

## APPLY FOR THE SBIR/STTR PROPOSAL LAB TO HELP YOU WRITE A WINNING SBIR PROPOSAL



Application Process is Open Until January 15, 2020 for  
Maryland Small Businesses with Innovative Ideas

*Open to all Maryland small businesses, with preference given to women-owned,  
socioeconomically disadvantaged, and rural Maryland small businesses*

**What is an SBIR/STTR Proposal Lab?** SBIR Proposal Lab helps you complete your Phase I SBIR/STTR proposal to NSF, or other agency, through hands-on training, reviews, and guidance.

**What is SBIR/STTR Funding?** It is America's Seed Fund that awards up to \$225,000 in Phase I to prove your innovative idea and makes you eligible to apply for Phase II funding up to \$1,500,000.

**What is the Timeframe?** The Lab runs a series of 6 workshops and 2 reviews from Jan 15, 2020 through Jun 3, 2020 to help you develop and submit your proposal.

**What is the Cost?** The SBIR/STTR Proposal Lab cost is only \$600. We will select a cohort of 20 participants.

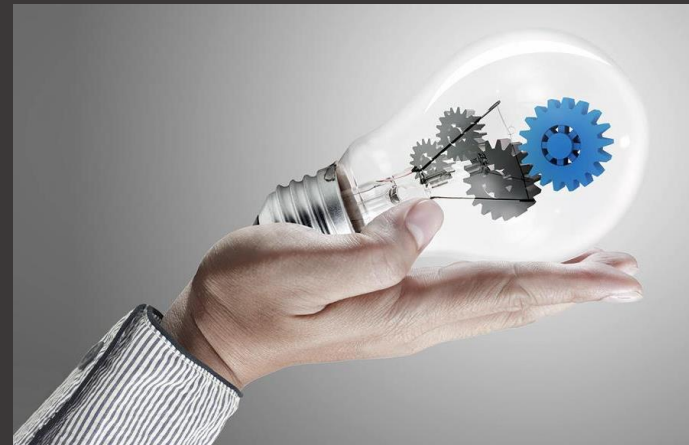
The Lab is funded in part through a Cooperative Agreement with the SBA.



LEARN MORE AND APPLY:

<https://ostglobalsolutions.com/sbir-proposal-lab>

All opinions, conclusions, and/or recommendations expressed herein are those of the authors and do not reflect the views of the SBA.



## WEBINAR

Do You Qualify  
for the  
SBIR/STTR  
Proposal Lab  
2020?



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*Funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA)*



CREATIVITY IS THINKING UP  
NEW THINGS. INNOVATION IS  
DOING NEW THINGS.



Berthold Auerbach, Author



# Small Business Innovation Research & Small Business Technology Transfer

- One of the largest sources of **early-stage capital** for technology commercialization in the U.S., roughly **\$3 Billion in annual** funding
- Stimulate technological **innovation**
- Use small business to meet **Federal R/R&D needs**
- Encourages **socially and economically disadvantaged small business** participation, and those that are 51 percent **owned and controlled by women**, in technological innovation



# Small Business Innovation Research & Small Business Technology Transfer

- **Increase private sector commercialization** of innovations derived from Federal R/R&D, thereby increasing competition, productivity, and economic growth
- Provide **seed capital** for early stage R&D with commercial potential
- The awards are **comparable** in size to **angel investments** in the private sector and indicate the acceptance of greater risk in support of agency missions
- **Except – the government doesn't take a portion of your company and you don't have to repay the money**



# SBIR/STTR – Quick Overview



- **Phase I is the concept phase.** Lasts 6-12 months and supports exploration of the **technical merit or feasibility** of an idea or technology
  - **You retain** the rights to the intellectual property (IP)
  - **Opportunity to obtain additional funding** to continue technology development
- **Phase II** awards may last for up to 2 years and expand upon the Phase I results; During this time, the **R&D work** is performed
- **Phase III** is the period during which Phase II innovation moves from the laboratory **into the marketplace**
  - **No SBIR funds** support this phase
  - The small business must find funding in the private sector or secure it from other non-SBIR Federal Agency funds that can fund continued development





# SBIR Advantages



- From FY2009, 112,500 awards, over \$26.9 billion of no-strings-attached funding
- Builds your credibility with other investors you may attract
- Creates a pathway to sole source awards or other government contracts
- Allows to enhance the capability of your team with a large or small subcontractor, or a Research Institution



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U.S. Small Business  
Administration

# STTR Advantages



- Facilitates Research Institution technology transfer to small businesses
- Expands public/private partnership including joint ventures for small businesses and nonprofit research institutions
- Requires formal collaboration with a research institution
- **Advantages:**
  - Good if you need to subcontract a large portion of the award (allows for up to 60% of the R&D to go to the nonprofit Research Institution)
  - The award goes to your small business and you maintain overall control and responsibility



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U.S. Small Business  
Administration



# What is the SBIR/STTR Proposal Lab?



- TEDCO, Maryland's source for technical start-up success, won SBA's FAST Grant for the second year in a row, together with the team of:
  - GovCon Incubator (OST Global Solutions)
  - Maryland SBDC
- Focused on Maryland small businesses, especially women-owned, socioeconomically disadvantaged, and rural businesses
- In addition to SBA's and TEDCO's funds, the team contributes its own time and resources to develop and conduct the Lab



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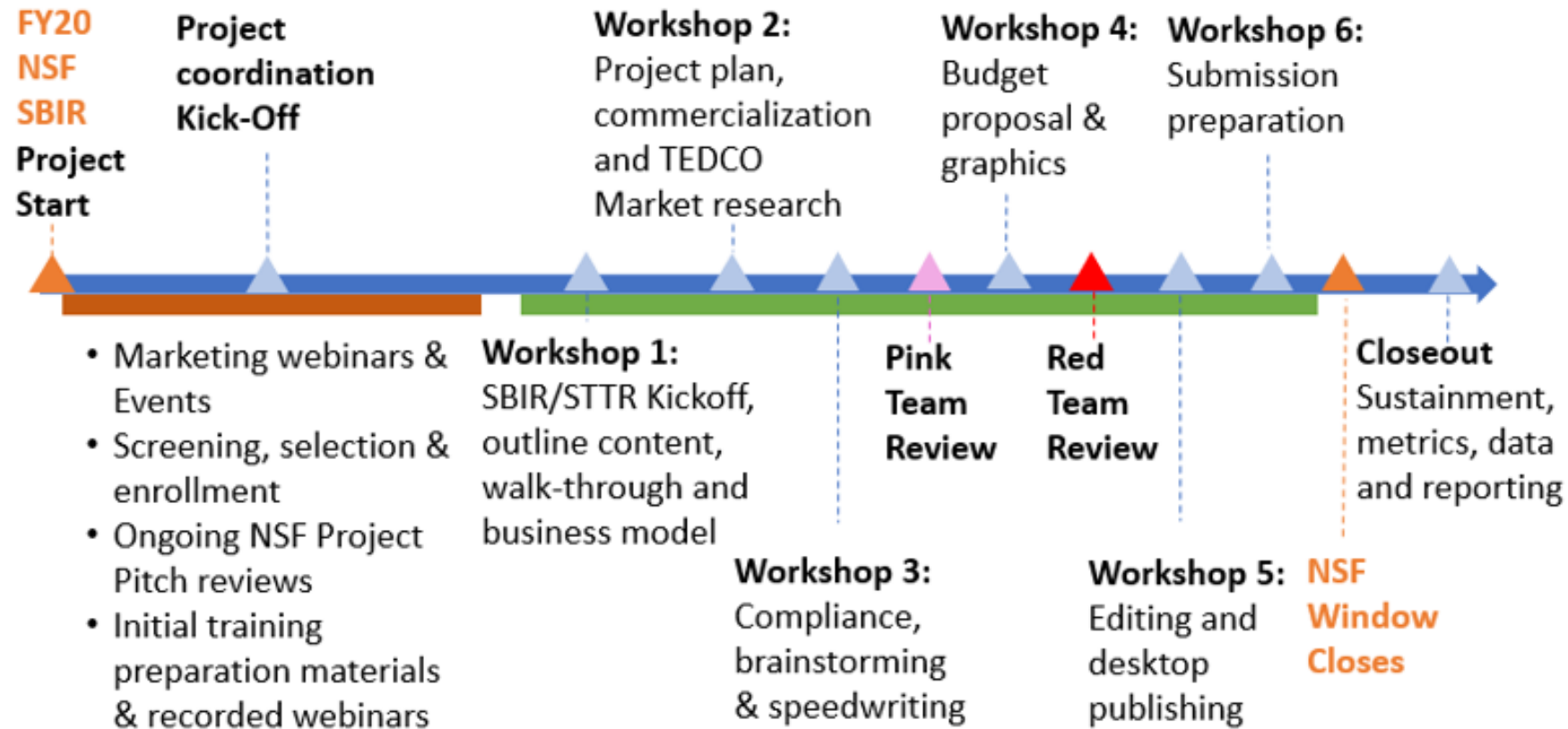
# SBIR Proposal Lab at a Glance



- A Cohort of 20 companies filled by 31 Dec (seats are limited) that writes proposals to the National Science Foundation (NSF)
- NSF has a rolling schedule of proposals to simplify the submission process.
- NSF Phase I is \$225,000; you can later bid on Phase II to others. Interested?
- You qualify if you:
  - Have an **innovative technology** idea
  - Are trying to launch or grow your **Maryland small business**
  - Want to **increase your chances of winning** SBIR or STTR funding
  - Want a **budget-friendly proposal training and guidance** that leads to a professional and competitive proposal
- You've come to the right place!



# Combination of Training, Hands-On Support and Reviews



# Workshops

**Table: Topics Fit Each Set of “Next Steps” to Complete the Proposal Development Phases.**

Workshop Topics
<b>Workshop 1: SBIR/STTR Proposal Lab Kickoff, Outline Content, and Business Model</b> 1. Overview of the SBIR/STTR Program; 2. How to win an NSF SBIR/STTR grant and obtain follow-on non-dilutive funds; 3. Proposal Lab plan and schedule; 4. Outlines walk-through and content requirements; 5. Business model development; 6. Lab toolset and next steps.
<b>Workshop 2: Project Plan, Commercialization, and TEDCO Market Research Kiosks</b> 1. Project planning; 2. Developing timelines and Gantt charts; 3. Commercialization process for innovation; 4. Navigating databases available at TEDCO's Market Research Kiosks.
<b>Workshop 3: Compliance, Brainstorming, Speed-Writing Process</b> 1. Compliance; 2. Brainstorming on content; 3. Foundations of writing faster and better; 4. The psychology of writing; 5. The correct writing process; 6. Using tools that help write faster.
<b>Pink Team</b> Pink Team is a feedback mechanism on participant’s performance and proposal quality to date. The standard for Pink Team is that the proposal draft is 60% NSF-ready and is compliant.
<b>Workshop 4: Budget Proposal and Graphics</b> 1. Cost proposal development; 2. Proposal graphics, visuals, and principles of design; 3. Graphics templates; 4. Conceptualization and rendering skills.
<b>Red Team</b> Red Team review provides feedback to participants on proposal quality. The standard is that the proposal is 90% NSF-ready; within 10% of the page count; and compliant and compelling.
<b>Workshop 5: Editing and Desktop Publishing (DTP)</b> 1. Proposal editing and desktop publishing in MS Word; 2. Self-editing and editing automation; 3. Introduction to Read-Aloud review process for a polished submission.
<b>Workshop 6: Proposal Preparation for Submission and Submission</b> 1. Final preparation for submission; 2. Proposal wall reviews; 3. Loading proposals in the portal; 4. Hitting the “submit” button; 5. Surveys/course feedback.



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# Eligibility: SBIR/STTR Business



- Applicant small business must be primarily U.S. owned
  - U.S. Citizen
  - U.S. Permanent Resident
- Research must be done in the U.S.
- Investors can't own majority of the business





# Eligibility: Maryland Small Business



- **Must be a for-profit small business.** The definition of SB for the SBIR is, including its affiliates, has 500 or fewer employees
- **Women Owned Small Business (WOSB)** is a SB at least 51% owned and controlled by a female U.S. citizen
- **Small Disadvantaged Business (SDB)** is a small business at least 51 percent owned by one or more individuals who are both socially and economically disadvantaged; detailed definitions are available



# Eligibility: Maryland Small Business



- **Rural Maryland Small Business** is a SB located in Talbot, Caroline, Dorchester, Wicomico, Somerset, Worcester, Cecil, Harford, Kent, Queen Anne's, N. Baltimore, Frederick, Washington, Allegany, Garrett, Carroll, Charles, Calvert, or St. Mary's County.
- TEDCO will check with Maryland tax authorities on your registration and status – you must be current or quickly correct the issue
- If you don't have a company yet, you must reside and work in Maryland, and register your business ASAP



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# Eligibility: New Idea

- Can you apply if you have already developed a solution and are trying to sell it?
  - No – SBIR/STTR program funds innovative research and development
  - It is okay to have done related work
  - You can investigate new uses of existing technology
- Expectation: good research that will lead to a commercial product that will also benefit the nation





# Overall Eligibility for SBIR & STTR



- There are many similarities between the SBIR and STTR programs
- Some significant differences

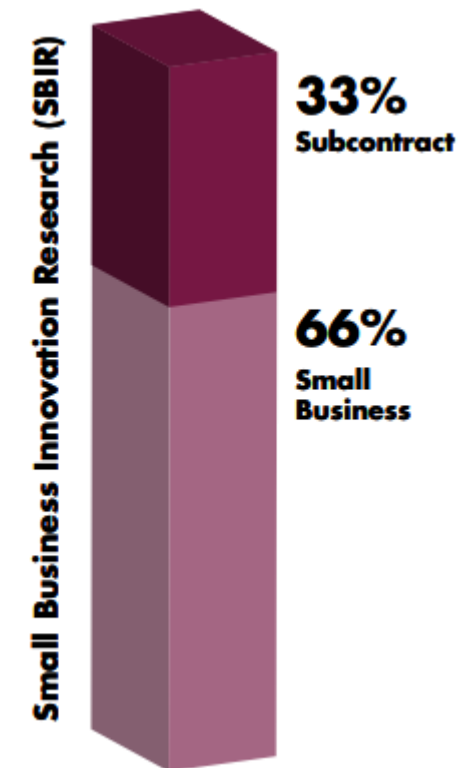
The following provides highlights of the programs, but please fully review all the program details as you do more research on your specific agencies and eligibility





# SBIR Eligibility

- For profit United States business; over 50% owned and controlled by one or more US citizens or permanent resident; with no more than 500 employees
- Up to 33% of the research can be subcontracted
- The subcontractor does not have to be in the US
  - However, all of the R&D work must be done in the U.S.



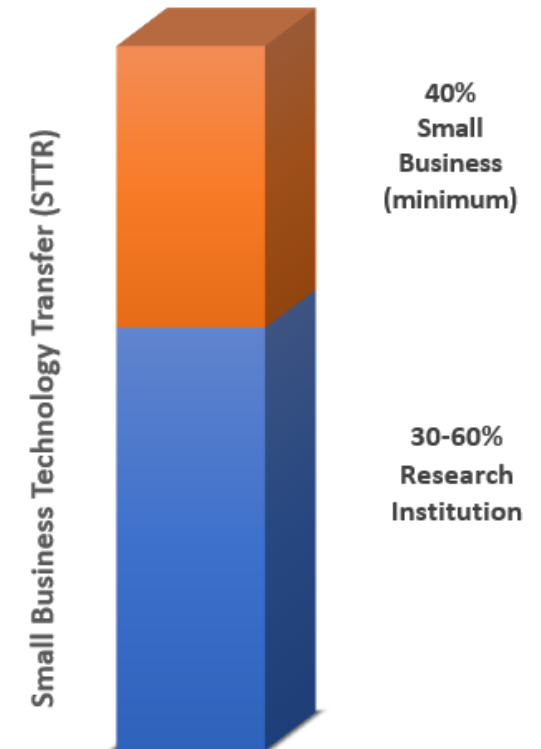
# Eligibility: The PI

- An individual to serve as the principal investigator
  - Overall responsibility for the project
  - Credible in terms of their education, work and project management experience
- Must be “primarily employed” by the applicant small business during the SBIR award period
  - PI **cannot** be full time employed elsewhere during the SBIR award period



# STTR Eligibility

- STTR is very similar but requires a partnership with a nonprofit research institute in the U.S.
  - At least 40% of the work must be done by the SB
  - Between 30%-60% of the work is to be RI-based
- The IP belongs to the small business, but important resources from a nonprofit Research Institution (RI) must be used in the technology's development
- There is no Principal Investigator (PI) requirement for STTR since the RI covers that





# NSF Proposal Submission Process



- The NSF has a rolling continuous cycle with two primary submission points in the year
- The National Science Foundation (NSF) has a Project Pitch requirement
- The Project Pitch provides a quick feedback
- It is shorter and simpler to complete, but it is critical
- You must be invited to submit a proposal



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# Matching of the Ideas to the Topics



- NSF is updating their topics, but their technology topic areas are broad
- If it is innovative and meets the other criteria, you can apply
- Annually, NSF awards roughly \$200M to 400 companies across nearly all technology and market sectors
- NSF: <https://seedfund.nsf.gov/portfolio/>

# Some Additional Questions to Consider for Proposal Success



- What related work have your PI and team done?
- Do you have Prior, Current, or Pending Support of Similar Proposals or Awards?
- Any peer reviewed research regarding feasibility of what you are proposing?
- Do you think there could be any patents resulting?
- Do you have access to the right facilities and equipment for the research?
- How will you commercialize this technology – and what will be the commercial and societal benefits?
- Will you be able to gather Letters of Support?

# What's Important in the SBIR/STTR Proposal

- The **emphasis on innovation** is important in SBIR and means that you are proposing a novel approach to a pressing problem or need identified by an Agency
- The approach proposed should be **unproven and** involve an element of **technical risk**
- Must **clearly identify the innovation** in your proposal
  - Must not leave the recognition of your innovation to the imagination of the reviewers
  - The SBIR Proposal Lab will help you articulate that



# Your Commitment



- Attend all the workshops (other than emergencies or other extenuating circumstances) (100%)
- Complete all assignments on time (100%)
  - This keeps the entire cohort at the same pace, without holding back others
  - Enables us to learn about problems and correct them early
  - Helps you submit a winning proposal, so that all your work is not in vain
  - Increases the chance that your great idea will get funded
  - Keeps stress level down for everyone involved





# Where to Apply and Deadline



- Currently interviewing applicants, apply for an interview in 5 minutes. Apply for the SBIR Proposal Lab at:
  - <https://ostglobalsolutions.com/sbir-proposal-lab/>
- **Deadline: December 31, 2019 – First Come, First Served**
  - The lab is filling up quickly, we may not interview those who apply closer to or after the application close date if all the seats are filled