

October 26, 2012

SBIR Alerting Service

The SBIR Alerting Service is a free service that provides bi-weekly notification of SBIR and STTR solicitation announcements, news and information, and Internet resources relevant to the SBIR/STTR programs. This service is provided by the [Economic Development Office](#) of [Pacific Northwest National Laboratory](#) (PNNL).

Back issues of the SBIR Alert are available at www.pnnl.gov/edo/opportunities/sbir.stm. Subscription instructions appear at the end of this newsletter.

In this issue:

- [DOC NOAA SBIR 2013 Phase I Pre-solicitation Notice](#)
- [DOE SBIR/STTR News](#)
- [NIH SBIR/STTR Commercialization Assistance Program Announcement](#)
- [SBIR Proposal Writing Tip: Allocating Pages for NIH Grant Proposals](#)
- [Conferences and Workshops](#)
- [Open Solicitations](#)

>> SBIR/STTR NEWS AND INFORMATION

DOC NOAA SBIR 2013 Phase I Pre-solicitation Notice

The Department of Commerce (DOC) National Oceanic and Atmospheric Administration (NOAA) posted a pre-solicitation notice for their 2013 Phase 1 SBIR solicitation on the Federal Business Opportunities (www.fedbizopps.gov) website on October 15, 2012. The complete notice is available at www.fbo.gov/index?s=opportunity&mode=form&id=64d58c07987d7946fa65537451d519dc&tab=core&_cview=0, but a portion of the notice appears below:

Notice Type: Presolicitation Notice
Solicitation Number: NOAA2013-1
Posted Date: October 15, 2012
Original Response Date: Jan 30, 2013

Synopsis:

The U. S. Department of Commerce (DOC), National Oceanic and Atmospheric Administration (NOAA) plans to seek proposals from small business firms for participation in Phase I of the Fiscal Year 2013 NOAA Small Business Innovation Research (SBIR) Program. Small businesses are invited to submit research proposals in response to the Request for Proposals.

The following are the NOAA, Research and Development (R&D) topics available for Phase I: Weather-Ready Nation, Climate Adaptation and Mitigation, Healthy Oceans, Resilient Coastal Communities and Economies.

The following are the NOAA, Research and Development (R&D) topics available for Phase I: Weather-Ready Nation, Climate Adaptation and Mitigation, Healthy Oceans, Resilient Coastal Communities and Economies.

The SBIR solicitation will be issued on or about November 15, 2012. The NAICS Code for this acquisition is 541712. The SBIR solicitation will be available at the Federal Business Opportunities website www.fbo.gov. Please do not submit questions at this time. After release of the solicitation, it will be the offeror's responsibility to monitor this site for any amendments to the solicitation. The Government anticipates making multiple Phase I awards, each with a period of performance of six (6) months and a ceiling price not to exceed \$95,000.00.

General SBIR - related inquiries may be directed to the NOAA SBIR Program at (301) 713-3565, or SBIR@noaa.gov. Additional questions should be directed to Joan Clarkston, Contract Specialist at (816) 426-7469, fax at (757)664-3623, or email joan.e.clarkston@noaa.gov. When contacting individuals regarding this announcement, please reference in the title Solicitation Number NOAA 2013-1.

For more information regarding the DOC NOAA SBIR program, visit the NOAA Technology Partnerships Office website at www.oar.noaa.gov/orta/.

DOE SBIR/STTR News

The Department of Energy (DOE) 2013 SBIR/STTR Phase I Release 1 Funding Opportunity Announcement (FOA) closed on October 16, 2012, however, Release 2 is just around the corner. The Funding Opportunities page of the DOE SBIR/STTR website (science.energy.gov/sbir/funding-opportunities/) website indicates that Phase I Release 2 topics are expected to be issued Monday, October 29, 2012, and the FOA is expected to be issued on November 26, 2012.

Also appearing on the DOE SBIR/STTR website is a notice that "*The DOE SBIR/STTR Programs staff will be presenting at the 2012 National Conference. Registrants will be able to meet 1x1 with the following members of our program during the conference: Carl Hebron, Chris O'Gwin, and Manny Oliver.*"

NIH SBIR/STTR Commercialization Assistance Program Announcement

The National Institutes of Health (NIH) recently posted the following notice on their SBIR/STTR News Flash Page (grants.nih.gov/grants/funding/sbirsttr_news.htm):

NIH Offers SBIR/STTR Commercialization Assistance Program (CAP) for Phase II Awardees

NIH Offers SBIR/STTR Commercialization Assistance Program for Phase II Awardees October 17, 2012. NIH has contracted with Humanitas, Inc. (Larta Inc., sub-contractor) to provide selected participants with individualized assistance toward accomplishing their commercialization goals for companies whose NIH SBIR/STTR Phase II award is or was active in the past 5 fiscal years, including Phase IIB competing renewals (grant, contract, or cooperative agreement) and those in the Fast-Track program. SBIR/STTR projects that ended before August 2007 are not eligible. For a full description of the program and how to apply, check the NIH Guide Notice NOT-OD-13-003 (grants.nih.gov/grants/guide/notice-files/NOT-OD-13-003.html) and the NIH CAP homepage (grants.nih.gov/grants/funding/cap/index.htm).

SBIR Proposal Writing Tip: Allocating Pages for NIH Grant Proposals

The following proposal writing tip was provided by Gail & Jim Greenwood. Past SBIR proposal writing articles written by the Greenwoods are available on the Greenwood Consulting Group, Inc. (GCGI) web site at www.gjgreenwood.com.

SBIR Proposal Writing Basics: Allocating Pages for NIH Grant Proposals
Copyright © 2012 by Greenwood Consulting Group, Inc.

Many SBIR/STTR applicants are aware of the strict, short page limits placed on grant proposals going to the National Institutes of Health (NIH). And many have asked us how we think those scarce pages should be allocated among the required subsections, so that is our topic this month.

The NIH grant proposal format (not to be confused with the one used for NIH contracts, which this year are due November 13, 2012) calls for a Specific Aims section and a Research Strategy section. The Specific Aims section is pretty straightforward when it comes to page limits: the limit is one page. We recommend you make full use of that page but, if possible, try to use a margin wider than the 1/2 inch allowed by NIH, and/or double space between the paragraphs of the Specific Aims section to improve its appearance and readability.

The Research Strategy of a Phase 1 NIH SBIR/STTR grant proposal is limited to 6 pages. Most folks pull their hair out trying to stay under this limit, so if you have only used 4 or 5 of those pages in your proposal, then that should be a warning sign that you are being too brief or have missed something important.

The Research Strategy is to be subdivided into three subsections: Significance, Innovation, and Approach. On a Phase 1 NIH grant proposal, we recommend that the significance section be limited to about 1.5 pages, including at least 1 or 2 paragraphs on commercialization. Given the brevity of this subsection, you need to hit the reviewer hard with a statement of the problem you are addressing, why it is important, why it needs to be solved, and how you think you can solve it with an innovative and commercially viable product or service that will come out of this project.

The next subsection of the Research Strategy, Innovation, should be about 1 page in a Phase 1 NIH grant proposal. Reviewers are constantly frustrated by not being able to determine what is innovative about a proposed SBIR/STTR project. Or, worse yet, they might conclude there is nothing innovative about what is being proposed. Or maybe they conclude it really isn't an innovation, but just a mediocre improvement over what is already available. Your job, then, is to take about 1 page of your Research Strategy section and make a clear and concise statement of the innovation you are proposing, and then follow that with a convincing explanation of why it is innovative. You may want to indicate it is so innovative that it may fail to work or adequately solve the problem (such technical risk is the key reason why NIH and the other Federal agencies fund SBIR/STTR projects, so don't be afraid to indicate the project isn't a slam dunk).

The third and final section of the Research Strategy in an NIH Phase 1 SBIR/STTR grant proposal is Approach. We recommend about 3.5 pages be dedicated to this important part of the proposal. It should begin with some discussion of your preliminary research--what have you already done that suggests this innovation of yours has potential to succeed? In general, NIH grant reviewers love preliminary data, want to see it in your proposal, and get frustrated (or worse) if they don't.

But you can't elaborate on the preliminary research, because the Approach subsection also has to talk about the approach. HOW are you going to do this Phase 1 project? HOW are you going to achieve the specific aims you stated in the previous section? HOW are you going to convince the reviewer that you know how to do this research? Therefore, keep the preliminary data portion of the Approach subsection of the Phase 1 NIH grant proposal to 1 or 1.5 pages, so you can dedicate 2 to 2.5 pages to the description of HOW you are going to carry out this project.

"That's great, Greenwoods," you might be thinking, "but I'm grappling with how to propose a Phase 2 NIH grant project in the measly 13 page limit. How do I do that?" Glad you asked. Here is our suggestion on Phase 2:

Specific aims (1 page, the maximum allowed by NIH)
Research Strategy--12 pages

- Significance--2 pages
- Innovation--1.5 pages
- Approach--8.5 pages, including about 3 pages summarizing the Phase 1 project, and about 5.5 pages on

HOW you are going to conduct the Phase 2 work and achieve the specific aims

And what if you are submitting an NIH Fast Track proposal? In this case, you have to stuff a combined Phase 1 and Phase 2 proposal into the same 13 page limit as NIH allows for a Phase 2. Here's how we'd do it:

Specific aims--1 page, the maximum allowed by NIH, breaking out Phase 1 aims from those in Phase 2 of the project

Research Strategy--12 pages

- Significance--2 pages
- Innovation--1.5 pages
- Approach--8.5 pages, including 2.5 pages on preliminary data, 2 pages on HOW you will conduct Phase 1, and 4 pages on HOW Phase 2 will be performed

On an NIH Fast Track proposal, we think the preliminary data discussion is very important because you REALLY have to convince the reviewers that Phase 1 is likely to succeed. We also suggest you separate the Phase 1 and Phase 2 work plans for two reasons. First, there is still a go/no go decision by NIH staff at the end of Phase 1, so it needs to be clear where this will occur in the project. And second, if the reviewers like the project but don't think it is appropriate for Fast Track, then clearly distinguishing the two phases may entice them to still score the Phase 1 portion.

Gail and Jim Greenwood may be reached at the following address:

Greenwood Consulting Group, Inc.
1150 Junonia
Sanibel, FL 33957
(239) 395-9446 (voice & fax)
gail-jim@g-jgreenwood.com

>> CONFERENCES AND WORKSHOPS

National

2012 National SBIR and STTR Conference – Portland, Oregon, November 13-15, 2012. The Micro-enterprise Inventors Program of Oregon (MIPO) and the Oregon Small Business Development Center Network (OSBDC) will host the SBIR/STTR 2012 National Conference. The theme "Crack the Code" is designed to promote discovery of the key issues to successful grant applications – creating connections, fostering new opportunities, showcasing diversity, and exploring innovative possibilities for both new and experienced SBIR recipients. Registration and conference information is available at <http://oregonsbir.com/index.html>.

Regional

SBIR/STTR Proposal Prep-NSF Focus -- Ann Arbor, MI, October 30, 2012. This National Science Foundation-focused crash course will arm you with helpful information to meet NSF requirements, avoid common pitfalls and problems, write a proposal that will meet reviewer expectations and more. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

Webinar I: Inside the Air Force SBIR/STTR Programs, -- Online, 1:00-4:00 PM EST, October 30, 2012. This event will offer an insider's view of how the Air Force operates its SBIR and STTR programs, and how they generate topics and evaluate proposals. For more information, visit www.abdainc.com/Webinar/30Oct12Registration.htm, or contact contactus@abdainc.com.

Webinar II: Understanding Tech Transition and the Use of the Air Force SBIR/STTR Website -- Online, 1:00-4:00 PM EST, October 31, 2012. This event will address multiple versions of Technology readiness for successful introduction of your technology into the marketplace. It will also present "how to" pointers during a real time walkthrough of the AF SBIR/STTR website. For more information, visit www.abdainc.com/Webinar/30Oct12Registration.htm, or contact contactus@abdainc.com.

SBIR/STTR Proposal Prep - NSF, DoD, DoE, USDA -- Omaha, NE, October 31, 2012. A multi-agency approach including specific program information and types of research funded and tips on working with DOD, DOE, NSF and USDA. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

Commercialization Planning for DoD Webinar -- October 31, 2012. Learn how to prepare a commercialization plan tailored for the specific requirements of a DoD SBIR/STTR proposal submission. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

SBIR/STTR Proposal Bootcamp -- Omaha Nebraska, October 31-November 1, 2012. This event will offer insider tips and winning proposal strategies from experts. Includes a personal review of your proposal. Day one focuses on DoD, DoE, USDA and NSF. Day two focuses on NIH. For more information and to register, visit <http://nbdc.unomaha.edu/venture/events.cfm>, or contact Marisol Uribe Rodriguez, SBIR/STTR Technology Commercialization Consultant at (402) 554-6270, or murodriguez@unomaha.edu.

Learn The Elements of a Winning SBIR/STTR Proposal - NIH Focus Webinar -- November 1, 2012. Learn the unique aspects of the NIH SBIR/STTR program, including strategies for targeting your proposal to meet the Agency's mission, how to write a proposal that meets reviews' expectations, common pitfalls and how to avoid them, and helpful insights and pointers. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

How to Win SBIR/STTR Grants -- Lynchburg, VA, November 1, 2012. Learn how to plan for, write, and apply for SBIR/STTR at this in depth one day workshop. All agencies will be covered in this workshop. For more information, visit www.cit.org/events/how-to-win-sbirsttr-grants/, or contact Robert Brooke at robert.brooke@cit.org, or 703-680-3080.

SBIR/STTR Phase I Proposal Training -- Cary, North Carolina, November 5, 2012. Technology-based entrepreneurs and small companies seeking funding for R&D with an interest in submitting a SBIR/STTR proposal within the next 12 months are encouraged to attend this event which will provide information on: Current information on the SBIR/STTR program; Strategies for targeting your proposal to meet an Agency's mission and requirements; Technological innovation and commercial merit; How to write the proposal to meet the reviewers' expectations; Common problems and pitfalls and how to avoid them; The importance of Commercialization and why it is so critical to successful SBIR/STTR proposals. For more information including an agenda, visit www.sbtdc.org/events/sbir-proposal-prep, or contact John Ujvari, SBIR / Technology Counselor, Small Business & Technology Development Center (SBTDC), at (919) 962-8297, or sbir@sbtdc.org.

Tips on Electronic Submission to NIH Webinar -- November 6, 2012. Successful submission of NIH SBIR/STTR proposals requires a thorough understanding of grants.gov and NIH eCommons. This webinar provides tips for successful submission and how to avoid common mistakes will help ensure an on-time submission. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

How To Win SBIR Awards -- Hanover, MD, November 7, 2012. Maryland TEDCO and the Maryland SBTDC Network will co-sponsor this workshop, which will address How to strategically align SBIR & STTR with your plans; How to decide if you, or your firm, should pursue SBIR/STTR; and How to evoke desired responses in reviewers of SBIR/STTR applications. For more information, visit sbir.us/course.html, or contact sbir@sbir.us.

* *SBIR/STTR Phase I Proposal Preparation Workshop* -- Orlando, Florida, November 9, 2012. This workshop will help small businesses and entrepreneurs understand SBIR/STTR Phase I funding opportunities and proposal requirements (and post-reauthorization changes). It is designed for newcomers to SBIR/STTR as well as those who are more experienced with the process but want to sharpen proposal preparation skills and learn how to develop a more competitive proposal. For more information or to register, contact jack@ucf.edu.

Technology Roadmapping Workshop -- Scottsdale, AZ, November 8, 2012. The SBIR Technology Roadmapping program helps early stage ventures improve their ability to write and win SBIR/STTR proposals. Technology Roadmapping methods can help entrepreneurs to better articulate their technology, product and marketplace positions and strengthen proposal work plans and the venture's commercialization plans. This is accomplished through the same high quality group education, one-on-one coaching and connecting services offered by ASU Venture Catalyst through its SBIR/STTR Workshop. For more information and to register, visit asuventurecatalyst.org/p/class/VC-Technology_Roadmap-1912Aug.

SBIR/STTR Phase II Proposal Preparation -- Portland, Oregon, November 13-15, 2012. This event will take place as part of the National SBIR Conference, and will offer insights and advice on preparing your Phase 2 SBIR/STTR proposal. For more information, visit www.sbir.gov/events/portland-oregon-will-host-2012-national-small-business-innovation-research-sbir-and-small-bus.

DCAA Compliant Seminar -- Denver, CO, November 13-14, 2012. This event, designed to help SBIR contractors, will address Government Cost Accounting/DCAA Audits; Indirect Rates-Budget Seminar; Incurred Cost Proposal; and more. Visit www.gov-con.com or call 303-800-9115 for more information.

Annual New Jersey SBIR/STTR Conference -- Newark/Brunswick area, November 28-30, 2012. This event will include a Phase 1 proposal preparation workshop on the 28th, a SBIR/STTR cost proposal/government accounting workshop on the 29th, and a Phase 2 proposal prep workshop on the 30th. For more information and online registration visit www.njsbdc.com/sbir. For additional information, contact RandyGHarmon@aol.com.

SBIR/STTR Proposal Prep-DoD/DoE Focus -- Lansing, MI, November 29, 2012. Presents essential information for crafting a competitive SBIR/STTR proposal that meets the unique requirements of the Dept. of Defense and Dept. of Energy. Provides instruction on the ins and outs of preparing a proposal, including technical and commercialization plans, and navigating the submission process. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

Year End Boot Camp Webinar -- Online, December 4-6, 2012. This event, designed to help SBIR contractors, will include a Year End Webinar, Incurred Cost Proposal Seminar, and Year End Webinar for RatesPlus Users. Visit www.gov-con.com or call 303-800-9115 for more information.

Strategic Alliances Workshop -- Scottsdale, AZ, December 11, 2012. The Strategic Alliances Workshop is targeted for SBIR/STTR proposal writers and award winners seeking to build a successful SBIR/STTR alliance. Attendees will hear from, ASU Venture Catalyst entrepreneurial coach, Sharon Ballard, and a group of guest speakers and panelists, including prime contractors, who will discuss an overview of strategic alliances, legal best practices and suggestions, an investors view of strategic alliances, how to build a successful alliance, as well as university and corporate perspectives of strategic alliances. For more information and to register, visit asuventurecatalyst.org/p/class/VC-Strategic_Alliance-1912Aug.

* *Other possible upcoming SBIR training opportunities include:*

SBIR/STTR workshops -- Santa Fe/Albuquerque, New Mexico area, Spring 2013 (tentative)

SBIR/STTR workshops -- Gainesville & Orlando, Florida, Spring 2013 (tentative)

* **Greenwood Consulting Group, Inc.** will provide training at these workshops. Any attendee of one of these workshops is entitled to a free critique of his or her draft SBIR or STTR proposal. If you have questions, contact Gail or Jim Greenwood at (239) 395-9446 (voice & fax) or gail-jim@g-jgreenwood.com, or visit their web site at www.g-jgreenwood.com.

If you are sponsoring or are aware of SBIR workshops in your area and would like to post an announcement feel free to contact us.

>> SOLICITATIONS CURRENTLY OPEN

SBIR

PHS 2013-1 SBIR Contract Solicitation
Due November 13, 2012
<http://grants.nih.gov/grants/forms.htm#contracts>

NASA SBIR/STTR 2012 Phase I Solicitation
Due November 29, 2012
sbir.nasa.gov

NASA Select SBIR 2012 Phase I Solicitation
Due November 29, 2012
sbir.nasa.gov

PHS 2012-2 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF
Due December 5, 2012;
AIDS and AIDS-related due January 7, 2013
grants.nih.gov/grants/funding/sbir.htm

STTR

NASA SBIR/STTR 2012 Phase I Solicitation
Due November 29, 2012
sbir.nasa.gov

PHS 2012-2 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF
Due December 5, 2012;
AIDS and AIDS-related due January 7, 2013
grants.nih.gov/grants/funding/sbir.htm

Coming Soon

NSF FY-2013 Phase I SBIR Solicitation
Solicitation expected to open November 3, 2012 (on the web now)
www.nsf.gov/eng/iip/sbir/

DOC NOAA FY-2013 Phase I SBIR Solicitation
Expected November 15, 2012
www.oar.noaa.gov/orta/

DOC NIST FY-2013 Phase I SBIR Solicitation
Expected November 15, 2012
www.nist.gov/tpo/sbir/

DoD 2013.1 SBIR Solicitation
Pre-release expected November 16, 2012
acq.osd.mil/osbp/sbir/index.shtml

NSF FY-2013 Phase I STTR Solicitation
LOI due and Solicitation expected to open November 20, 2012 (on the web now)
www.nsf.gov/eng/iip/sbir/

DOE FY 2013 SBIR/STTR Phase I Funding Opportunity Announcement Release 2
Expected November 26, 2012
science.energy.gov/sbir/funding-opportunities/

DOT FY13.1 SBIR Solicitation
Expected December 10, 2012
www.volpe.dot.gov/sbir

DoD 2013.A STTR Solicitation
Pre-release expected January 25, 2013
acq.osd.mil/osbp/sbir/index.shtml

>> SBIR/STTR ADDITIONAL RESOURCES

For a listing of and links to participating federal agencies, state/regional SBIR and small business resources, consulting services and more, view the *SBIR/STTR Resources on the Web* file on at visit www.pnnl.gov/edo/opportunities/sbir.stm.

>> SUBSCRIPTION INSTRUCTIONS

To SUBSCRIBE to the SBIR-Alert mailing list, send an email to lyris@lyris.pnl.gov with the following in the subject line or body of your message (your name is optional):

subscribe sbir-alert first_name last_name
example: subscribe sbir-alert joe smith

To UNSUBSCRIBE, send an email to lyris@lyris.pnl.gov with the words "unsubscribe sbir-alert" in the subject line of your message

If you have any comments, suggestions, or would like to submit items for the next issue please contact us:

Richard Fowler - richard.fowler@pnnl.gov - (509) 372-4332

Gary Spanner - gary.spanner@pnnl.gov - (509) 372-4296