

# HTR's SBIR/STTR Assistance

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## Writing a Winning Proposal

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TALENT DRIVING PROSPERITY



# Writing A Winning SBIR/STTR proposal

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*Writing to Win -  
Think about...*



# SBIR/STTR - Proposals

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## ➤ Writing a winning Proposal

- Follow the rules!!!
- Goal – Commercialization (NOT Research)
- Think Business plan (NIH – peer-review + staff)
- Granting agencies – “who needs this?” – customer support
- Can you do the research?
- Do you know how to commercialize? PH-I partners
- Golden rule:

**Talk to the program manager**

# Good Ideas

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- **Write concisely**
- **Answer questions:**
  - **Why should I give money to this company?**
  - **Do they understand problem? Risks? Will they achieve what they promised?**
  - **Will I get a return on my investment?**
- **Upon award, communicate with your point of contact often!**
- **Competition**
  - **How do you manage your contract**
  - **Why?**
  - **Phase II invitation originates with him**

# SBIR/STTR - Common Mistakes

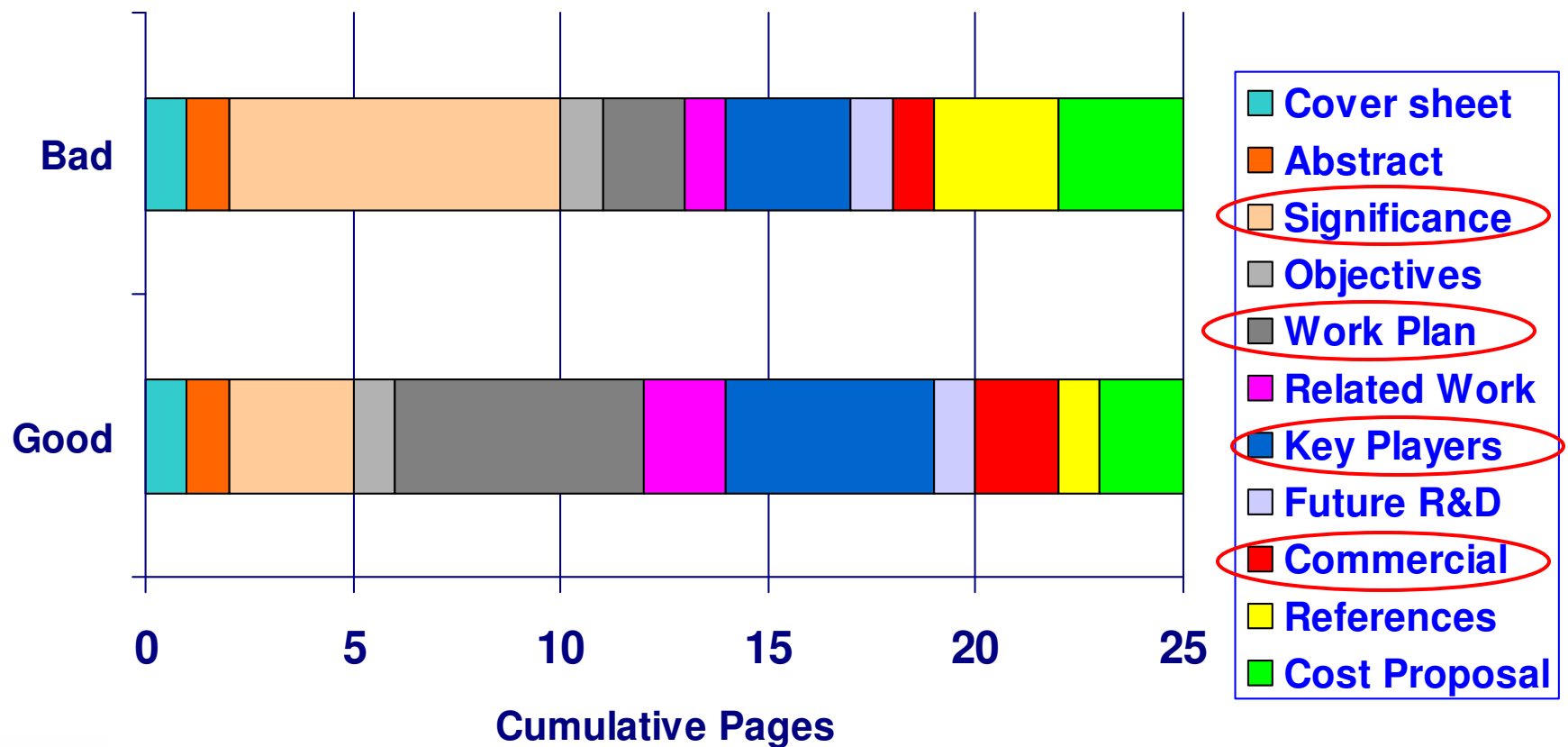
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1. Poorly written
2. No evidence of innovation or uniqueness
3. Insufficient technical details
4. Research has been performed
5. Unclear plan for going from Phase I to Phase II
6. Failure to demonstrate ability to commercialize
7. Work cannot be done in 6 or 9 months
8. Unclear about feasibility, risks, or solution
9. Lack of credible PI or team
10. Too much background – inadequate details of who, what, where, why, when, how

# SBIR/STTR – Phase-I Proposal Outline

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## Suggestion: Good VS. Bad PH I Proposal Components



# Writing A Winning SBIR/STTR proposal

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## *What Agencies want – Examples:*

- **NAVSEA – A contracting agency**
- **NIH – A granting agency**



# What's SBIR About? (NAVSEA)

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- It's about you!
- It's about your company!
- It's about your technology!
- It's even about the reviewers panel!
- It's NOT about customer needs!



# Things you should know before submitting a proposal

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- **Who wants your technology?**
- **Why do they want it?**
- **What will they pay for it?**
- **How much will it cost to test and implement?**
- **How will it impact them?**
- **What do they need to know to feel comfortable with your technology?**
- **Why would they want to partner with you?**
- **Who is your competition?**



# Things Leading to Low Scores

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## ➤ **Proposing a "Science Project"**

- No real end or practical result



## ➤ **Not enough technical detail** - show that the approach has promise

- One solution: ballpark estimate or back-of-envelope calculation showing the practicality of the approach
- Especially needed for unfamiliar approaches
- Help substantiate extraordinary claims

# Things Leading to Low Scores – Cont'd

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## ➤ **Poor commercialization strategy**

- “Wordsmithing” a commercial transition strategy
- Assuming that the commercialization strategy is so obvious that it doesn’t have to be spelled out
- Not doing the groundwork to develop a Phase III transition strategy
- Not talking to key transition sponsors or even finding out who they are

## ➤ **Navy’s Goal – Deployment in its fleet**

- By definition, there is always a potential Phase III transition path within the Navy!

# What NIH Reviewers Say...

## Common Pitfalls with Applications

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- Inadequately defined test of feasibility
- Lack of sufficient experimental detail
- Questionable reasoning in experimental approach
- Failure to consider potential pitfalls and alternatives
- Lack of innovation
- Unconvincing case for commercial potential or societal impact
- Lack of experience with essential methodologies
- Unfamiliar with relevant published work
- Unrealistically large amount of work proposed



# What NIH Reviewers Say...

## Outstanding Phase II Applications

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### Build on Phase I

- "A prototype has been developed... pre-tested in Phase I... good feasibility results"
- " detailed Ph I Final Report was included"
- "...well-defined goals presented in the work plan... to address required improvements that arose during testing in Phase I"

### Show Commercialization/Need

- "commercial applications for the ... are significant"



# What NIH Reviewers Say...

## Outstanding Phase II Applications-Cont'd

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- "...product promises to fill a long-felt need in neuroscience and in the larger community"

### **Solid Team**

- "principals ... highly experienced in their respective roles"
- "... resources are outstanding"

### **Realistic Plan**

- "limitations of the project have been realistically addressed"

# Questions?

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