

January 18, 2013

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.

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>> SBIR/STTR NEWS AND INFORMATION

DHS S&T SBIR FY13.1 Solicitation Deadline Reminder

The deadline for the Department of Homeland Security (DHS) Science and Technology (S&T) Directorate FY13.1 SBIR solicitation is just around the corner. As indicated in the solicitation:

Proposals in response to the must be completely uploaded and submitted via the electronic submission system at <https://sbir2.st.dhs.gov> and electronically date stamped no later than 2:00 p.m. ET on January 23, 2013.

Note that changes have been made to the solicitation since the pre-solicitation was released on December 4, 2012. The complete solicitation, and a pair of Question and Answer matrices that may be useful to review, are available on the Federal Business Opportunities (www.fedbizopps.gov) website at https://www.fbo.gov/index?s=opportunity&mode=form&id=9bccd3e08b91ed84307b317b9a52c9b2&tab=core&_cview=0.

2013 SBIR Tibbetts Awards and SBIR Hall of Fame Awards Nomination Deadline

As a reminder that the nomination deadline is fast approaching, the December 20, 2012 announcement that listed on the NIH SBIR/STTR News Flash Page (grants.nih.gov/grants/funding/sbirsttr_news.htm) appears below:

Nomination period now open until January 31st, 2013 for SBA Tibbetts Awards and SBIR Hall of Fame

The nomination period is now open until 11PM EST on January 31st, 2013 for Small Business Administration's [Tibbetts Awards](#) and [SBIR Hall of Fame](#). The Tibbetts Awards are presented to those small businesses and individuals judged to exemplify the best in the SBIR and the STTR programs. The SBIR Hall of Fame awards will be made to firms with a long period of extraordinary success of research, innovation, and commercialization

within the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. A full press release from SBA with links to apply for both programs can be found at their website here: <http://sbir.gov/news/sba-accepting-nominations-small-business-innovation-research-awards> and are embedded above.

ED NIDRR Fiscal Year 2013 SBIR Solicitation Now Open

The U.S. Department of Education (ED) National Institute on Disability and Rehabilitation Research (NIDRR) Fiscal Year 2013 SBIR Solicitation is now open. The closing date is March 1, 2013. The solicitation is available in MS WORD and PDF file formats on the ED SBIR Application Information page at www2.ed.gov/programs/sbir/applicant.html.

NIDRR anticipates funding an estimated 15 grant awards in amounts of up to \$75,000. As indicated in the solicitation:

Under this competition we are particularly interested in applications that address one or more of the following invitational priorities.

- 1. Increased independence of individuals with disabilities in the workplace, recreational settings, or educational settings through the development of technology to support access and promote integration of individuals with disabilities.*
- 2. Enhanced sensory or motor function of individuals with disabilities through the development of technology to support improved functional capacity.*
- 3. Enhanced workforce participation through the development of technology to increase access to employment, promote sustained employment, and support employment advancement for individuals with disabilities.*
- 4. Enhanced community living and participation for individuals with disabilities through the development of accessible information technology including cloud computing, software, systems, and devices that promote access to information in educational, employment, and community settings, and voting technology that improves access for individuals with disabilities.*
- 5. Improved health-care interventions and increased use of related resources through the development of technology to support independent access to community health-care services for individuals with disabilities.*

Visit the ED SBIR website (www2.ed.gov/programs/sbir/index.html) for additional information regarding the ED SBIR program.

DoC NOAA FY 2013 SBIR Solicitation Now Open

The Department of Commerce (DOC) National Oceanic and Atmospheric Administration (NOAA) FY 2013 SBIR Program Solicitation opened on January 4, 2013, and will close on February 27, 2013. As indicated in the solicitation, which is available on the Federal Business Opportunities (www.fedbizopps.gov) website at <https://www.fbo.gov/index?s=opportunity&mode=form&id=2a5f9b24c73634657263eefc1d5c4770&tab=core&cv1ew=1>:

Contingent upon availability of funds, NOAA anticipates making approximately eight (8) to ten (10) Phase I firm-fixed price contracts of no more than \$95,000 each. Total performance period shall be no more than six (6) months. Historically, NOAA has funded about ten percent of the Phase I proposals submitted. Phase II awards shall be for no more than \$400,000 (except for subtopics with the suffix "SG", which are limited to \$300,000).

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

See the solicitation for complete topic and subtopic details. For more information regarding the DOC NOAA SBIR program, visit the newly designed website (part of the NOAA Technology Partnerships Office) at <http://techpartnerships.noaa.gov/SBIR.aspx>. 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

SBIR Proposal Writing Tip: Have a Clear Phase 3 Opportunity Identified

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: Have a clear Phase 3 opportunity identified before writing the Phase 1 proposal
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A recent National Academy of Sciences study of the DOE SBIR program found that 1/3rd of DOE Phase II SBIR/STTR awardees stop working on their technology after their Phase II award because they discover the market for their technology is too small. We don't want companies making this discovery after they complete their Phase II grant, but before they submit their Phase I proposal.

This is a very insightful quote from the most recent (FY13.2) SBIR/STTR Funding Opportunities Announcement from the U.S. Department of Energy (DOE). It summarizes very well a major shift in how the agencies look at Phase 1 of their SBIR/STTR programs and what they expect from your Phase 1 proposals.

In the real old days, SBIR/STTR was very sequential: you had an innovative idea, and got Phase 1 funding to prove its technical feasibility. Then if it proved feasible, you got a Phase 2 award to develop, test and refine the prototype and further the R&D on your innovation. Then you were encouraged to think about who might use your innovation, why they would use it, and how it stacked up against competing solutions. In other words, the commercialization thinking and action didn't occur until late in (or even after) the Phase 2 project.

In more recent times, the agencies expected you to think about commercialization before you got into your Phase 2 project. That's why so many agencies began requiring commercialization plans as part of your Phase 2 proposal. Your Phase 1 project, then, became a time both to prove the technical feasibility of your innovation, and to determine its commercial viability, either in the private sector or within the government itself.

But today, the agencies are not willing to wait until your Phase 2 proposal to find out what commercialization opportunity exists for your innovation. They want to hear about that commercialization opportunity as they read your Phase 1 proposal.

That means that, to compete successfully in the SBIR/STTR programs in 2013 and beyond, you have to supplement your development of the Phase 1 technical proposal with a strong assessment of the market and commercialization opportunity for your innovation. That is a major addition to your Phase 1 proposal preparation effort, as this cannot be a hand waving and smoke blowing (e.g., "everyone will want one") type of assessment of the market and commercialization potential. You don't have to have it all figured out, but you must show you have given it considerable thought, you have a reasonable commercialization plan, and there is a good opportunity for your innovation to become a viable product or service.

So as you prepare your Phase 1 SBIR/STTR proposal, you need to devote sufficient time, effort and resources to determine that there is a reasonable commercialization opportunity and to convince the reviewers of that opportunity. If you are a newbie to SBIR/STTR, this means you may have a lot more work to do in preparing your Phase 1 proposal. And if you are a seasoned SBIR/STTR veteran, it means you need to modify how you approach Phase 1 proposals to align with the agencies' new expectations about those proposals and the attention paid to commercialization.

Finally, there's a significant silver lining in this cloud. You need to assess the commercialization potential of your innovation before you prepare your Phase 1 proposal to meet the agencies' expectations, and you need to do it because it is in your own best interest. If you are building a business, you need to pursue innovations that have commercialization potential so that you can benefit from long term revenue streams from selling products and services in Phase 3.

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>> CONFERENCES AND WORKSHOPS

National

National SBIR Spring 2013 Conference -- Washington DC, May 14-16, 2013. Co-located with the 15th Annual TechConnect World and the National Innovation Summit, the National SBIR Conference will provide key information and contacts for small businesses and TTOs competing for SBIR/STTR contracts totaling over \$2.5B Annually. Meet one-on-one with program managers and corporate acceleration partners focused on Accelerating Commercialization of American Innovation! For more information and to register, visit nationalinnovationsummit.com/program/National_SBIR_Conference.html, or contact Sarah Wenning at (512) 697-8849 or wenning@techconnect.org.

Regional

Introductory SBIR/STTR Proposal Preparation Training -- New York, NY, January 23, 2013. The inaugural training workshop of NY City's new SBIR Impact NYC program. The workshop will cover fundamentals for the SBIR/STTR programs and provide details on SBIR Impact NYC. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

STTR Program Information For Researchers And Small Businesses -- University of Arizona, January 29, 2013. Join us for a technical information exchange between the U.S. Army Research Office, the Yuma Proving Grounds, UA Tech Launch Arizona, UA researchers and small business owners. This exchange provides regional researchers an opportunity to interact directly with Army STTR Officials as well as a forum to meet collaborators to begin crafting proposal ideas. For more information and to register, visit <http://azinnovation.com/index.php/events/event/41>, or contact anitab@azinnovation.com.

DCAA Compliant Seminar -- Denver, CO – January 29-30, 2013. This event, designed to help SBIR contractors, will address Government Cost Accounting/DCAA Audits, Indirect Rates-Budget Seminar, Incurred Cost Proposal, QuickBooks. Visit www.gov-con.com or call 303-800-9115 for more information.

SBIR/STTR 101: Introduction and Overview -- Ann Arbor, MI, January 30, 2013. Attendees will learn SBIR/STTR program basics, including: program purpose, eligibility, sources of funding and tools for proposal development. It is designed to provide enough information for attendees to determine if they would like to seriously pursue a

grant or contract proposal. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

* *Phase 2 Proposal Preparation Workshop* -- Lexington, KY, February 5, 2013. Topics include Phase 2 SBIR/STTR basics, changes in Phase 2 proposals and projects based on the 2011 Reauthorization, recommendations for preparing the Phase 2 proposal, and a discussion of SBIR/STTR commercialization. For more information or to register, contact drempfer@kstc.com, or visit ksef.kstc.com.

SBIR/STTR Proposal Prep – NIH Focus -- Plymouth, MI, February 5-6, 2013. 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/, or contact info@bbcetc.com.

SBIR/STTR Grant Writing Workshop -- Chicago, IL, February 5-6, 2013. A 2-day intensive workshop covering all aspects of writing SBIR/STTR grants focused on life science technologies. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

* *Phase 1 Proposal Preparation Workshop* -- Miami, FL, February 7, 2013. This event will cover the basics of SBIR/STTR, changes to both programs from the recent reauthorization legislation, and a recommended process for preparing a Phase 1 proposal. Contact egarami@fiu.edu for more information.

An Overview of Federal SBIR/STTR Funding through DoD -- Lansing, MI, February 13, 2013. Attendees will learn SBIR/STTR program basics, including: program purpose, eligibility, sources of funding and tools for proposal development with emphasis on the unique features of the Dept. of Defense program. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

* *Phase 1 and Cost Proposal Preparation and Commercialization Overview Boot Camp* -- Omaha, NE area, March 13-14, 2013. Day 1 will cover the basics of SBIR/STTR, how the programs are changing as a result of their 2011 reauthorization, and a recommended four-step process for developing a Phase 1 proposal. Day 2 will focus on the all-important cost proposal (as well as the accounting/recordkeeping required once you get an award), and the basics of SBIR/STTR commercialization. Contact murodriguez@unomaha.edu for more information.

* *Phase 1 Proposal Preparation Workshop* -- Tampa, FL, March 19, 2013. This workshop includes SBIR/STTR basics, important changes from the recent reauthorization legislation, and a recommended 4-step process for preparing a competitive Phase 1 proposal. Contact wplant@usf.edu for more information.

* *Phase 1 and Cost Proposal Preparation Workshops* -- Sandy, UT, March 20-21, 2013. Day 1 will cover SBIR/STTR basics, important changes to both programs based on their recent reauthorization, and a recommended process for developing a Phase 1 proposal. Day 2 will emphasize the all-important cost proposal and recordkeeping requirements of SBIR/STTR award recipients. For more information or to register, contact mcardon@utah.gov.

* *Other possible upcoming SBIR training opportunities include:*

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

SBIR/STTR workshops -- 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-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

DHS S&T SBIR FY13.1 Solicitation

Due January 23, 2013

<https://sbir2.st.dhs.gov/>

DOE FY 2013 SBIR/STTR Phase I Funding Opportunity Release 2

Letter of Intent Due December 17, 2012; Applications Due February 5, 2013

science.energy.gov/sbir/funding-opportunities/

ED IES FY 2013 SBIR Phase I, Fast Track and Phase I for Games Solicitations

Due February 5, 2013

www.ed.gov/programs/sbir

DOC NIST FY-2013 Phase I SBIR Solicitation

Due February 25, 2013

www.nist.gov/tpo/sbir/

DOC NOAA FY-2013 Phase I SBIR Solicitation

Due February 27, 2013

www.oar.noaa.gov/orta/

DOT FY13.1 SBIR Solicitation

Due March 4, 2013

www.volpe.dot.gov/sbir

STTR

DOE FY 2013 SBIR/STTR Phase I Funding Opportunity Release 2

Letter of Intent Due December 17, 2012; Applications Due February 5, 2013

science.energy.gov/sbir/funding-opportunities/

NSF FY-2013 Phase I STTR Solicitation (Release 2)

Letter of Intent due January 8, 2013; Proposals due February 6, 2013

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

Coming Soon

DoD 2013.A STTR Solicitation

Pre-release expected January 25, 2013

acq.osd.mil/osbp/sbir/index.shtml

NSF FY-2013 Phase I SBIR Solicitation

Expected March 2013

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

EPA FY-2013 Phase I SBIR Solicitation
Expected March 2013
epa.gov/ncer/sbir/

>> **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 at 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):

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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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