

The SBIR Program

How Do I get Involved?

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No cost SBIR help for Massachusetts Companies

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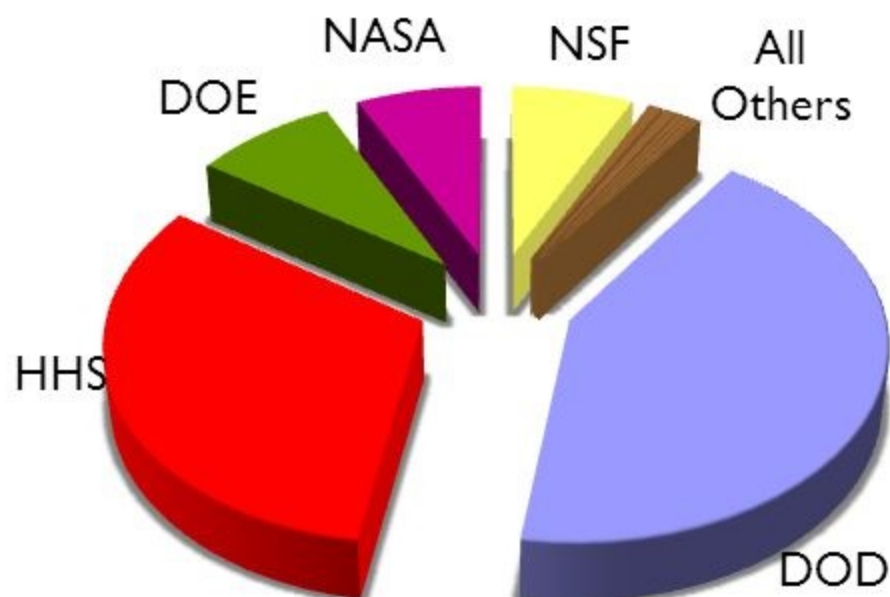
Small Business Innovation Research (SBIR)

- 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

Estimated SBIR/STTR Budgets by Agency, FY2015



**~ \$2.5 B in FY15
across all agencies**

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

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>