

March 29, 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](http://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

#### PHS 2013-02 SBIR/STTR Omnibus Solicitation Deadline Reminder

The first of three deadlines for proposals in response to the PHS 2013-02 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF is April 5, 2013. 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](http://grants.nih.gov/grants/funding/sbir.htm).

For more information, contact [sbir@od.nih.gov](mailto:sbir@od.nih.gov).

#### NIH SBIR/STTR On Twitter

The National Institutes of Health (NIH) recently posted the following notice of the launch of their new Twitter Feed on their SBIR/STTR News Flash Page at [grants.nih.gov/grants/funding/sbirsttr\\_news.htm](http://grants.nih.gov/grants/funding/sbirsttr_news.htm):

*This week we launched a central NIH SBIR/STTR Twitter Feed. Follow us [@NIHsbir](https://twitter.com/NIHsbir).*

Notable Tweets within the first week of this launch include:

*NIH SBIR/STTR ?@NIHsbir*

18 Mar

Welcome to the official #NIH #SBIR #STTR Twitter feed. Join us as we get our feet wet in this new way to reach the #smallbiz community.

NIH SBIR/STTR ?@NIHsbir

19 Mar

Submit days, not min and hr early for April 5 #NIH #SBIR #STTR deadline. <http://era.nih.gov/help/>

NIH SBIR/STTR ?@NIHsbir

23 Mar

Probs submitting #SBIR #STTR grant apps? Contact the #NIH eRA Commons help-desk. <http://era.nih.gov/help/>

NSF Innovation SBIR ?@NSFinnovateSBIR

27 Mar

#smallbiz thinking about the SBIR or STTR program? National Conference (5/14-16) Early Bird reg ends this week! [http://nationalinnovationsummit.com/program/National\\_SBIR\\_Conference.html](http://nationalinnovationsummit.com/program/National_SBIR_Conference.html)

Retweeted by NIH SBIR/STTR

### 2013 NIH Regional Seminar

The National Institutes of Health (NIH) recently posted the following notice of their 2013 Regional Seminar on their SBIR/STTR News Flash Page at [grants.nih.gov/grants/funding/sbirsttr\\_news.htm](http://grants.nih.gov/grants/funding/sbirsttr_news.htm):

*2013 NIH Regional Seminar – Registration Now Open*

*The NIH Regional Seminar on Program Funding and Grants Administration, June 26-28, 2013, provides a comprehensive program of valuable information about the NIH grants process and related policies. In addition, this is an opportunity to network over the course of 2 days with over 600 grants administrators, researchers, students, financial officials, and grant writers from around the world. An optional eRA Workshop is also available. Space is limited. For more information, see [NIH Guide Notice NOT-OD-13-046](#) or [NIH Regional Seminar – Baltimore, MD](#).*

*This is the only NIH Regional seminar this year...Be a part of it!*

The Guide notice indicates that the Seminar is 'is intended for those new to the grants process, including sponsored project officers and departmental administrators, investigators, faculty, graduate students, etc. Over the course of two days, it also provides an opportunity to those with more experience to obtain updates on grants policies and procedures. Approximately 600-800 attendees are expected, providing extended opportunities for sharing and learning from peers as well as NIH experts. Due to the popularity of these seminars, early registration is highly recommended (plus you can take advantage of special rates). Space is limited.'

### SBIR Winner in the News

A profile of a Department of Education SBIR award recipient was posted on the [sbir.gov](http://sbir.gov) website on March 22, 2013. A portion of the profile appears below. To read the entire notice, visit [www.sbir.gov/news/iesed-sbir-awardee-receives-investment-funding-launch](http://www.sbir.gov/news/iesed-sbir-awardee-receives-investment-funding-launch).

IES/ED SBIR Awardee Receives Investment Funding to Launch  
Posted by Edward Metz on Mar 22, 2013.

A former awardee of the SBIR Program at the Institute of Education Sciences (IES) within the U.S. Department of Education (ED), California-based Sokikom, has raised \$1.025M in seed funding from private investors to scale up and officially launch its technology-based gaming platform.

Sokikom is a web-based program that engages students in grades 1 to 6 in guided, discovery-based, situated learning games. The games are self-paced and adaptive in that they adjust to the skill level of the individual game player. When students do not know an answer, the games provide cues to scaffold learning. The games cover standards-based concepts such as fractions, measurement, operations, and geometry.

The initial prototypes of four games and a prototype of the adaptive component were funded by awards in 2009 and 2010 from the IES SBIR program. Iterative cycles of rapid prototyping were performed with 47 teachers and more than 1,000 students. Results from this research demonstrated that the prototype functioned well, that the intervention could be integrated within standard classroom practice, and that the games were engaging to students.

The IES SBIR program provides funding to small businesses for the RandD of products to improve student learning or to improve teacher practices in schools, and products to improve outcomes among infants or toddlers in early intervention settings or students in special education.

IES SBIR Program Page: <http://ies.ed.gov/sbir>

IES SBIR Video Demo Page: <http://ies.ed.gov/sbir/videos.asp>

Abstract for Sokikom's 2009 Award from IES SBIR:

<http://ies.ed.gov/ncer/projects/grant.asp?ProgID=20&grantid=891&InvID=657>

Abstract for Sokikom's 2010 Award from IES SBIR:

<http://ies.ed.gov/ncer/projects/grant.asp?ProgID=20&grantid=1058&InvID=657>

## >> 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](http://nationalinnovationsummit.com/program/National_SBIR_Conference.html), or contact Sarah Wenning at (512) 697-8849 or [wenning@techconnect.org](mailto:wenning@techconnect.org).

*15th Annual NIH SBIR/STTR Conference* -- Sioux Falls, South Dakota, October 28-30, 2013. Agenda, registration, and all logistics tbd. Watch <http://sbir.nih.gov/> for updates.

### Regional

*USDA SBIR Program: From Submission to Award Webinar* -- Online, AR, April 3, 2013. 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. The webinar will address common issues that present challenges for new SBIR applicants and offer guidance regarding how to plan ahead in order to ensure successful completion of major steps within the application process. The webinar will be led by Dr. Charles Cleland, USDA/NIFA SBIR National Program Leader. For more information and to register, visit <https://www2.gotomeeting.com/register/739805770>, or contact Rebecca Norman at [rxnorman@ualr.edu](mailto:rxnorman@ualr.edu) or (501)-683-7700.

*Introduction to SBIR/STTR* -- Fayetteville, AR, April 4, 2013. Participants will learn about the basic requirements for program participation, methods for assessing qualifying technologies and research projects, and how to get started with the SBIR/STTR program. Rebecca Norman, ASBTDC Innovation Consultant, will guide this training session and will be available for individualized consulting sessions following the training. For more information and to register, visit [asbtdc.ualr.edu/training/fayetteville.asp](http://asbtdc.ualr.edu/training/fayetteville.asp), or contact Rebecca Norman at [rxnorman@ualr.edu](mailto:rxnorman@ualr.edu) or (501)-683-7700.

*SBIR/STTR 101: Introduction and Overview* -- Sterling Heights, MI, April 9, 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/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*SBIR/STTR Phase I Proposal Writing Workshop* -- Little Rock, AR, April 17, 2013. Covering all 11 agencies that participate in SBIR and STTR (a sister program), the eight-hour workshop is for early-stage, first-time or unsuccessful writers of SBIR Phase I proposals, and will focus on the work plan and the commercialization plan. For more information and to register, visit [asbtdc.ualr.edu/training/fayetteville.asp](http://asbtdc.ualr.edu/training/fayetteville.asp), or contact Rebecca Norman at [rxnorman@ualr.edu](mailto:rxnorman@ualr.edu) or (501)-683-7700.

*SBIR Workshop* -- Asheville, NC, first week of April, 2013. Email John Ujvari at [sbir@sbtdc.org](mailto:sbir@sbtdc.org) for more information.

*SBIR/STTR Grant Proposal Prep Workshop* -- Norfolk, VA, April 16, 2013. This one-day session provides detailed instruction on strategy and technical proposal preparation. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*DCAA Compliance Seminar* -- Denver, CO, April 23-24, 2013. 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](http://www.gov-con.com) or contact 303-800-9115 or [info@gov-con.com](mailto:info@gov-con.com) for more information.

*Overview of DoD topics and Components Webinar* -- Online, May 2, 2013. Does your project have an application in the current Dept. of Defense SBIR/STTR solicitation? Get an overview of the topics as well as the various DoD components, ask questions and learn how to get your proposal off to a great start. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*Submitting to DoD? Learn Their Language! Webinar* -- Online, May 7, 2013. This webinar will provide a brief look at how SBIR/STTR projects fit into the DoD's procurement process, and how you can "speak their language" to improve your chances of winning Phase I and Phase II contract awards. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*SBIR/STTR Proposal Prep – NIH Focus* -- Kalamazoo, MI, May 7-8, 2013. This seminar presents essential information for crafting a competitive SBIR/STTR proposal that meets the unique requirements of the NIH. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*SBIR/STTR Proposal Prep – DoD Focus* -- Troy, MI, May 9, 2013. This Dept. of Defense-focused seminar provides detailed instruction on the ins and outs of preparing a proposal to meet the requirements of the DoD, including both technical and commercialization plans, and navigating the often complicated submission process. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*Basics of Commercializing a Technology Webinar* -- Online, May 9, 2013, Noon to 1:00PM. Contact John Ujvari at [sbir@sbtcdc.org](mailto:sbir@sbtcdc.org) for more information.

*SBIR At-A-Glance* -- Sterling Heights, MI, May 15, 2013. This class will provide you with a high-level view of alternative avenues for commercialization and how the federal funding through the SBIR and STTR programs can be a valuable part of the process. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*Essentials of Commercialization* -- Detroit, MI, May 16, 2013. Learn the basics of how to develop an SBIR/STTR commercialization plan. Includes information on the ingredients of a credible plan, pitfalls to avoid, using market research and developing financial plans and business models. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*How to Prepare a Budget for SBIR/STTR Proposals Webinar* -- Online, May 16, 2013. This session will walk through the development of a project budget. Items covered will include: what costs need to be included, how to write a budget justification, can the company afford to pursue this project, what indirect rate should be used and more. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*Advanced DCAA Government Contractors Compliance Webinar* -- Online, May 21-22, 2013. This event, designed to help SBIR contractors, will address Government Cost Accounting/DCAA Audits, FAR Overview, Cost Accounting Standards – Overview, Overhead/G& Rate Varieties and Considerations, and more. Visit [www.gov-con.com](http://www.gov-con.com) or call 303-800-9115 for more information.

*The ABC's of SBIR/STTR Funding Webinar* -- Online, May 22-23, 2013. Join us for this webinar covering SBIR/STTR program basics including: program purpose; eligibility; and sources of funding. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*Navy Opportunity Forum 2013* -- Crystal City, VA, June 3-5, 2013. The 13th Annual Navy Opportunity Forum, sponsored SBIR Program Office, provides an effective way for acquisition officers, R&D managers, prime contractors, 1st and 2nd tier suppliers, and defense personnel to preview Navy-funded technologies developed by small business. Visit [www.navyopportunityforum.com](http://www.navyopportunityforum.com) for more information.

*\* 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-jgreenwood.com](mailto:gail-jim@g-jgreenwood.com), or visit their web site at [www.g-jgreenwood.com](http://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 2013-2 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF

Due April 5, August 5, December 5, 2013;

AIDS and AIDS-related due May 7, September 7, 2013, and January 7, 2014

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

## STTR

PHS 2013-2 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF  
Due April 5, August 5, December 5, 2013;

AIDS and AIDS-related due May 7, September 7, 2013, and January 7, 2014

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

## Coming Soon

DoD SBIR 2013.2 Solicitation  
Pre-Release Expected April 24, 2013

[acq.osd.mil/osbp/sbir/index.shtml](http://acq.osd.mil/osbp/sbir/index.shtml)

EPA FY-2013 Phase I SBIR Solicitation  
Expected April/May 2013

[epa.gov/ncer/sbir/](http://epa.gov/ncer/sbir/)

NSF FY-2014 Phase I SBIR Solicitation  
Opens May 11 2013; Available on the web now

[www.nsf.gov/eng/iip/sbir/](http://www.nsf.gov/eng/iip/sbir/)

NSF FY-2014 Phase I STTR Solicitation  
Opens May 13 2013; Available on the web now

[www.nsf.gov/eng/iip/sbir/](http://www.nsf.gov/eng/iip/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](http://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](mailto: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](mailto: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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