

# Welcome

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**Enhance the Chances of Winning an Award**

**While Avoiding Pitfalls and Mistakes**

*(the really short version -- adapted from our*

*Competitive SBIR-Checklist<sup>SM</sup> workshop -*

*a discussion of 78 points to make applications competitive)*

by

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[www.sbir.us](http://www.sbir.us)

# The BIG Picture

- 1) Understand SBIR & STTR**
- 2) Know Your Customer &  
Do Your Homework**
- 3) Be Responsive & Compliant**
- 4) THINK!!!**

# Understanding SBIR

- 1) A **“Research Program”** -- or is it something else?
- 2) **Investment In America** -- yes, but in what sense?
- 3) **Federal Contracting As Usual & “Philanthropic Thread”**
- 4) **Setting a Proper Focus for Your Application**

# Knowing Your Customer

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**1) 11 Agencies ~ 70 Departments, Nooks & Crannies**

-- variations between agency targets (see handout)

**2) Missions & Submissions, Hang Ups and Tolerance**

**3) Review Panels**

-- what does yours look like, feel like, smell like and taste like?

-- how does it work?

**4) Pre-Proposal Homework/Activities**

(getting advice, tech assessment & market research =>  
bibliography, working PMs, topic authors & reviewers)

# EXAMPLES OF DIFFERENCES BETWEEN SBIR AGENCIES \*

(NOT an exhaustive listing -- an SBIR-Toolkit™ with full details is available for each solicitation)

	USDA	DOC	Department of Defense									DoED	DOE	HHS/NIH		DOT	EPA	DHS	NASA	NSF
			NOAA/NIST	A. F.	ARMY	DARPA	MDA	NAVY	SOCOM	OSD	OTHER			Cont	Grant					
\$ available for SBIR (in millions)	19	2.5	330	250	70	130	315	12	55	21	10	102	-----	650	-----	4	7	30	110	94
# of SBIR Solicitation Cycles Per Year	1	2	2	1	3	1	3	1	2	2	2	1	1	3 closings	1	1	3 - 4	1	2	
Solicitation Opening Date	Jun.	Oct/Nov	Dec	May	12, 5 & 8.	Aug	12, 5 & 8	May	12 & 5	12 & 5	Sep/Nov	Sep	Sep.	Jan	Feb	Mar	5/7/12	Jul	May/Nov	
Applications Due Date	Sep.	Jan./Jan	Jan	Jun	1, 6 & 9	Sep	1, 6 & 9	Jun	Jun	1 & 6	Nov/Jan	Dec	Nov	4/8 & 12	May	May	6/8/01	Sep	Jun/Dec	
Contracts or Grants Mechanism	Grant	Cont	Cont	Cont	Cont	Cont	Cont	Cont	Cont	Cont	Cont & Grant	Grant	Cont	Grant	Cont	Cont	Cont	Cont	Cont	Grant
Max Phase I Amount (\$ 000)	80	75/95	100	70+opt.	99	100	70/80+opt.	100	100	100	100	100	100+	100+	50-100	70	100/150	70	150	
No. Phase I Awards/Prop. In '07	83/533	44/346	517/4796	312/2792	108/657	165/789	567/2620	28/137	242/305	43/355	19/360	279/1318	---	656/2721	---	18/89	40/422	180/990	260/1709	396/2068
Max Phase II Amount (\$ 000)	350	300/400	750	730	375+375	750+opt	750	750	750	750	750	750	750+	750+	100-750	225	750/1M	600	500	
# Phase II Awards in '07	38	15	304	107	35	97	223	9	67	25	14	116	-----	279	-----	10	14	33	121	120
Profit/Fee Allowed (% limit)	(7%)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	(7%)	(7%)	Y	(10%)	Y	Y	Y	
Indirect Costs Covered	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	40/25%	40/25%	Y	Y	Y	Y	Y	
Advance or Progress Payments	A or P	P	P	P	P	P	P	P	P	P	A	A	A or P	A or P	P	P	A	A	P	
Phase I/II Funding Gap Provisions	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	N	N	N	N	N	N	N	
Fast Track / Enhancement Available	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	Y	N	N	Y	N	N	
Phase III Sales to Agency	N	P	Y	Y	Y	Y	Y	Y	Y	Y	N	P	N	N	P	N	Y	Y	N	
Phase II-B Available	N	N	Y	Y	N	Y	Y	Y	N	Y/N	N	N	Y	Y	N	Y	N	Y	Y	
Research vs. Development Orientation	R	R	R+,D-	D+,R-	D+,R-	R,D	D+,R-	D	R+,D	R+,D	R, D	R, D	R, D	R, D	D	D	D	D	R, D	R
Open Ended (or very broad) Topics	Y	Y	N	Y	N	Y	N	N	N	N	N	N	Y	Y	Y	Y	N	N	Y	
Internet Submission -- Forms	N	N	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	Y	OPT	N	Y	Y	Y	
Internet Submission -- Proposals	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	Y	OPT	N	Y	Y	Y	
STTR Open/Close Dates	NA	NA	3/4, 8/9	3/4	3/4	8/9	3/4, 8/9	NA	NA	NA	NA	9/11	NA	1/4, 8, 12	NA	NA	NA	7/9	11/01	

\* Most data is current as of early 2008, but is subject to radical change by the agencies.

NOTE: some DOC & EPA detailed statistics are guesstimates by the SBIR Center  
 LEGEND: N = no, Y = yes, P = possible, NA = not available, OPT = optional, + = or more

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# Being Responsive & Compliant

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- 1) I Know You Think You Know What You Thought You Read  
but . . .**
- 2) Subtle Guidance May Require Extreme Responses**
- 3) Paranoia is GOOD! Extreme Paranoia is Extremely Good!**
- 4) Formal Reviews and Other Helps**

# Thinking to Win

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- 1) The 4 C's:**
  - compliant, compelling, consistent & cost effective
  
- 2) Proposal Review Environments**
  - craft proposals to take advantage
  
- 3) Credibility**
  - you start with none and can go down hill from there
  
- 4) A Myriad of Concerns Can Bother Reviewers**
  - academic trying to feed a research habit
  - contractor offering “business as usual”
  - no project management acumen
  - questionable budget #s
  - etc., etc., etc.

# Projects Should Offer

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- Solution to agency's problem or enhancement to their mission
- Early stage, innovative, technology-based idea/concept
- Actual research needed to show "feasibility"
- Well thought out, highly-detailed Project Plan
- Demonstrable business opportunity for you
- High probability of commercialization

# Closing Thoughts

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- 1) The First Contract/Grant of The Rest of Your Life
- 2) Treat Opportunity With The Respect it Deserves, or Loose
- 3) You've Got Seven (7) Minutes - Make 'Em Count
- 4) Always Work to Evoke Positive Responses in Reviewers  
(document of “persuasion” not just “technical disclosure”)

# More Information

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- \* **SBIR Lab™** (*shared consulting for application development*)
  - 23, 24 & 25 July in Annapolis, MD for NIH 2009-2
  - 3, 4 & 5 September in Fairfax, VA for DoD 2009.2
  
- \* **SBIR Cecklist<sup>SM</sup>** (*proposal polishing -- over 75 points considered*)
  - 2 June in Richmond, VA
  
- \* **How To Win SBIR Awards<sup>SM</sup>** (*SBIR's best-in-class event*)
  - 23 June in Washington, DC
  
- \* **SBIR-Max™** (*training for SBIR/STTR award winners*)
  - 21 July in Columbia, MD
  - ?? August in Norfolk, VA
  
- \* **National SBIR/STTR Conferences**
  - 30 June to 1 July in Omaha, NE (NIH only)
  - 2 to 5 November in Reno, NV (all agency)

# SBIR Resource Center<sup>(R)</sup>

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