

March 23, 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:

- [SBIR/STTR Solicitation Deadline Reminders](#)
- [EPA 2013 SBIR Phase I Solicitation Opens](#)
- [DOT FY12.2 SBIR Presolicitation Notice](#)
- [NSF FY-2013 SBIR Phase I Solicitation Released](#)
- [SBIR Proposal Writing Tip: SBIR/STTR Reauthorization vs. Reality](#)
- [Conferences and Workshops](#)
- [Open Solicitations](#)

>> SBIR/STTR NEWS AND INFORMATION

SBIR/STTR Solicitation Deadline Reminders

Proposals in response to the DoD STTR Solicitation 2012.A are due 6:00 a.m. ET on March 28, 2012. As usual, DoD cautions on the solicitation page of their website (www.acq.osd.mil/osbp/sbir/solicitations/sttr2012A/index.shtml): "plan ahead and submit early". All SBIR Proposal Cover Sheets and Company Commercialization Reports must be prepared and submitted electronically through the DoD SBIR/STTR Electronic Submission Web Site www.dodsbir.net/submission/, as described in the program solicitation.

The first of three deadlines for proposals in response to the PHS 2012-02 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF is April 5, 2012. If you are planning on submitting a proposal, it is strongly advised that you re-read the 'Instructions for Preparing an SBIR or STTR Application' the series of Frequently Asked Questions,' and 'Checkpoints in Preparing for Electronic Submission' available from the NIH SBIR/STTR website: grants.nih.gov/grants/funding/sbir.htm.

EPA 2013 SBIR Phase I Solicitation Opens

The Environmental Protection Agency (EPA) began accepting proposals in response to their 2013 SBIR Solicitation on March 15, 2012, and will close on May 3, 2012. As indicated in the solicitation program description: "EPA is interested in advanced technologies that address priority environmental issues. This year's solicitation has seven topics grouped into five general areas: Safe and Sustainable Water Resources (topic includes A. Water), Chemical Safety for Sustainability (topic is B. Innovation in Manufacturing), Sustainable and Healthy Communities (topics include C. Green Building and D. Waste Monitoring and Management), Air/Climate/Energy (topics include E. Air Quality and F. Sustainable Utilization of Biomass), and G. Homeland Security. "

EPA anticipates awarding approximately \$2.1M in firm fixed price contracts for amounts up to \$80,000 for Phase I, and approximately 10 Phase II awards each with a dollar amount of \$300,000 for this solicitation. For more information, including HTML, PDF, and MS WORD versions of the solicitation, visit the EPA SBIR website at epa.gov/ncer/sbir/.

DOT FY12.2 SBIR Presolicitation Notice

The Department of Transportation (DOT) posted a presolicitation notice for their FY12.2 SBIR program on the Federal Business Opportunities (www.fbo.gov) website on March 5, 2012. A portion of the SBIR notice appears below for your convenience. To view the entire announcement, visit www.fbo.gov/index?s=opportunity&mode=form&id=09e9c50f3a69d0f13c2ccc341ca9f175&tab=core&_cvview=0.

Notice Type: Presolicitation Notice

Solicitation Number: DTRT57-12-R-SBIR2

Posted Date: March 5, 2012

Original Response Date: June 5, 2012

Synopsis:

The Volpe National Transportation System Center, (Volpe Center) is issuing a solicitation pursuant to the Small Business Innovation Development Act of 1982, PL 97-219, as amended by PL 99-443 and PL 102-564 and reauthorized by PL 106-554, as amended and reauthorized by PL 112-81. The solicitation will be issued on or about April 2, 2012. The purpose of this solicitation is to invite small businesses with their valuable resources and creative capabilities to submit innovative research proposals that address high priority requirements of the U.S. Department of Transportation.

The solicitation and any documents related to this procurement will be available on the DOT SBIR Program Internet site. The URL for the 2012 DOT SBIR Program is www.volpe.dot.gov/sbir. The solicitation will be issued through electronic means only; no hard copies will be available. Offerors desiring to receive electronic notification of the solicitation's posting and availability for downloading must register on the FedBizOpps website at: www.fbo.gov.

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NSF FY-2013 SBIR Phase I Solicitation Released

The National Science Foundation (NSF) recently posted its FY-2013 SBIR solicitation at www.nsf.gov/funding/pgm_summ.jsp?pims_id=504762. NSF will accept proposals for the following four broad topics from May 19, 2011 to June 19, 2011:

- Biological and Chemical Technologies (BC)
- Education Applications (EA)
- Electronics, Information and Communication Technologies (EI)
- Nanotechnology, Advanced Materials, and Manufacturing (NM)

See the solicitation for the complete text of revision notes; a list of the required components for submittal; detailed description of the four research topics; Cognizant Program Officer contact information; and more.

SBIR Proposal Writing Tip: SBIR/STTR Reauthorization vs. Reality

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: SBIR/STTR Reauthorization vs. Reality
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In January, we summarized the key changes in the SBIR/STTR programs that will occur as a result of the 2011 reauthorization. The agencies and the Small Business Administration (SBA) are diligently working on implementing the requirements and opportunities put forth in the reauthorization. While we are "in process" of this happening, you should expect some glitches along the way.

Case in point: Section 5105 of the Reauthorization states that the SBIR/STTR agencies "shall not include any invitation, pre-screening, or pre-selection process for eligibility..." which suggests that the agencies have to accept proposals from anyone, and give them an equal and fair chance of getting funded.

But recently one of the agencies announced release of a 2012 SBIR/STTR solicitation/funding opportunity announcement (FOA) in which they "are requiring pre-applications for this FOA. The pre-application contains a project description that is limited to 2000 words and 5 pages. Following the pre-application review, only those who receive a letter encouraging a formal application may submit a formal application."

So how do we resolve this apparent contradiction between the rules of the reauthorization and the reality of these instructions? There are a couple of plausible explanations, and some inherent lessons therein:

First, SBA has told the agencies to conduct "business as usual" with their SBIR/STTR programs until it can develop and issue policy and other guidelines for the many provisions and requirements of the reauthorization legislation (a notable exception is the funding set asides: the agencies can immediately increase their SBIR set asides to 2.6% of their extramural R&D budgets, and 0.35% for their STTR programs). As we reported earlier, the reauthorization gave SBA a lot of responsibility, but didn't give it any additional funding with which to carry it out. That means it may take some time for SBA to develop its guidance, and by its own admission, it may come out with "good" but not "perfect" guidelines. Therefore, it is possible to see agencies continuing past practices that violate the reauthorization's requirements, until such time as SBA issues policy guidelines.

Second, not all of the provisions of the reauthorization are compatible or consistent with the others. At the same time that Section 5105 tells the agencies to not "pre-select" applicants, Section 5126 tells most of the agencies that they must make funding decisions within a mere 90 days of an SBIR/STTR proposal due date. Given some agencies will receive 10 times the number of Phase 1 proposals that they can afford to fund, and now must "down select" to the winners within 90 days, we should expect them to find ways to meet this goal—and one of them could be to quickly screening out proposals that have little chance of being among the 10% that will be winners. Therefore, as agencies try to meet one requirement in the reauthorization, they may run afoul of other requirements.

Third, it turns out we were "selective" in our quoting of Section 5105 of the reauthorization legislation. The legislation actually reads that the agencies "shall not include any invitation, pre-screening, or pre-selection process for eligibility for Phase II..." When we first saw the above quoted agency's Phase I pre-application requirement, we thought it was contrary to the reauthorization. But then upon rereading Section 5105, we could see that it is not.

Of course, some might argue that, while the agency's Phase 1 pre-application requirement does not violate the reauthorization, it does violate the spirit if one believes the intention was to prevent the agencies from denying a small business the opportunity to submit an SBIR/STTR proposal. What will SBA think as it develops policy guidelines for this provision of the reauthorization? And how will individual agencies interpret the legislation and

SBA's policy on it? We could see some agencies refusing to use any pre-selection techniques on Phase I or Phase II (following the belief that the Congressional intent was to prohibit such practices), while other agencies may use them in Phase I because they are not specifically prohibited from doing so, and see them as valuable tools to meet the 90 day selection mandate.

All of this could give you a massive headache. But we think the discomfort as the reauthorization is implemented is manageable if you keep several things in mind.

First, recognize that, for whatever reason, there may be some agency and SBA actions that are confusing and perhaps even appear contradictory to the reauthorization. This is natural, because implementation of the reauthorization is like sausage being made: it ain't pretty to watch, but hopefully what comes out in the end is good.

Second, recognize that agencies will decide to implement the reauthorization in different ways. Some of this comes back to provisions that are agency-specific in the reauthorization legislation. For example, the reauthorization gives NIH and NSF a full year to make decisions on SBIR/STTR proposals, while the other nine agencies have only 90 days. And some of this will be based on how the agency interprets the reauthorization, and whether it wants to follow "the letter" or its interpretation of its "intent."

Third, you really can't get around reading, studying, and understanding the reauthorization legislation. You can find it at in various places, including www.zyn.com/sbir/insider/SBIR_Pages_from-HR1540conf.pdf. If you don't know what's in the reauthorization, then you will be at a serious disadvantage as the SBIR/STTR world evolves. And as we demonstrated earlier, you will need to REREAD it periodically to make sure you don't miss anything important like the "...eligibility for Phase II..." qualifier on the ban on pre-selection of proposals.

Finally, we offer one silver lining in all of this: If you stay on top of the reauthorization and the agencies implementation thereof, you will be better prepared to submit proposals that reflect the latest nuances and regulations that come about as a result of the reauthorization. Some of your fellow competitors will not be as informed, and will not write a competitive proposal (or even one meeting minimum standards), which puts you at an advantage over them. With change comes opportunity, but you've got to be on top of the changes to be able to take advantage of the opportunity.

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>> CONFERENCES AND WORKSHOPS

National

14th Annual NIH SBIR/STTR Conference – Louisville, Kentucky, May 30-June 1, 2012. This event will be hosted by the Kentucky Science and Technology Corporation. This year's conference "The Changing Face of SBIR/STTR", will offer presentations from NIH program staff and other experts, a poster session providing examples of NIH-funded SBIR and STTR projects, exhibits, and opportunities for one-on-one meetings with staff representing several NIH institutes and centers. For additional details, registration, agenda, and logistics visit nih.kysbir.com/.

2012 National SBIR Beyond Phase II Conference & Technology Showcase – Indianapolis, IN, September 10-13, 2012. This event showcases the SBIR Program's Phase II awardees' technologies and provides a forum for commercialization opportunities, and will bring together current SBIR Phase II companies, key technology and

acquisition personnel from government and industry to enable the transition of SBIR-funded research and development into products for military, government and private sector commercial markets. For more information, email conference@esncc.com.

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. For more information, visit www.sbir.gov/events/portland-oregon-will-host-2012-national-small-business-innovation-research-sbir-and-small-bus.

Regional

* *Advanced SBIR/STTR DoD Proposal Preparation Workshop* -- New York City, NY, March 28, 2012. This workshop will consist of a unique blend of both Phase 1 and Phase 2 issues among the 11 SBIR agencies, with an emphasis on the Department of Defense's SBIR and STTR programs --which make up roughly 50% of the entire SBIR/STTR programs and could be a candidate for your proposal regardless of your technical area. For more information or to register, contact lharcum@nycedc.com.

SBIR/STTR Government Grants Workshop -- Orange, CA, March 29, 2012. This workshop will help you to prepare your proposal, and plan for your company's success with SBIR or STTR funding. For more information, visit www.tritechsbdc.com, or contact Marquise Jackson at marquise.jackson@rccd.edu, or (951) 572-6480.

SBIR/STTR Overview Webinar -- Online, March 29, 2012. This event will address SBIR/STTR program basics, including: program purpose; eligibility; and sources of funding; and will provide enough information for attendees to determine if they would like to seriously pursue proposal development. For more information, visit www.bbcetc.com/training.html, or contact kris@bioconsultants.com.

* *SBIR/STTR Phase 1 Proposal Resubmission Workshop & Cost Proposal/Government Accounting Workshop* -- Omaha, Nebraska, April 3-4, 2012. Day 1, which will be by invitation, will be an opportunity for entrepreneurs who have previously submitted at least one Phase 1 proposal that was not awarded. It will focus on specific recommendations for resubmitting proposals by those attending this workshop. Day 2's workshop will focus on SBIR/STTR cost proposal and government accounting. For more information of either or both of these workshops, to find out whether you can be an invited participant in Day 1, or to register, contact vdoga@mail.unomaha.edu.

SBIR/STTR 101: Introduction and Overview -- Lansing, MI, April 12, 2012. This half-day workshop covers the SBIR/STTR program basics, including: program purpose; eligibility; and sources of funding. It is designed to provide enough information for attendees to determine if they would like to seriously pursue proposal development. For more information, visit www.bbcetc.com/training.html, or contact kris@bioconsultants.com.

SBIR/STTR Proposal Prep-NSF -- Newark, DE, April 17, 2012. This half-day workshop covers the SBIR/STTR program basics, including: program purpose; eligibility; and sources of funding. It is designed to provide enough information for attendees to determine if they would like to seriously pursue proposal development. For more information, visit www.bbcetc.com/training.html, or contact kris@bioconsultants.com.

SBIR/STTR Introduction Webinar -- April 18, 2012. This webinar will introduce attendees to SBIR/STTR programs, the services that the North Carolina SBTDC provides to those looking to submit proposals, as well as sources of additional program information. For more information and to register, visit www.sbtcdc.org/business-events.

SBIR/STTR Phase I Proposal Writing Workshop -- Jonesboro, AR, April 19, 2012. This event will focus on two areas key to winning SBIR funding: the work plan and the commercialization plan. Participants will receive

guidance in researching government organizations, topics and financial and administrative requirements and will explore some specific steps to attract commercialization partners, even at the Phase I stage of the SBIR Program. For more information and to register, visit asbtdc.ualr.edu/training/technology.asp.

* *SBIR/STTR Cost Proposal/Government Accounting Workshop* -- Gainesville, Florida, April 20, 2012. This event will be useful if you are submitting SBIR/STTR proposals and don't know all the rules or don't understand concepts like indirect rate, ir&d, reasonableness and unallowable costs, and if you already have SBIR/STTR awards and don't know the 7,000 rules pertaining to Federal government procurement (not to mention agency supplements like the DFAR). This workshop will also include a noontime "lunch and learn" session which will provide a quick overview of SBIR/STTR geared for both newbies as well as veterans who want to learn the latest about the programs. For more information or to register, contact vawiad@ufl.edu.

* *Phase 1 Proposal Preparation Workshop with DoD Focus* -- Chicago, Illinois, April 24, 2012. This all day event will cover everything from the basics of SBIR/STTR, to a description and analysis of the recent Reauthorization legislation, to a comprehensive four step process for developing a competitive Phase 1 proposal. The workshop will focus on the Department of Defense, though concepts discussed will also be relevant to the other agencies participating in SBIR/STTR. For more information, contact efetters@istcoalition.org.

SBIR/STTR Proposal Prep-NIH Focus -- Plymouth Charter Township, MI, April 24-25, 2012. This NIH-focused seminar presents essential information for crafting a competitive SBIR/STTR proposal that meets the unique requirements of the NIH. It provides detailed instruction on the ins and outs of preparing a proposal, including both technical and commercialization plans, and navigating the often complicated submission process. For more information, visit www.bbcetc.com/training.html, or contact kris@bioconsultants.com.

How To Win SBIR Awards -- Herndon, Virginia, May 2, 2012. This all-agency event will offer an extra "spotlight" on DoD and strategies for the June proposals, and will focus on how to evoke the desired responses in reviewers of SBIR/STTR applications through focused strategic planning, pre proposal marketing efforts and competitive application techniques. Course instruction, workbook, and classroom materials will be provided by the SBIR Resource Center. For more information, visit sbir.us/course.html, or contact SBIR@win-sbir.com or (410) 315-8101.

SBIR/STTR Phase I Proposal Writing Workshop -- Little Rock, AR, May 4, 2012. This event will focus on two areas key to winning SBIR funding: the work plan and the commercialization plan. Participants will receive guidance in researching government organizations, topics and financial and administrative requirements and will explore some specific steps to attract commercialization partners, even at the Phase I stage of the SBIR Program. For more information and to register, visit asbtdc.ualr.edu/training/technology.asp.

NDIA's Annual Missile Defense Small Business Programs and SBIR/STTR Programs Conference -- May 8, 2012. Attendees will receive information designed to assist small businesses in understanding MDA Program requirements. Attendees will have the opportunity to attend one-on-one meetings with large and small MDA prime contractors, MDA 12.2 SBIR topic authors, government small business specialists, and contracting officers. For more information and to register, visit www.ndia.org/meetings/2160/Pages/default.aspx.

DCAA Government Contractors Compliance Exposition -- Washington D.C., May 15-16, 2012. This event, designed to help SBIR contractors, will address FAR, How To Build A Cost Proposal, Advanced Incurred Cost Proposals, DCAA Audit Support, and more. Visit www.gov-con.com or call 303-800-9115 for more information.

How To Win SBIR Awards -- Virginia Beach, Virginia, May 17, 2012. This all-agency event will offer an extra "spotlight" on DoD and strategies for the June proposals, and will focus on how to evoke the desired responses in reviewers of SBIR/STTR applications through focused strategic planning, pre proposal marketing efforts and competitive application techniques. Course instruction, workbook, and classroom materials will be provided by the SBIR Resource Center. For more information, visit sbir.us/course.html, or contact SBIR@win-sbir.com or (410) 315-8101.

USDA SBIR Program: From Submission to Award -- Webinar, May 22, 2012. This webinar will address key content to include in SBIR proposal applications, including the commercialization plan that is a required part of a Phase II application. Also to be discussed is the review process used by USDA and the necessary steps for successful registration and submission through Grants.gov. For more information and to register, visit asbtdc.ualr.edu/training/technology.asp.

How To Win SBIR Awards -- Reno, Nevada, June 14, 2012. This all-agency event (with the Veteran Entrepreneur Training Symposium), will offer an extra "spotlight" on DoD and strategies for the June proposals, and will focus on how to evoke the desired responses in reviewers of SBIR/STTR applications through focused strategic planning, pre proposal marketing efforts and competitive application techniques. Course instruction, workbook, and classroom materials will be provided by the SBIR Resource Center. For more information, visit sbir.us/course.html, or contact SBIR@win-sbir.com or (410) 315-8101.

SBIR & Global Trade Summit -- Uncasville, CT, July 24-26, 2012. This event will provide an opportunity to meet one-on-one with global companies, agencies and government reps; attend presentations, panels and workshops; interact with other innovators and manufacturers; and more. For more information, visit www.SBIRglobalTRADE.com, or contact Merrie London at merrie.london@ctinnovations.com or (860) 257-2894.

SBIR/STTR Phase I Proposal Writing Workshop -- Fayetteville, AR, August 29, 2012. This event will focus on two areas key to winning SBIR funding: the work plan and the commercialization plan. Participants will receive guidance in researching government organizations, topics and financial and administrative requirements and will explore some specific steps to attract commercialization partners, even at the Phase I stage of the SBIR Program. For more information and to register, visit asbtdc.ualr.edu/training/technology.asp.

* *Other possible upcoming SBIR training opportunities include:*

Annual New Jersey SBIR/STTR Conference & Workshops -- Newark/North Brunswick, New Jersey area, November 14-16, 2012 (tentative)

National SBIR Conference -- Portland, Oregon area, Fall 2012

* **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-igreenwood.com, or visit their web site at www.g-igreenwood.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 2012-2 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF
Due April 5, August 5, December 5, 2012;

AIDS and AIDS-related due May 7, September 7, 2012, and January 7, 2013
<http://grants.nih.gov/grants/funding/sbir.htm>

EPA FY 2013 SBIR Solicitation

Due May 3, 2012

www.epa.gov/ncer/sbir/

STTR

DoD STTR Solicitation 2012.A

Due March 28, 2012

www.acq.osd.mil/osbp/sbir/solicitations/index.htm

PHS 2012-2 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF

Due April 5, August 5, December 5, 2012;

AIDS and AIDS-related due May 7, September 7, 2012, and January 7, 2013

<http://grants.nih.gov/grants/funding/sbir.htm>

Coming Soon

DOT SBIR FY12.2 Solicitation

Expected to open April 2, 2012

www.volpe.dot.gov/sbir/

NSF FY-2013 SBIR Phase I Solicitation

Expected to open May 19, 2012

www.nsf.gov/eng/iip/sbir/index.jsp

>> 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

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example: subscribe sbir-alert joe smith

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

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