

F3 Engineering – Small Business Transition Success

Ken Rosenbaum – General Manager

Presented by

F₃ Engineering form, fit and function for critical applications
ISO 9001:2000 and AS9100 Certified

October 28, 2008

Getting Started

- F3 started strictly as an engineering company
- In the early years, F3 went after SBIR awards (R&D)
- After winning our first SBIR Phase I, we purchased a small manufacturing company (Prototyping)
- Registered with the SBA and was certified 8(a)
- To sustain the business and generate cash flow, we submitted quotes on numerous engineering and manufacturing jobs, and were awarded many

Use your Leverage

- The first SBIR that F3 was awarded was taken to a Phase III
 - Magnetorheological Fluid based, shock and vibration mitigation
- The technology that was developed in this SBIR was modified to submit on and win other awards (SBIR's, Gov Contracts, Commercial Products)
- F3 diversified our offerings; military and commercial, products and services
- Maintained a strong relationship with our local SBA office, as they provided many valuable introductions and programs
- Worked very closely with our clients!! Referrals are what companies grow on.

Business Development

- F3 stayed within our core competencies
 - Developed partner agreements to strengthen our offerings
- Created a business plan that year over year challenged our team to perform
- Grew our team through training and assignments
- Determined what would enhance the image of our company
 - QMS
 - Added capabilities
 - PR
 - Relationship Building
- Researched what grants were available and we were proactive in going after them (NJCST, NJDOL, SBIR's)

Summary

- Stick with what you do best
- Research available programs through the SBA (8(a), HUB, etc.) State, Local and Federal government, and understand how they work!!
- Try to use someone else's money to fund your R&D
- If you become an 8(a), understand the transition plan
- Diversification
- Don't rest on your past performance, stay aggressive
- Challenge yourself and your team
- Always respect your client

Contact Information

F3 Engineering, LLC

Ken Rosenbaum

krosenbaum@f3engineering.com

www.f3engineering.com