicitation](#)
- **December 14th**—ReliAscent® Releases Subcontract Management White Paper