

May 18, 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.

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>> SBIR/STTR NEWS AND INFORMATION

DHS DNDO FY12.1 SBIR Solicitation Opens

The Department of Homeland Security (DHS) Domestic Nuclear Detection Office (DNDO) program began accepting proposals in response to their FY12.1 SBIR solicitation on May 15, 2012. The deadline for receipt of proposals is July 3, 2012, 2:00 p.m. EDT. Note the list of 'Important' items that are listed in the front of the solicitation:

Question and Answer Period. Questions regarding the solicitation and topics are to be submitted via email to dndosbir12questions@hq.dhs.gov. The deadline for questions, as listed in the table above, is 24 May 2012 at 12:00 PM ET (noon). The answers to the submitted questions are anticipated to be posted on fbo.gov on 25 May 2012. Telephone inquiries will not be accepted.

Proposal Submission System. This year's solicitation will only accept proposal submissions submitted via email to dndosbir12proposals@hq.dhs.gov. See section 6.14 for classified proposals submission.

General Information: If you have questions about the DHS DNDO SBIR Program not specific to this Solicitation, please submit your questions via email at dndosbir@hq.dhs.gov.

Phase I awards in amounts up to \$ 150,000 are available among the following seven DNDO technical topics in this Solicitation:

- 11.1-001 – High Purity Precursor Materials for Growth of Large Single Crystals
- 11.1-002 – Embedding of Advanced Search Technique for Detect, Locate, and Track for Pedestrian-based Search
- 11.1-003 – Smart Phone App(s) for Radioisotope Identification Device (RIID) and Spectroscopic Personal Radiation Detector (SPRD) Reachback
- 11.1-004 – Thallium Bromide (TlBr) Crystal Modules for Room-Temperature Gamma Radiation Detection

- 11.1-005 – Near-Room Temperature, Low-Cooling-Power Operation of a Large-Volume Thallium Bromide (TlBr) Crystal Detector
- 11.1-006 – Advanced Electronics for Scintillators
- 11.1-007 – Versatile Data Archive and Interfacing System

The DHS DNDO FY12.1 SBIR solicitation is available in pdf file format on the Federal Business Opportunities (www.fedbizopps.gov) website at https://www.fbo.gov/index?s=opportunity&mode=form&id=24605f53bde90a9edad5b9d0d5b99431&tab=core&_cview=0.

DHS S&T SBIR FY12.2 Solicitation Opens

The Department of Homeland Security (DHS) Science & Technology (S&T) program began accepting proposals in response to their SBIR FY12.2 solicitation on May 17, 2012. The deadline for receipt of proposals is July 3, 2012, 2:00 p.m. EDT. Note that the opening and closing dates were changed since the pre-solicitation was released on May 3, 2012. Also make note of the list of 'Important' items that are listed in the front of the solicitation, some of which are posted below:

Option Cost Proposal. If the offeror chooses to include, within the 25 page limit of the Technical Proposal, an option which furthers the effort and will bridge the funding gap between Phase I and the Phase II start, the Phase I Option Cost Proposal must be included as part of the Phase I proposal, if the proposer would like to be considered for interim funding.

Mandatory Briefing Chart. A mandatory one-page briefing chart must be submitted to summarize the project. The Briefing Chart will not be evaluated or used in the evaluation process. It will be used to describe the project if the proposal is recommended for award.

Vendor Questions. Vendors may submit questions to STSBIR.PROPOSALS@dhs.gov no later than 3:00PM ET, June 19, 2012. DHS will post replies no later than June 26, 2012 on the SBIR Program website at <https://sbir2.st.dhs.gov>.

For more information about the DHS SBIR Program, contact STSBIR.PROGRAM@dhs.gov. For more information about the electronic submission of your proposal, contact the SBIR Help Desk at dhssbir@reisis.com or call 703-480-7676.

The DHS S&T SBIR FY12.1 solicitation is available in pdf file format on the Federal Business Opportunities (www.fedbizopps.gov) website at https://www.fbo.gov/index?s=opportunity&mode=form&id=56a3bd31927ff3bc8fdad8892630f196&tab=core&_cview=0.

SBA Request for Public Comment

The U.S. Small Business Administration (SBA) posted the following notice regarding a proposed rulemaking that amends SBA regulations governing size and eligibility for the SBIR and STTR programs on their SBIR/STTR website (www.sbir.gov) on May 16, 2012:

The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs have funded great companies like Qualcomm, Genzyme, and iRobot in their earliest days. These federal programs are what help our entrepreneurs grow, succeed and create jobs, and the Obama Administration has made its success a priority.

The good news is, the program was reauthorized for six years by Congress and signed into law by President Obama at the end of 2011. Since then, the Small Business Administration has been working diligently on the detailed rulemaking (read the Federal Register notice at www.gpo.gov/fdsys/pkg/FR-2012-05-15/pdf/2012-11586.pdf) necessary to implement the reauthorization.

Starting today, SBA is soliciting feedback from small businesses, investors and other stakeholders for 60 days on the proposed rulemaking that amends SBA regulations governing size and eligibility for these programs. The proposed rule addresses ownership, control and affiliation for participants in the SBIR and STTR Programs, and includes participants that are majority-owned by multiple venture capital operating companies, private equity firms or hedge funds.

We believe the rulemaking streamlines and simplifies eligibility requirements, while at the same time maintains the integrity of the program as one that will benefit domestic small businesses, not subsidiaries of large companies or foreign firms. Your feedback is critical to the open and transparent process that I previously outlined, as we want to make sure that the changes made are practical, sensible, and acceptable to the business communities and government entities we serve.

How to Submit a Comment

Comments should be identified by RIN: 3245-AG46 and can be submitted online through the Federal eRulemaking Portal (www.regulations.gov) or by mail.

During the 60-day comment period SBA will engage in proactive outreach sessions to explain the process and changes, as well as solicit feedback from the small business community and other stakeholders. These efforts will include a webinar and roundtables hosted by SBA's Office of Advocacy in the coming weeks.

Webinar information: Thursday, May 24, 2012. 3:00 p.m. EDT. To register, send an email to SBIRComments@sba.gov. We will email you back with the call details.

We value your input. Let's all make a great program even better!

To view the entire notice, which includes the mailing address for comments, visit: www.sbir.gov/news/implementing-sbir-and-sttr-reauthorization-seeking-public-comment.

SBIR Proposal Writing Tip: Indirect Costs

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: Always Charge an Indirect Rate & a Profit on your SBIR/STTR Proposal
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We continue to be baffled by small firms that fail to include indirect costs (and their components of overhead and G&A) on their SBIR/STTR proposals. Some do this because they do not know what terms like "indirect" and "G&A" mean, so they don't ask for something they can't explain or justify. Others don't know that all SBIR/STTR agencies allow reasonable indirect costs to be charged on a proposed project. Others have told us that their owners "would have funded this research anyway," so if the company can at least get the government to pay for the direct cost of doing the R&D then they are happy.

Unfortunately, such happiness could be very costly. The high price of leaving indirect cost out of your SBIR/STTR cost proposal can occur in a variety of ways.

The first way is for the agency's negotiators to hear you say "we would have funded this research ourselves anyway." In an era where SBIR/STTR dollars are tight and lots of companies are vying for them, such a statement could make you an easy candidate for a "do not fund" decision by the agency. Put another way, if you can fund this yourself, then don't expect the government to fund it when so many other firms are clamoring for SBIR/STTR funding.

The second way is setting an unfortunate precedent with the Federal government. If you haven't been asking for indirect costs coverage on your SBIR/STTR projects, then why should they suddenly start paying them when your sugar daddy or personal savings runs dry? The government doesn't like to see radical changes in your indirect rate, so if you've been asking for little or nothing for years, it will be hard for them to accept a sudden shift to a much higher rate.

A third way is that, as the agencies add commercialization-savvy folks to their review panels, your failure to ask for indirect cost coverage may lead them to conclude that you aren't a "real business," but more of an R&D hobby shop. That sort of perception is not helping you as the agencies put more focus on your dedication and ability to commercialize technology.

A fourth way is the disservice you are doing to your fellow SBIR/STTR competitors. If many applicants fail to ask for indirect costs, then the agency begins to think that is the norm. Then when a proposer submits a proposal with an honest and deserving request for indirect costs, they will be downgraded by reviewers who have become accustomed to seeing (and funding) projects with no indirect cost component.

A final way is very similar: years ago, we asked the fellow who came up with NIH's 40% indirect rate cap how he derived that number (if you are not familiar with this, NIH will only allow an indirect rate of 40% or less of all direct costs on proposals from firms that do not have a current, approved rate with some Federal agency). He said it was the average of what SBIR/STTR companies asked for, in terms of an indirect rate. Taking the average of some applicants that are asking for legitimate and reasonable indirect rates, and some applicants who for whatever reason are not asking for any indirect cost reimbursement, results in the artificially low NIH cap of a mere 40% of direct costs.

Therefore, it is in your own best interest, as well as the best interests of the SBIR/STTR programs, for you to include a logically derived and reasonable indirect cost rate. Otherwise, you are missing tens of thousands of dollars in your Phase 1 project that could be devoted to building your business (and hundreds of thousands in Phase 2). If you don't know how to calculate an indirect rate, then get help from an accountant who knows government accounting (a specialization, so not every accountant knows it). And if you think that you need all of the SBIR/STTR award for direct costs, then consider this: a common criticism of SBIR/STTR reviewers is that applicants are over proposing, trying to do too much work, especially in Phase 1. You are less likely to do this if you set aside some funding for the indirect costs (as well as fee/profit), and then scale the project you propose to the remaining, direct cost portion of the budget.

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

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Sanibel, FL 33957
(239) 395-9446 (voice & fax)
gail-jim@g-jgreenwood.com

>> 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

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 asbtcd.ualr.edu/training/technology.asp.

Navy Opportunity Forum 2012 – Crystal City, Virginia, June 4-6, 2012. The 2012 Navy Opportunity Forum provides a preview of over 250 technologies funded by the Navy's SBIR and STTR programs; the Navy's Office of Research and Technology Applications (ORTAs); and the Department of Energy's, Office of Energy Efficiency and Renewable Energy. Invited attendees include: Large defense contractors, acquisition sponsors, first and second tier suppliers, Navy, DoD, and other federal employees, equity investors, Fortune 500 companies, Congressional Staff and Defense support contractors. For more information and to register, visit www.navyopportunityforum.com, or contact 585-617-6298 or info@navyopportunityforum.com.

SBIR/STTR Proposal Prep-NIH Focus -- Kalamazoo, MI, June 5-6, 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.

SBIR/STTR Proposal Prep-NIH Focus -- Chicago, IL, June 6-7, 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 — Reno, Nevada, June 11, 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/STTR 101: Introduction and Overview -- Midland MI, June 14, 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 Commercial Acceleration Program at TechConnect World Summit and Innovation Showcase 2012 — Santa Clara, California, June 18-21, 2012. TechConnect World 2012 Joint Conferences (Nanotech, Microtech, Biotech and Cleantech), Expo and Innovation Showcase has extended an invitation to SBIR awardee companies to participate in direct matchmaking and showcase opportunities at a greatly reduced cost. Selected SBIR Awardees will be reviewed by Corporate and Technology Acceleration Partners for potential one-on-one meetings and a display booth at the 1.5-day Innovation Showcase with corporate and investment partners. For more information, visit www.techconnectworld.com/World2012/, or contact Derek Mayer, Partnerships Manager, TechConnect at dmayer@techconnect.org or 512-800-9796.

DCAA Compliant Seminar -- Denver, Colorado, June 19-20, 2012. This event, designed to help SBIR contractors, will address Government Cost Accounting/DCAA Audits, Indirect Rates-Budget Seminar, Incurred Cost Proposal, QuickBooks Seminar, and more. Visit www.gov-con.com or call 303-800-9115 for more information.

ISS Conference & NASA SBIR Workshop – Denver, Colorado, June 26-28, 2012. The SBIR Technologies Workshop at the ISS Research and Development Conference will give companies holding current NASA SBIR contracts the opportunity to present their technologies to prime companies, industry, and Government. Priority will go to technologies that can show a direct relationship to ISS needs. Space is limited so reserve your spot. For more information, visit astronautical.org/, or contact arc-sbir-outreach@mail.nasa.gov or (650) 604-2954.

How To Win SBIR Awards — Hanover, Maryland, July 17, 2012. Maryland TEDCO and the Maryland SBDC Network will co-sponsor this Nation's Capitol area workshop designed to equip entrepreneurs and senior personnel to win federal SBIR/STTR awards (NOT just write proposals) on a consistent basis at all agencies (with NIH emphasis). 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 Proposal Prep-DoD/DoE Focus -- Brookpark, OH, August 7, 2012. This DoD/DoE-focused seminar presents essential information for crafting a competitive SBIR/STTR proposal that meets the unique requirements of the DoD and DoE. 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.

SBIR/STTR Proposal Prep-DoD/DoE Focus -- Sterling Heights, MI, August 8, 2012. This DoD/DoE-focused seminar presents essential information for crafting a competitive SBIR/STTR proposal that meets the unique requirements of the DoD and DoE. 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.

SBIR/STTR Proposal Prep-DoD/DoE Focus -- Kalamazoo, MI, August 28, 2012. This DoD/DoE-focused seminar presents essential information for crafting a competitive SBIR/STTR proposal that meets the unique requirements of the DoD and DoE. 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.

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 asbtcd.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-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

DOT SBIR FY12.2 Solicitation

Due June 5, 2012

www.volpe.dot.gov/sbir/

NSF FY-2013 SBIR Phase I Solicitation

Due June 19, 2012

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

DHS S&T FY12.2 SBIR Solicitation

Due July 3, 2012

sbir2.st.dhs.gov/portal/SBIR/

DOE FY 2012 SBIR/STTR Phase I Funding Opportunity Announcement

Grant Applications Due: July 3, 2012

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

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

Due August 5, December 5, 2012;

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

grants.nih.gov/grants/funding/sbir.htm

STTR

DOE FY 2012 SBIR/STTR Phase I Funding Opportunity Announcement
Grant Applications Due: July 3, 2012

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

PHS 2012-2 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF
Due August 5, December 5, 2012;

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

Coming Soon

DoD 2012.2 SBIR Solicitation

Expected to open May 24, 2012 (pre-release available on the web now)

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):

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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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