

SBIR/STTR – Overview & Updates

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Finger Lakes Wired
TALENT DRIVING PROSPERITY

SBIR and other regional resources

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Agenda

1. SBIR/STTR – Program Basics
2. Recent updates
3. You can do it... HTR can help
4. Beyond Ph-2

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Program Overview



SBIR/STTR – Program Basics

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<http://www.sba.gov/SBIR>

SBIR – Small Business Innovative Research

STTR – Small Business Technology Transfer

SBIR/STTR - Program Basics

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SBIR: 2.5% of all Federal R&D

- Set-aside for Small Business (SmB)
- Projects with potential for commercialization

STTR: 0.3% of all Federal R&D

- Set-aside for cooperative R&D between SmB and U.S. Research Institutions
- Projects with potential for commercialization

Total - >\$2.2BN...

Program Basics – Phases of Funding

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Phase I - Feasibility Study

- \$100K over 6-9 months (SBIR), or 12 months (STTR)
 - Congress - \$200K
 - Senate - \$150K + 50%

Phase II - Complete R&D – Commercial Prototype

- \$750K and 2-year Award
 - Congress - \$1.5MM
 - Senate - \$1MM + 50%

Phase III - Commercialization

- Use of non-SBIR/STTR Funds
- "Sole-Source" Status

Program Basics - requirements

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Program Requirements

- For-profit U.S. business
- +51% U.S.- owned by individuals
- 500 or fewer employees

SBIR

- P.I.'s primary employment with SmB **during** project
- Outsource – PH-I<33%, PH-II<50%

STTR

- >30% of work by Research Institute
- >40% of work by SmB
- IP agreement – rights with SmB
- Funding awarded to SmB

Program Basics – Primary Investigator

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Education:

- Ph.D. not mandatory – expert in the field

SBIR:

- >50% employed by SmB during project

STTR:

- Employment with research institution and/or SmB (>40% of work by SmB)

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Recent Updates



SBIR/STTR – Program Updates

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➤ (Almost) Certain:

- Current SBIR extended through **SEP-30-09**

➤ Expected: (SBA & Senate)

- Ph-1- \$150K, Ph-2- \$1MM => 50% discretion (\$275K/\$1.5MM)
- SBIR – 2.5% -> 3.5% over 10 years, **NIH = 2.5%**
- STTR - 0.3% -> 0.6% over 6 years
- VC backing – NIH <18%, Other <8% of awards
- Funding in stages – Ph-1 => Ph-2

SBIR/STTR – Program Updates

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➤ Area of focus:

- Compliance... Compliance... **Compliance**

➤ The Recovery Act effect

- Many more application
- Very clear writing
- r&D



Agency Funding & NIH overload

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	Info Processing	Electronics	Materials	Mechanical Performance	Energy	Environ & Natural Resource	Life Sciences
DOD	●	●	●	●	●	●	●
DOE	●	●	●	●	●	●	●
NASA	●	●	●	●	●	●	●
NIH	●	●	●	●	●	●	●
NSF	●	●	●	●	●	●	●
DOT	●	●	●	●	●	●	●
EPA		●	●	●	●	●	●
ED	●	●	●	●	●	●	●
USDA	●	●	●	●	●	●	●
DOC	●	●	●	●	●	●	●
DHS	●	●	●	●		●	●

Writing A Winning SBIR/STTR proposal

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You can do it!

HTR can Help...



HTR - SBIR/STTR Assistance

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Goals

- More and Better grant proposals
- More Companies applying

Programs:

- Program Education
- Sample Grants
- Proposal Review
- Grant Writing Assistance
- Phase-0 grant – Ending **October** 2009



Writing Proposals - Golden Rules

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1. Talk to the program manager

2. Write to reviewers with ADD

3. Good proposals answer –

–So what & Who cares?

–You and What Army?

–What will happen next...

4. Image = 1,000 words

Commercialization chart, Quad chart, etc.

Commercialization Assistance

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Beyond Ph-2...



Additional SBIR/STTR resources

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NIH:

- Ph-1 Winners
 - Tech Niche Assessment – TNA - \$10K
- Ph-2 Winners
 - Mnfg Assistance – MAP - \$10K (HTR-MEP)
 - CAP – Strategic planning seminars
- Post Ph-2
 - Competing renewal – 3*\$1MM

Questions?

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For more information, see:

www.htr.org/sbir.asp

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