

June 15, 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

DoD SBIR 2012.2 Solicitation Deadline Reminder

The deadline for receipt of proposals in response to the Department of Defense (DoD) 2012.2 SBIR solicitation is 6:00 a.m. June 27, 2012. As is typically the case, DoD cautions to 'plan ahead and submit early.'

The SBIR Interactive Topic Information System (SITIS) closed to new questions on June 13, however, all questions and answers are available for general viewing at www.dodsbir.net/sitis. All proposers are advised to monitor SITIS during the solicitation period for questions and answers, and other information relevant to the topic under which they are proposing.

Questions regarding the solicitation may be directed to the [SBIR/STTR Help Desk](#), or (866) 724-7457.

SBA FAST Partnership Program Accepting Funding Requests

The Small Business Administration (SBA) posted the following notice on their SBIR/STTR website (sbir.gov) on June 12, 2012:

Grant Funding Available for States to Support R&D, Small Business Innovation Grant Funding Available for States to Support R&D, Small Business

The U.S. Small Business Administration is accepting grant funding requests from the governors of U.S. states and territories to support programs for innovative, technology-driven small businesses under SBA's Federal and State Technology (FAST) partnership program through July 9, 2012. FAST provides \$2 million in funding (up to \$100,000 per applicant) for outreach and technical assistance to science and technology-driven small businesses. The program places particular emphasis on helping socially and economically disadvantaged firms compete in the SBA's Small Business Innovation Research (SBIR) and Small Business Technology Transfer

(STTR) programs. Eligible applicants for FAST grants include state and local economic development agencies, Small Business Development Centers, and colleges and universities. Each state, through its governor, may submit one proposal. All proposals must be submitted through www.grants.gov:
www.grants.gov/search/search.do;jsessionid=JxTkPXFL31nBwmNJsd8q5CGJw6NsslpvpJ9jfHQq76ZBpMy2dgr3l-1255049606?oppld=174316&mode=VIEW .

Small Business SBIR Regulatory Roundtable

The Small Business Administration (SBA) Office of Advocacy conducted a Small Business Roundtable on Friday, June 8th, to discuss the new SBIR/STTR proposed regulations and the potential impact on small business. If you were unable to participate, the SBA has posted the presentation slides for this event at <http://sbir.gov/events/small-business-sbir-regulatory-roundtable>. For more information, contact Major Clark at major.clark@sba.gov.

NIH SBIR and STTR Program Announcements and RFA

The National Institutes of Health (NIH) recently added four Program Announcements (PA) and an Request for Applications (RFA) that may be of interest to SBIR participants on the 'Special Announcements for Small Business Research Opportunities' page on their SBIR web site (grants.nih.gov/grants/funding/sbir.htm). This page lists NIH SBIR/STTR-Relevant PAs, RFAs, and of Notices (NOT) that are taken from the NIH Guide Electronic Repository of Special Announcements for Small Business Research Opportunities (grants.nih.gov/grants/guide/index.html).

The titles, announcement numbers, participating Institutes, and web addresses of the PAs and RFA appear below:

Clinical Neuroscience and Entertainment Software Pilot Partnership Program to Develop Neuropsychiatric Interventions (SBIR)
(RFA-MH-13-100 posted June 8, 2012)
National Institute of Mental Health
Application Receipt Date(s): December 11, 2012
grants.nih.gov/grants/guide/rfa-files/RFA-MH-13-100.html

Imaging Diagnostics of Dental Diseases and Conditions (Caries, Periodontal Disease, Cracked Teeth, and Pulp Vitality) [STTR and SBIR]
(PA-12-193 and PA-12-195 posted June 8, 2012)
National Institute of Dental and Craniofacial Research
Application Receipt Date(s): Multiple dates, see announcement
grants.nih.gov/grants/guide/pa-files/PA-12-193.html and grants.nih.gov/grants/guide/pa-files/PA-12-195.html

Innovative Health Information Technology for Broad Adoption by Healthcare Systems and Consumers (SBIR)
(PA-12-196 posted June 8, 2012)
National Cancer Institute
National Library of Medicine
Application Receipt Date(s): Multiple dates, see announcement
grants.nih.gov/grants/guide/pa-files/PA-12-196.html

Advanced Tools and Technologies for Cerebrospinal Fluid Shunts (SBIR and STTR)
(PA-12-189 and PA-12-190 posted June 1, 2012)
National Institute of Neurological Disorders and Stroke
Eunice Kennedy Shriver National Institute of Child Health and Human Development
Application Receipt Date(s): Multiple dates, see announcement.
grants.nih.gov/grants/guide/pa-files/PA-12-189.html and grants.nih.gov/grants/guide/pa-files/PA-12-190.html

Multiplex Assay Development for Arthritis and Musculoskeletal and Skin Diseases (SBIR)
(PA-12-191 posted June 1, 2012)
National Institute of Arthritis and Musculoskeletal and Skin Diseases
Application Receipt Date(s): Multiple dates, see announcement.
grants.nih.gov/grants/guide/pa-files/PA-12-191.html

SBIR Proposal Writing Tip: Resubmitting a Proposal to NIH

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.g-greenwood.com.

SBIR Proposal Writing Basics: Resubmitting a Proposal to NIH
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Unlike some other agencies, the National Institutes of Health (NIH) allow SBIR and STTR applicants to resubmit unsuccessful grant proposals. An unfunded proposal can be resubmitted once—this is a change from the past practice in which NIH would allow two resubmittals.

If you submitted an SBIR or STTR proposal to NIH that was not funded, you may want to take advantage of this resubmission opportunity. We'd like to offer some friendly words of advice if you decide to do so.

First, NIH makes it clear that it does not want you to resubmit a proposal until you have received the reviewers' comments on the original submission (aka a "Summary Statement"). Simply put, NIH does not want you to try again with a proposal until you have seen and considered the comments of the reviewers of the original proposal.

Second, decide whether the Summary Statement gives you reason to believe that a resubmission might be successful. This is not always easy to assess: we have seen proposals be successful on their resubmission when they didn't even get a score on their original submission. We also have seen original proposals that were on the brink of fundability but then received worse scores upon resubmission. Consider the comments of the original proposal's reviewers: do they suggest there were flaws that could be fixed or mitigated, or did they indicate this proposal was so bad (in their opinion) that they wouldn't reconsider it in a million years with a million changes? We also suggest you contact the NIH staffer whose name and contact information appears on the Summary Statement to get his or her opinion about resubmission: this person likely was at the review panel discussion of your proposal and may offer some insights. How convinced are you that this is a project that "must" be funded because of its importance? And do you have the time required to develop a credible resubmission? All of these factors may play into your decision to take a second shot at NIH funding of your innovation.

Third, if you decide to resubmit, you will need to prepare a one page summary, known as the "Introduction" to a resubmitted NIH proposal. This one pager needs to summarize the changes that you have made to your proposal based on the reviewers' comments in the Summary Statement. It needs to be carefully and well written: you should not be derogatory or arrogant in your response to the original proposal reviewers (even if you felt they were in their comments). You may want to express your appreciation for their comments, and explain what you have done to respond to them. You also may want to take issue with some of the original reviewers' comments, but do so professionally and in a matter-of-fact fashion, and present additional evidence for your position. But remember this is only a one page document, so you cannot elaborate too much.

Fourth, you also should make changes to the body of the proposal that reflect the reviewers' comments on the original proposal. They need to be highlighted in some fashion, using a unique font or bracketing. NIH instructs that they not be underlined or shaded. And, of course, they need to be consistent with the comments that you have written into the one page Introduction.

Finally, we recommend that you not make any other significant changes to the proposal before resubmitting it, beyond those required to respond to the comments of the original proposal's reviewers. Those reviewers, who at NIH likely will be the same ones who review the resubmission, have told you in the Summary Statement what they liked and didn't like about your proposal. If you change things that they did not have a problem with, then you run the risk of doing something that they don't like, and therefore lessen your chances of getting a fundable score on the resubmission.

A nice feature of NIH's SBIR/STTR programs is the opportunity to resubmit an unfunded proposal. This feature is enhanced by the probability that the reviewers of the resubmitted proposal will be the same as those who reviewed and provided comments on the original proposal. We recommend you take advantage of this feature of the NIH programs and, if you deem a resubmission is warranted, respond positively and thoroughly to the original proposal reviewers' comments.

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

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>> CONFERENCES AND WORKSHOPS

National

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

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 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-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

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 2012.3 SBIR Solicitation
Pre-release expected July, 2012
acq.osd.mil/osbp/sbir/index.shtml

DoD 2012.B STTR Solicitation
Pre-release expected July, 2012
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:

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