The SBIR Program
How Do I get Involved?

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No cost SBIR help for Massachusetts Companies

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Small Business Innovation Research (SBIR)

- A program for small business to engage in Federal R&D – with potential for commercialization

- 3.2% of the extramural research budget for all agencies with a budget greater than $100MM per year
Small Business Innovation Research Participants

- Department of Agriculture
- Department of Commerce
- Department of Defense
- Department of Education
- Department of Energy
- Department of Health and Human Services
- Department of Homeland Security
- Department of Transportation
- Environmental Protection Agency
- National Aeronautics and Space Administration
- National Science Foundation
Ownership

An SBIR awardee must be more than 50% owned and controlled by one or more individuals or by multiple VCOCs, multiple hedge funds or multiple private equity firms, each of which is more than 50% directly owned and controlled by individuals who are citizens of, or permanent residents of, the United States.

Estimated SBIR/STTR Budgets by Agency, FY2015

<table>
<thead>
<tr>
<th>Agencies with SBIR and STTR Programs</th>
<th>Budget</th>
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<tbody>
<tr>
<td>Department of Defense (DOD)</td>
<td>$ 1.070 B</td>
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<tr>
<td>Department of Health and Human Services (HHS), including the National Institutes of Health (NIH)</td>
<td>$ 797.0 M</td>
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<tr>
<td>Department of Energy (DOE), including Advanced Research Projects Agency – Energy (ARPA-E)</td>
<td>$ 206.1 M</td>
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<tr>
<td>National Aeronautics and Space Administration (NASA)</td>
<td>$ 180.1 M</td>
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<tr>
<td>National Science Foundation (NSF)</td>
<td>$ 176.0 M</td>
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<thead>
<tr>
<th>Agencies with SBIR Programs</th>
<th>Budget</th>
</tr>
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<tbody>
<tr>
<td>U.S. Department of Agriculture (USDA)</td>
<td>$ 20.3 M</td>
</tr>
<tr>
<td>Department of Homeland Security (DHS): Science and Technology Directorate (S&amp;T) and Domestic Nuclear Detection Office (DNDO)</td>
<td>$ 17.7 M</td>
</tr>
<tr>
<td>Department of Commerce: National Oceanic and Atmospheric Administration (NOAA) and National Institute of Standards and Technology (NIST)</td>
<td>$ 8.4 M</td>
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<tr>
<td>Department of Transportation (DOT)</td>
<td>$ 7.9 M</td>
</tr>
<tr>
<td>Department of Education (ED)</td>
<td>$ 7.5 M</td>
</tr>
<tr>
<td>Environmental Protection Agency (EPA)</td>
<td>$ 4.2 M</td>
</tr>
</tbody>
</table>

~ $2.5 B in FY15 across all agencies
VC Ownership

An SBIR awardee must not have majority ownership and control by a single VCOC, hedge fund or private equity firm.
VC Ownership

Size determination – Affiliation

For the purposes of SBIR, the SBA has created rules which are case specific. VC owned firms should refer to SBA guidelines.
Necessary Minimum Registrations

DUNS Number (Company)
http://fedgov.dnb.com/webform/pages/CCRSearch.jsp

System for Award Management (SAM)
http://www.sam.gov

Grants.gov (Company)
http://www.grants.gov

SBA Company Registry at SBIR.gov
http://sbir.gov/registration
Considerations

- The PI is not required to have a Ph.D.

- The PI must demonstrate expertise necessary to oversee project scientifically and technically

- Applications may be submitted to different agencies for similar work

- Awards may not be accepted from different agencies for duplicative projects
What Reviewers Look For

- Clear articulation of the innovation
- Identify risks and indicate the mitigation plan
- Detailed work plan and schedule
- What equipment and facilities will be used?
- Clearly state assumptions - do not leave to evaluators
- Not all reviewers are PhD. experts – explain understandably, delve into detail if needed
- Commercialization focus from the start
- Differentiator or Competitive Advantage
Top 10 Reasons for Rejection

- Lack of technical detail in the plan
- Not complying with proposal guidelines
- No “I” - Innovation
- Too ambitious
- Lack of knowledge of prior work or state-of-the-art
- Lack of credibility
- Poorly written
- Missed deadline
- Not “responsive” to topic
- Inadequate Phase II or Phase III potential
Where do I find more SBIR Info?

- http://www.sbir.gov
- http://www.zynsys.com/sbir
Massachusetts Small Business Development Center Network

- Entity Formation
- Commercialization and Business plans
- Pitch Deck Reviews
- Marketing strategies
- Finance
- Low-cost training sessions
SBIR Advisory Program

Solving the Puzzle of Government Funding

Request No Cost Assistance at:
http://www.msbdc.org/sbir