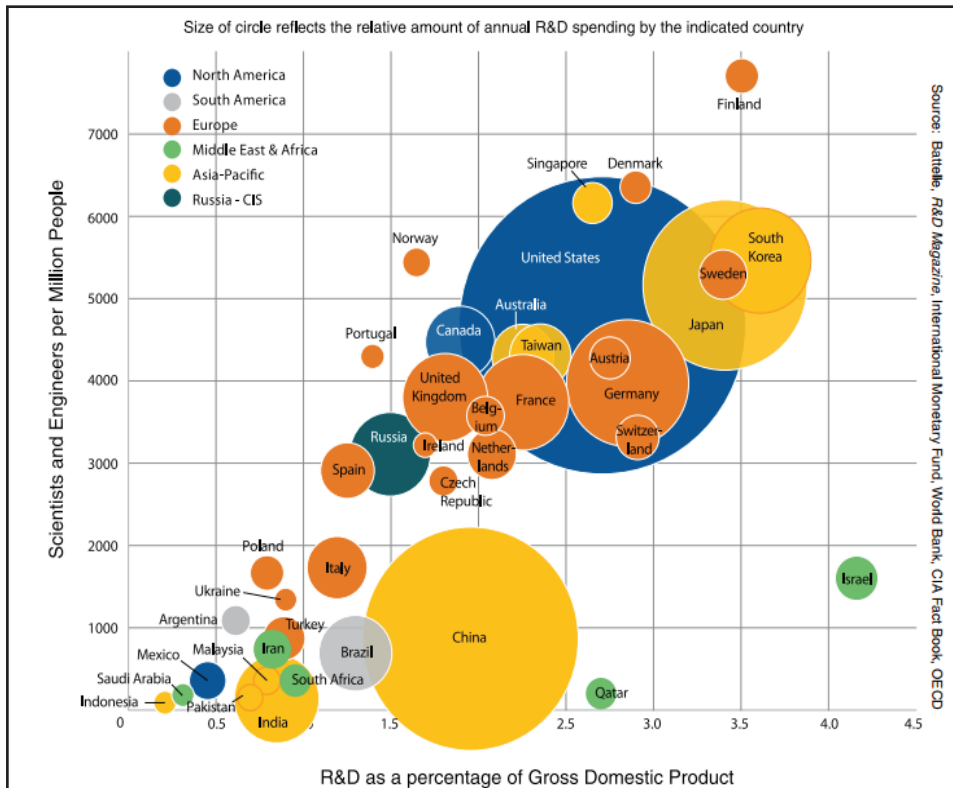


## SBE NEWS ALERT

# Reflections on the I-Corp Training Experience



By Javier Saade, SBA Official

**Note: This blog is co-authored by Javier Saade, Associate Administrator for Investment and Innovation, and G. Nagesh Rao, Chief Technologist & Entrepreneur in Residence**

“We are not interested in your sales pitch, put them away, we are interested in helping you better understand how you can effectively commercialize your technology better.” –Steve Blank (I-Corp Lead Instructor & Lean Startup Guru)

Earlier this month we had the fortunate opportunity to be invited to observe the inaugural training session of NIH’s I-Corp program at Microsoft Corporation’s offices in Washington DC, where cutting edge scientists met innovative business leaders. This training endeavor was designed and adapted, from NSF’s original program, to help train life scientists in being better and smarter en-

trepreneurs with their prototype development as a result of their SBIR Phase I grant funding. As we watched Steve Blank and his cohort of lean startup instructors engage with the presenters we could not help but describe the I-Corp instructional experience as a “Shark-Tank meets a mini-MBA course”.

The I-Corp program is designed to help scientist-entrepreneurs become more business savvy rooted in applying the principles of “evidence-based customer discovery” as they develop their prototypes. Now, what does that really mean? Basically helping scientists get out of their “basic” research and development mindset and think more “applied” and practical driven. Ensuring scientists better understand who is going to be the beneficiary of this technology and why.

So why does this even matter? In a global world of competitiveness with countries like Germany, Japan, China and India doubling down efforts on their technological innovation ecosystems, it is imperative for the US to facilitate a new way of applied science and design thinking.

Facilitating new methodologies around cross-collaborative plays between science, business, and even legal professions helps small businesses come to light faster, agile, and more competitive than ever before. I-Corp helps bridge that knowledge divide between business and applied science, by educating and training research scientists to be a bit more entrepreneurial and incorporate design thinking and practical applications of use around science and technology development.

As we can see from this 2014 report - [http://www.battelle.org/docs/tpp/2014\\_global\\_rd\\_funding\\_forecast.pdf](http://www.battelle.org/docs/tpp/2014_global_rd_funding_forecast.pdf) by Battelle and R&D magazine, America has stiff competition from the emerging economies (China, India, Brazil, etc...) as well reinvigoration from the Western European Bloc (Germany, UK, France, etc...).

Source: U.S. SBA



### SBE OUTREACH SERVICES

With 1.5 million businesses in our database, SBE is California’s #1 source for diversity outreach.

#### Advertisements

Placed in the Small Business Exchange newspaper, SBE Today newsletter, and online at [www.sbeinc.com](http://www.sbeinc.com)

#### Faxed and Eblast Solicitations

Targeted mailings sent to businesses per your criteria.

#### Telemarketing

Telephone follow-up calls that follow a script of 5 questions you create.

#### Computer Generated Reports

Will fit right into your proposal, along with a list of interested firms to contact.

#### Contact Info:

703 Market Street, Suite 1000

San Francisco, CA 94103

Email: [sbe@sbeinc.com](mailto:sbe@sbeinc.com)

Website: [www.sbeinc.com](http://www.sbeinc.com)

Phone: (415) 778-6250, (800) 800-8534

Fax: (415) 778-6255

#### Publisher of

Small Business Exchange  
 weekly newspaper

# California Sub-Bid Request Ads

Sub Bids Requested From Qualified  
DBE Subcontractors & Suppliers for

**County of Butte**

**Foothill Blvd Bridge Across Wyman Ravine  
BRLS-5912(060) / 21581-03-1**

**Location: Oroville, CA**

**Bid Date: November 13, 2014 @ 10:00 AM**

McGuire and Hester is seeking qualified sub-contractors in the following trades: SWPPP; Construction Area Signs; Temp. Signal System; Temp. Crash Cushions; Cold Plane AC; Bridge Removal; Hydroseeding; Aggregate & Asphalt Concrete; AC Dike; Fog Seal; Rebar; Minor Concrete; Fencing; Concrete Barrier Rail; Striping & Signs; and Tree Planting.

We will pay up to and including one and one-half percent (1-1/2%) of your bonding cost. Certification assistance is available, as well as viewing plans and specs.

**McGuire and Hester**

9009 Railroad Avenue • Oakland, CA 94603  
Phone: (510) 632-7676 • Fax: (510) 562-5209

**Contact: Robert Herrera**

An Equal Opportunity Employer

Sub Bids Requested From Qualified  
DBE Subcontractors & Suppliers for

**County of El Dorado**

**Green Valley Road at Weber Creek Bridge  
Replacement Project  
PW 13-30685 / CIP No. 77114**

**Location: Placerville, CA**

**Bid Date: November 12, 2014 @ 2:00 PM**

McGuire and Hester is seeking qualified sub-contractors in the following trades: SWPPP; Construction Area Signs; Traffic Control; Temp. Crash Cushions; Cold Plane AC; Bridge Removal; Gabion MSE Retaining Walls; Soil Nails; Hydroseeding; Erosion Control; Planting; AC Dike; Prestressing Cast-In-Place Concrete; Minor Concrete; CSP Inlets; Shotcrete; Joint Seal; Rebar; Stained Concrete; Anti-Graffiti Coating; Aggregate & Asphalt; Metal Beam Guard Rail; Chain Link Fence; Metal Gates; Tubular Railing; Cable Railing; Concrete Barriers; and Striping & Signs. We will pay up to and including one and one-half percent (1-1/2%) of your bonding cost. Certification assistance is available, as well as viewing plans and specs.

**McGuire and Hester**

9009 Railroad Avenue • Oakland, CA 94603  
Phone: (510) 632-7676 • Fax: (510) 562-5209

**Contact: Robert Herrera**

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Pankow is seeking participation from SBE, LBE, and Disabled Veterans Business Enterprises (DVBE) firms for the following project:

**Mandarin and English Dual-Language Immersion Elementary School Project**

**Location: 2224 Walgrove Avenue, Los Angeles CA 90066**

**ITB Issued: 10/21/14**

**Expected Issue Date for Bid Packages: 11/10/14**

**Due Date: 11/21/2014**

Mandarin and English Dual-Language Immersion Elementary School project is a new LAUSD elementary school project located on a portion of the Mark Twain Middle School campus and includes, but is not limited to, the following: A new classroom building consisting of 14 classrooms, a multi-purpose room, and administrative and support spaces. New food services and lunch shelter facilities. Designated elementary and kindergarten play areas. Modifications to 8 existing portable classrooms. Modification and Restoration of existing Mark Twain Middle School play field. Including related work, modifications or improvements required by Applicable Laws or permits, including but not limited to the Americans with Disabilities Act (ADA), Division of the State Architect (DSA), California Environmental Quality Act (CEQA), Department of Toxic Substances Control (DTSC), and any other required improvements or mitigations to ensure compliance with local, state and/or federal facilities and traffic requirements.

- This is a design-build competition for the Los Angeles Unified School District.
- We are requesting budget pricing. Submitted budgets will not be treated as formal bids. The drawings, specifications and pricing information prepared by Pankow and included in this package are preliminary and thus are not sufficient for bidding. Pankow will ultimately select trade subcontractors based on a bidding process to take place in the future (after the award of the prime contract) when the plans and specifications have been further developed. We greatly appreciate your assistance in providing budgets at this time. All subcontractors who provide budget pricing at this phase will be invited/short-listed to propose at the time of the future bid.
- Each design-build competitor must prepare its own design and construction solution to LAUSD's RFP. Therefore, all documents for pricing are proprietary - specific to the Pankow solution ONLY and must therefore be treated as strictly CONFIDENTIAL.
- In order to receive project documents, each subcontractor must:
  1. Confirm your intent to provide budget pricing.
  2. Sign the attached confidentiality notice.
- Project documents, including plans, specifications, narratives and other will be Schematic design-level with additional information provided to guide in the pricing.
- This is a Public Works project, as defined in Labor Code section 1720, and must be performed in accordance with the requirements of Labor Code sections 1720 to 1815 and Title 8 CCR sections 16000 to 17270, which govern the payment of prevailing wage rates on public works projects.
- Pankow is seeking participation from SBE, LBE, and Disabled Veterans Business Enterprises (DVBE) firms.

## Pankow

199 S. Los Robles Ave, Suite 300

Pasadena, California 91101

(626) 304-1190 • (626) 696-1782 Fax

Contact: Patrick Meek • pmeek@pankow.com

**REQUESTING SUB-QUOTES FROM QUALIFIED SBE  
SUBCONTRACTORS/SUPPLIERS FOR:**

**Light Rail Efficiency Project: Mountain View Phase 2**

**Contract: C835 (14139)**

**Owner: Santa Clara Valley Transportation Authority**

**Engineers' Estimate: \$8,000,000.**

**BID DATE: November 10, 2014 @ 2:00 PM**

**Items of work include but are not limited to: Traffic Control, Survey, Trucking, Erosion Control, SWP Plan, Clear & Grub, Minor Concrete, Striping, Fence, Prefab Sound Wall, Railroad Track Work, Electrical and Landscape.**

Granite Rock Company 'Graniterock' is signatory to Operating Engineers, Laborers, Teamsters, Carpenters and Cement Masons unions. 100% performance and payment bonds will be required from a qualified surety company for the full amount of the subcontract price. Bonding assistance is available. Graniterock will pay bond premium up to 1.5%. In addition to bonding assistance, subcontractors are encouraged to contact Graniterock Estimating with questions regarding obtaining lines of credit, insurance, equipment, materials and/or supplies, or with any questions you may have. Subcontractors must possess a current contractor's license, insurance and worker's compensation coverage. Subcontractors will be required to enter into our standard contract. Graniterock intends to work cooperatively with all qualified firms seeking work on this project. Granite Rock Company is an equal opportunity employer.

**Granite Rock Company**

120 Granite Rock Way, San Jose, CA 95136 • Phone (408) 574-1400 Fax (408) 365-9548

**Contact: Paul Brizzolara**

Email: estimating@graniterock.com

We Are An Equal Opportunity Employer



# California Sub-Bid Request Ads

**RE-BID Replacement of Embarcadero Bridge  
Over Lake Merritt Channel  
City/Location: Oakland  
County: Alameda  
Owner: City of Oakland  
Bid Date: Thursday 11/6/2014 at 2:00 PM**

Brosamer & Wall, Inc. is requesting quotes from all qualified Subcontractors and Suppliers including certified DBE firms for the following items of work, including but not limited to:

Water pollution control, Swppp plan, Small business utilization reporting, Construction survey, Temporary erosion control, Construction area signs, Traffic control, Set up remove detours, Temp chain link fence, Cold plane asphalt pavement, Clearing & grubbing, Imported borrow (light weight fill), Roadway excavation, Class 2 AB, Hot mix asphalt, Cast in place retaining walls, Furnish piling (Class 200), Cast in drilled hole piling 120", Prestressing cip concrete, Furnish/erect precast prestressed concrete slab (Type SII), Joint seal, Polyester concrete overlay, Anti-graffiti coating, Rebar, Roadside signs, Remove existing underground drainage, Rienforced concrete pipe, Underground drainage, Adjust existing utilities, Rock slope protection, Bridge removal, Remove existing flatwork, Flatwork (c&g, sw, drv way, etc), Misc metal & bridge deck drainage system, Bike railing, Striping & marking, Electrical, Landscape & irrigation, Restroom building, Furnish ready mix, Trucking hourly, Temporary construction trestle, Cofferdams, Dewatering, Concrete supplies, Concrete Pumping and Structural Concrete Cast In Place.

Brosamer & Wall, Inc. will work with interested subcontractors to identify opportunities to break down items into economically feasible packages.

Brosamer & Wall, Inc. is a union signatory contractor. Subcontractors must possess a current contractor's license, insurance coverage and worker's compensation for the entire length of the contract. All subcontractors will be required to sign our standard Subcontract Agreement. 100% payment and performance bonds may be required. If you have any questions regarding this project or need assistance in obtaining insurance, bonding, equipment, materials and/or supplies please call Robert Rosas at (925) 932-7900. Plans and specifications can be viewed at our office located at 1777 Oakland Blvd Suite 110, Walnut Creek, Ca. 94596. Brosamer & Wall, intends to work cooperatively with all qualified firms seeking work on this project. We are an equal opportunity employer and will work with any interested subcontractor to identify opportunities to break items into economically feasible packages.

Note: This job has an Owner Controlled Insurance Program (OCIP) Component.

## Brosamer & Wall, Inc.

1777 Oakland Blvd Suite 110 • Walnut Creek, CA 94596  
Phone: 925-932-7900 • Fax: 925-279-2269  
An Equal Opportunity Employer

### REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:

**Hwy 99 Widening and Ramp Metering  
Stockton - Caltrans #10-0W4304  
BID DATE: November 13, 2014 @ 2:00 PM**

We are soliciting quotes for (including but not limited to): Trucking, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, Water Pollution Control Program, Sweeping, Treated Wood Waste, Cold Plane AC, Clearing & Grubbing, Wood Mulch, Erosion Control, Hydromulch, Hydroseed, AC Dike, Tack Coat, Minor Concrete, Roadside Signs, Underground, Rock Slope Protection, Misc. Iron & Steel, Fencing, Delineator, Object Marker, Midwest Guardrail System, Striping & Marking, Traffic Monitoring Station, Ramp Metering System and Construction Materials

### O.C. Jones & Sons, Inc.

1520 Fourth Street • Berkeley, CA 94710 • Phone: 510-526-3424 • FAX: 510-526-0990  
Contact: Greg Souder  
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100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DBE Participation. Plans & Specs are available for viewing at our office or through the Caltrans Website at [www.dot.ca.gov/hq/esc/oe/weekly\\_ads/index.php](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php)

### McCarthy+SOM+KHA

are seeking qualifications from interested San Francisco design and engineering firms for the **SFO Terminal One Design Build program**. Firms must be certified as Local Business Enterprises (LBEs) by the City and County of San Francisco's Contract Monitoring Division (CMD) in order to participate and MBE/WBE LBEs are encouraged to submit qualifications.

Please contact us at the following:  
Email: [sfomccarthy@mccarthy.com](mailto:sfomccarthy@mccarthy.com)  
Telephone: 415-364-1357  
Website: [www.sfomccarthy.com](http://www.sfomccarthy.com)  
Contact: Monica Wilson,  
LBE Outreach Coordinator

Pacific States Environmental Contractors, Inc. (PSEC) is preparing a bid as a Prime Contractor for the project listed below:

### EDEN RESERVOIR REPLACEMENT AND ROUND HILL RESERVOIR REHABILITATION – SPECIFICATION - 2081

Owner: EAST BAY MUNICIPAL UTILITY DISTRICT  
375 11TH Street, Oakland  
BID DATE: November 12, 2014 @ 1:30 P.M.

We hereby encourage responsible participation of White Men, White Women, Ethnic Minorities (Men and Women), and solicit their subcontractor or materials and/or suppliers and trucking quotation for the following types of work including but not limited to:

SURVEY, ELECTRICAL,  
UNDERGROUND / MECHANICAL  
UTILITIES, HYDROSEEDING,  
FENCE, ABATEMENT – ASBESTOS & LEAD,  
CONCRETE, PAINTING &  
COATING

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. Please call if you need assistance in obtaining bonding, insurance, equipment, materials and/or supplies for this project.

This will be a PREVAILING WAGE JOB.

Plans and specifications may be reviewed at our office located at 11555 Dublin Boulevard, Dublin, CA, or download <https://www.dropbox.com/sh/hjed7qmcod79t9y/AABNPcjBDgS80qRmYE5myU52a?n=92774771> or may be reviewed and downloaded from the following site; <https://portal.ebmud.com/cbo/specifications/default.aspx> PSEC is willing to breakout any portion of work to encourage White Men, White Women, Ethnic Minorities (Men and Women), and solicit their subcontractor or materials and/or suppliers and trucking quotation. If you require any assistance, please contact the Estimator, Keith Donahue email him at [kdonahue@pacificstates.net](mailto:kdonahue@pacificstates.net) or call (925) 803-4333 and bids may be faxed to us at (925) 803-4334.

### Pacific States Environmental Contractors, Inc. CAL LIC. NO. 723241

11555 Dublin Boulevard • Dublin, CA 94568-2909  
Phone: (925) 803-4333 • FAX: (925) 803-4334  
ESTIMATOR: Keith Donahue  
EMAIL: [kdonahue@pacificstates.net](mailto:kdonahue@pacificstates.net)  
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Subcontractors, Vendors,  
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# Buyer Seller Database

**Get access to the largest non-public database in the nation!**  
**Containing information on over 1.5 million companies with 35 fields of information per entity.**

The SBE database is a highly targeted and easily searchable database with detailed information on Certified\*:

- Small, Minority-owned Businesses (MBEs)
- Woman-owned Businesses (WBEs)
- Disadvantaged Business Enterprises (DBEs)
- Disadvantaged Veteran Business Enterprises (DVBES)

\*Certified by the Department(s) of Transportation and SBA's "Pro-Net".



### Bid database

SBE maintains federal procurement opportunities nationwide; state procurement from state of California and local as requested. Opportunities are searchable by category and keyword and full detail available through subscription services.



### B2B database

SBE maintains a nationwide database of businesses from all industries, both certified by federal, state and local jurisdictions and non-certified. Business are profiled by 85+ fields of information. Businesses are accessible through SBE's various (customized) outreach services.

# What Clients Say About SBE Services

The Small Business Exchange has been providing advertising services for the San Francisco Department of Public Works for ten years . . . and has met our specific requirements ... The Department has been more than satisfied.

**- San Francisco DPW**

“I know that when a representative of SBE indirectly represents McCarthy in contacting subcontractors—it is always with professionalism.”

**- McCarthy Building Companies Inc**

“You’re at the top of my list. Whenever I have an outreach requirement, I just grab the phone and call SBE.”

**- Expedient Energy**

“Doing business with SBE has been a pleasure. SBE provides a thorough and effective outreach service. SBE is a great asset to our outreach program.”

**- Atkinson Construction**

“Thank you for a great job, very much appreciated by the team”

**- Schiavone Construction**

“They are very Committed to helping us meet the necessary requirements of the many different public agencies we deal with, and deliver competent, qualified bidders at the same time. SBE has some very good resources and continues to keep there databases up to date with certified DVBE, DBE, SBE, WBE etc...”

**- Robert A Bothman, Inc.**

“Small Business Exchange is one of the partners we use for outreach. We solicit their help to meet our goals. SBE’s expertise and thorough documentation was especially helpful during the challenge process with the Disadvantaged Business Enterprise Reconsideration Panel upholding our awarded contract.”

**- Skanska USA Civil West California District Inc**

“We have never been rejected for being out of compliance due to activity deliverables from SBE. That makes business for both entities much more profitable.”

**- Xerox Corporation**

# Publication with SBE

## SBE Covers It All From the West to the East Coast

**BID Information** - SBE's BID information is a popular business tool. Each issue covers current BID announcements for Business and Professional Services, Construction and Commodity Opportunities. SBE imports BID information from federal, state, and local government websites on a daily basis, providing the most current information.

**Public/Legal Announcements and Invitations to BID** - Public agencies and institutions receive added value, such as print and electronic distribution and inclusion bid database.

**Regular News Sections** - News sections provide weekly business resources reported in the Banking & Finance and Supplier Diversity sections.

**Continuing Columns** - Continuing columns by syndicated columnists, provide small businesses with critical management and marketing information. Profiles by journalist Cheryl Hentz and Darryl K. Henderson, J.D. also appear regularly.

**Business Resources** - SBE also features Business Resources that touch on topics such as Management, E-commerce, Legislation, Technology, Banking & Finance and much more.

**Display/Classified Advertising** - Post an Ad for your business, List Public/Legal Notices, Post Your Job Opportunities.