

March 15, 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

NSF FY-2014 SBIR and STTR Phase I Solicitations Released

The National Science Foundation (NSF) posted their FY-2014 SBIR and STTR solicitations to the NSF SBIR/STTR website (<http://nsf.gov/eng/iip/sbir/index.jsp>) on March 8, 2013. NSF will accept SBIR proposals from May 11, 2013 to June 11, 2013, and STTR proposals from May 13, 2013 to June 13, 2013.

The SBIR solicitation, which is available at http://nsf.gov/funding/pgm_summ.jsp?pims_id=504892&org=IIP&sel_org=IIP&from=fund indicates:

The SBIR program solicits proposals from the small business sector consistent with NSF's mission. The program is governed by Public Law 112-81 (SBIR/STTR Reauthorization Act of 2011). A main purpose of the legislation is to stimulate technological innovation and increase private sector commercialization. The NSF SBIR program is therefore in a unique position to meet both the goals of NSF and the purpose of the SBIR legislation by transforming scientific discovery into both social and economic benefit, and by emphasizing private sector commercialization.

The STTR solicitation, which is available at http://nsf.gov/funding/pgm_summ.jsp?pims_id=504857&org=IIP&sel_org=IIP&from=fund indicates:

This STTR Phase I solicitation aims at encouraging the commercialization of previously NSF-funded fundamental research (NSF funding lineage). It is highly desirable that the core innovation described in the submitted proposals can in some manner be linked to fundamental research funded by the NSF.

Proposals submitted to both solicitations should fall into one the four broad topic areas:

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

Both solicitation have notes discouraging the submission of the same project idea to both of the concurrent Phase I solicitations.

See the complete solicitations for lists of 'important information'; lists of the required components for submittal; detailed description of the four research topics; Cognizant Program Officer contact information; and more.

DoD STTR 2013.A Solicitation Deadline Reminder

Proposals in response to the DoD STTR Solicitation 2013.A are due 6:00 a.m. ET on March 27, 2013. As usual, DoD cautions on the solicitation page of their website (www.acq.osd.mil/osbp/sbir/solicitations/sttr2013A/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/SignIn.asp, as described in the program solicitation.

For more information, contact the DoD Help Desk at www.dodsbir.net/helpdesk/, or 866-724-7457.

Sean Greene Leaves SBA

Rick Shindell from the SBIR Gateway reported in the February 28, 2013 edition of the SBIR Insider Newsletter, that Sean Greene is leaving his Small Business Administratin (SBA) position as the Associate Administrator for Investment and Special Advisor for Innovation. Shindell writes:

Greene breathed new life into the Office of Technology (which oversees SBIR), raised the persona of the SBIR/STTR programs within the SBA, and moved it out of the old contracting shop into the Innovation section under the Investment division.

He also obtained more resources for the OT, restarted the SBA's leadership of the Tibbetts Awards, founded the SBIR Hall of Fame, started the new web site portal SBIR.GOV, and helped lead the agencies and the SBIR/STTR community in executing the all important Policy Directives, that provide guidance to the agencies and small businesses on the governance of SBIR and STTR programs.

Also noted in the newsletter is that Ms. Pravina Raghavan, former SBA District Director of New York Pravina Raghavan is coming to the SBA in the role of Director, Office of Innovation, which oversees the SBA's Office of Technology. For additional information on these changes and more, view the newsletter at www.zyn.com/sbir/insider/sb-insider2-28-13.htm

SBIR Proposal Writing Tip: Stay On Point

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-jgreenwood.com.

SBIR Proposal Writing Basics: Stay On Point

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One of the most frustrating types of SBIR/STTR proposals to read is a "jumper." This is the term we use for a proposal that doesn't stay focused on one issue or problem or market opportunity. Instead, it jumps around from one idea to another.

For example, you may have an idea for a better way to reprocess spent fuel rods from nuclear power plants. You might start the proposal talking about the number of such rods that are stacking up in commercial plants around the globe. Then you jump over to talking about some unique storage problems of these rods in nukes in France because of particular Federal laws there. Perhaps you decide to talk about the unique situation of storage of such rods in research reactors, as opposed to commercial ones. Then you might talk about how better reprocessing could reduce demand for newly mined uranium, which would reduce environmental impact of such mines. Then you might point out that you think the US should take the lead in processing spent fuel rods throughout the world, thus creating jobs here.

Now all of those points may be valid reasons why your innovation is an important one and should be funded. But the reviewer is getting a headache as he/she tries to follow along as you jump from one idea to another. They also may conclude that you don't really know why you are pursuing this innovation because of your lack of focus issue or problem.

The solution to the "jumper" problem is to decide on the issue or problem that is going to become the focal point of the proposal. You might pick the one that you feel most passionate about, or that you think will align best with the agency's interests. Develop your proposal around that issue or problem, why it is critically important, and how you are going to solve it with your innovation and its commercialization.

You can then bring in some of those other issues or problems into a latter part of the proposal. They can be additional selling points as to why your project deserves to be funded. You might bullet point them after a statement like "There are additional reasons why we feel our project is critically important." That puts them in the appropriate position of being secondary to the main issue or problem around which you have written the bulk of the proposal.

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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.

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

Proposal Preparation for the National Science Foundation -- Durham, NH, March 19, 2013. This NSF-focused seminar provides in-depth instruction on preparing a competitive SBIR/STTR proposal that meets the unique requirements of the NSF. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

* *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.

Proposal Preparation for the National Science Foundation -- Durham, NH, March 19, 2013. This NSF-focused seminar provides in-depth instruction on preparing a competitive SBIR/STTR proposal that meets the unique requirements of the NSF. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

Proposal Preparation for the National Science Foundation -- Ann Arbor, MI, March 20, 2013. This NSF-focused seminar provides in-depth instruction on preparing a competitive SBIR/STTR proposal that meets the unique requirements of the National Science Foundation. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

Commercialization for Early-Stage Tech Companies -- Ann Arbor, MI, March 21, 2013. If you've got a technology, but are lagging in or just need to know more about commercialization, this half-day class will kick-start your thinking with the basics in early assessments and planning, pitfalls to avoid, key steps in the process, and more. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

NCET2 University Startups Showcase and Conference 2013 -- Washington, D.C., March 20-22, 2013. The 7th annual University Startups Showcase is organized by the National Council of Entrepreneurial Tech Transfer (NCET2). This year's focus is on the important relationship between Corporate Venture Capital and University Startups. This showcase is specifically created to catalyze transactions with the Global 1000, VCs, angel investors and SBIR program managers. For more information and to register, visit the Conference website www.ncet2.org/index.php?option=com_content&view=article&id=547&Itemid=84

* *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.

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 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 asbtcd.ualr.edu/training/fayetteville.asp, or contact Rebecca Norman at rxnorman@ualr.edu or (501)-683-7700.

SBIR Workshop -- Asheville, NC, first week of April, 2013. Email John Ujvari at sbir@sbtcdc.org for more information.

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 or contact 303-800-9115 or info@gov-con.com for more information.

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

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 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, 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

DoD 2013.A STTR Solicitation

Due March 27, 2013

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

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

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

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

>> 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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