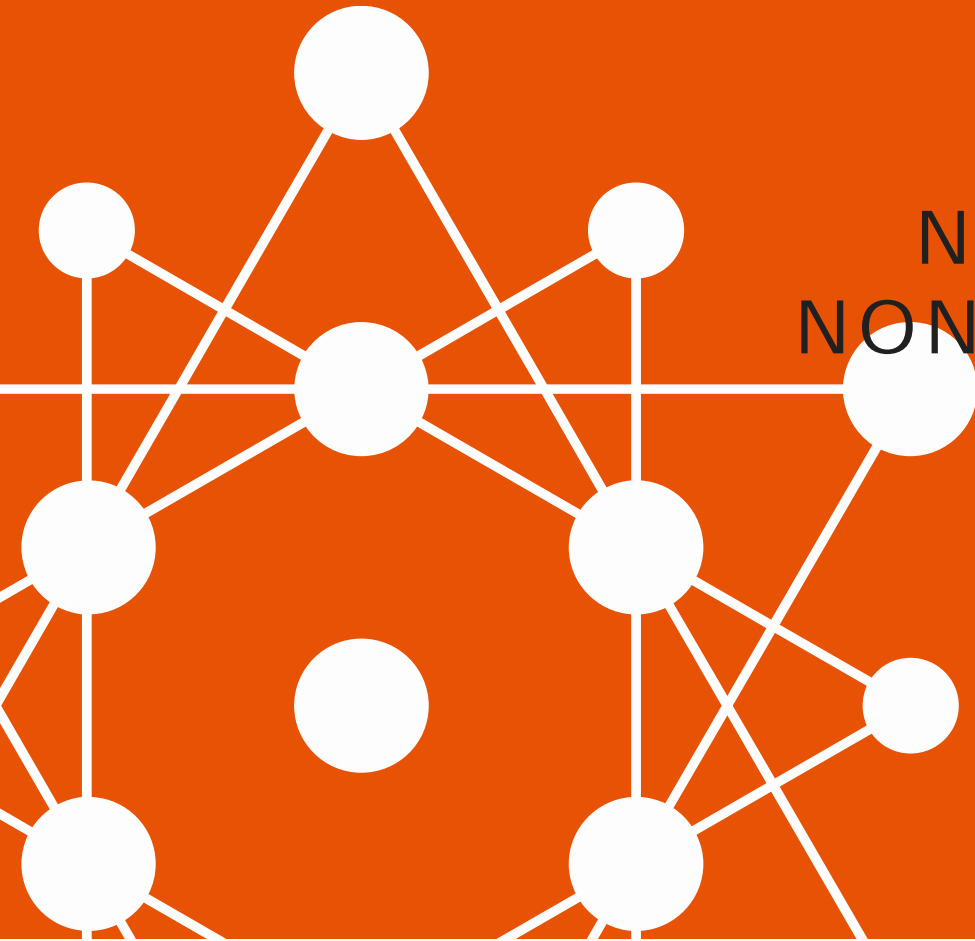


# USTAR'S SBIR-STTR ASSISTANCE PROGRAM

HELPING  
UTAH COMPANIES  
NAVIGATE AND WIN  
NON-EQUITY DOLLARS

NANOUTAH 2015

OCTOBER 13, 2015



# TODAY'S OBJECTIVES

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**Insights to Winning  
SBIR-STTR Funding**

*or*

***How to Make the Reviewers Love You***

**Nearly \$14 Million to Utah**

**Engage the SSAC Team**

**>25% win rate**

# SBIR-STTR OVERVIEW

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**\$3 Billion**

**Non-equity position dollars**

- NO loss of technology ownership
- NO loss of intellectual property (National Emergency)
- NO payback of funds

# SBIR-STTR OVERVIEW

## Small Business Administration Definition:

- **SBIR and STTR**
  - American-owned
  - 51% ownership by individuals
  - For-profit
  - Company size 500 employees or less
- **STTR (Work with a Nonprofit Research Institution)**
  - 30% minimum funds research at nonprofit research institution
  - 40% minimum funds work done by small business
  - Located in the US

To work with the SSAC – you must have a Utah Business License.

# SUCCESS COMPONENTS

## Find a Home or HomeS

- Contact program officers
  - This is their JOB!
  - Begin a 2-way dialogue
  - Create your own SBIR-STTR  
*(Not a guaranteed win...)*

# SUCCESS COMPONENTS

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## Prior to Solicitation

(or during if allowed)

- Email the program officer
- 1-2 page executive summary discussing the following aspects of the project:
  - 1) Company and team
  - 2) Market opportunity, value proposition and customers
  - 3) Technology/innovation (Phase I,II)
  - 4) Competition

# RESEARCH STRATEGY IS THE CORE



# SUCCESS COMPONENTS

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## The Company

- Is a new company OK?
- Do you have a business plan
  - Where does SBIR-STTR fit?
- Is this 'Money' or
  - Research and Development Funding
- Commit to the Process



# SUCCESS COMPONENTS

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## Team

- **Principal Investigator – SBIR Requirements:**
  - Employed by the business
  - Work for the company at least 51% of their time during the time of the award
  - Not work full time elsewhere
- **Team members**
  - Experts in industry
  - Business person
  - Look to the future – marketing, distribution etc.,
  - SSAC Team
    - Strategize on Project/Team
    - Assist in contacting the Program Manager
    - Write first drafts of ancillary documents
    - Heavily edit Research Strategy and other documents
    - Make sure documents work together

# SUCCESS COMPONENTS

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## Commercialization Path

*Must be included*

Looking for ideas to benefit America

### Phase I – Demonstrate

- Market understanding
- Competition
- Potential Partners
- Letters of Support

### Phase II – Present

- Commercialization path in place
- Licensing or manufacturing
- Letters of Support
- **40% of winning = Commercialization**

## *Know Your Market*

# SUCCESS COMPONENTS

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## Innovation – Technology

- Overview
  - What is new
  - What is the same
  - How is problem being solved now (competition)
- Project Specific
  - Overall Goal
    - Though Phase II
  - Milestones by Phase
  - Tasks
    - Who
    - Where

# SUCCESS COMPONENTS

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## MEET THE OBJECTIVES

- What does the Agency want?
- What does the Topic want?
  - Goals
  - Deliverables?
- What did the Program Manager offer?
  - Clues?

*Use the words from the solicitation,  
and from the agency.*

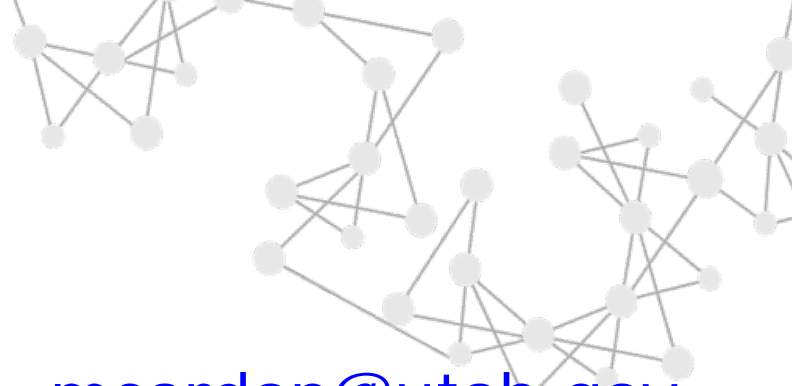
# TIE IT ALL TOGETHER

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**Reviewers should be *led* through the project by all documents**

## **ALL ELEMENTS SPEAK TO EACH OTHER:**

- ABSTRACT should mention the COMMERCIALIZATION
- COMMERCIALIZATION should mention TEAM and INNOVATION
- PATENTS mentioned in TEAM DESCRIPTIONS and in the RESEARCH STRATEGY
- FACILITIES should be described in FACILITIES and toted in the RESEARCH STRATEGY
- ALL DIRECT COST BUDGET items should be mentioned in RESEARCH STRATEGY – including TEAM, CONSULTANTS, MATERIALS & SUPPLIES
- RESEARCH STRATEGY should include specialized equipment, lab



# THANK YOU.

Contact Us:

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**No cost for any assistance.  
Nearly double the average win rate!**

For more information about SSAC:  
<http://www.innovationutah.com/sbir/>



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