

February 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

ED NIDRR FY 2013 SBIR Phase I Solicitation Deadline Reminder

The deadline for the receipt of proposals in response to the Department of Education (ED) National Institute on Disability and Rehabilitation Research (NIDRR) Fiscal Year 2013 Program Phase I Solicitation is March 1, 2012.

As indicated in the solicitation, which is available at www2.ed.gov/programs/sbir/applicant.html:

Your application must be fully uploaded and submitted and must be date and time stamped by the Grants.gov system no later than 4:30:00 p.m., Washington, DC time, on March 1, 2013. Except as otherwise noted in this section, we will not accept your application if it is received--that is, date and time stamped by the Grants.gov system--after 4:30:00 p.m., Washington, DC time, on the application deadline date.

As a reminder, all attachments must be .PDF files, and they must be in a read-only, non-modifiable format. Application files uploaded in other formats will not be accepted by the Department for review.

DOC NOAA FY 2013 SBIR Solicitation Deadline Reminder

The deadline for receipt of proposals in response to the Department of Commerce (DOC) National Oceanic and Atmospheric Administration (NOAA) FY 2013 SBIR solicitation is February 27, 2013.

NOAA does not accept electronic submission of proposals. Five (5) hard copies of each proposal must be received no later than 4:00 pm (CST) on February 27, 2013. Proposals are to be mailed to:

DOC/NOAA – EAD-KC
ATTN: SBIR Proposals/Joan Clarkston
1500 E. Bannister Road
Kansas City, MO 64131
Telephone: 816-426-7469

The solicitation is available on the Federal Business Opportunities website at www.fbo.gov/index?s=opportunity&mode=form&tab=core&id=e2b897336a2bc773fa6a0e81d8c61f08&_cvview=0. Note that an amendment for some updates in language to the original solicitation was posted on February 4th, and a revised Form 10.3 that remedied some duplication and form errors was posted on February 11th.

DOC NIST FY 2013 SBIR Solicitation Deadline Extended

An amendment to the Department of Commerce (DOC) National Institute of Standards and Technology's (NIST) FY 2013 SBIR solicitation indicating that the deadline for receipt of proposals has been extended from February 25, 2013 to March 4, 2013 at 3:00 p.m. EST, was posted on February 13, 2013.

The amendment, which is available on the Federal Business Opportunities website at www.fbo.gov/index?s=opportunity&mode=form&tab=core&id=2de6a6ec9a19152cacc78aa77f79ea10&_cvview=0, also provides an answer to a question about having a CRADA and applying for an NIST SBIR award; a modification to the language in the solicitation addressing the policy on CRADA holders and SBIR awards; and a replacement of the cover sheet in the required forms with a new cover sheet dated 2/13/2013.

As opposed to the ED solicitation described above, NIST does not accept electronic submission of proposals. Four copies of the solicitation must be delivered to the following address prior to the deadline:

National Institute of Standards and Technology
Acquisitions and Management Division
Attn: Dana Rae Graham, NIST-13-SBIR
100 Bureau Drive STOP 1640 Building 301, Room B125
Gaithersburg, MD 20899-1640
Telephone: (301) 975-3978

FY-2013A DoD STTR Solicitation Partnering Project

The Department of Defense (DoD) posted a pre-release of their 2013.A STTR program solicitation on their SBIR/STTR website (www.acq.osd.mil/osbp/sbir/) on January 25, 2013. The solicitation will be open to proposal submission from February 25, 2013 through March 27, 2013.

The STTR program requires small businesses to partner with a research institution. The small business must perform a minimum of 40% of the effort while the research institution must perform not less than 30%. To assist small business, Zyn Systems' has made available a "Find a Partner" portal on their SBIR Gateway web site (www.zyn.com/sbir).

The purpose of the FY-2013A DoD STTR Solicitation Partnering Project, available at www.zyn.com/sbir/partnering/, is to help you find a partner for one or more DoD FY-13A STTR topics. Small businesses, universities, Federally Funded R&D Centers (FFRDCs), and other non-profit research institutions can easily select topics to let potential partners know of their interest in specific DoD FY-2013.A STTR topics.

For more information regarding the DoD SBIR/STTR program, contact the SBIR/STTR Help Desk at 1-866-724-7457 or sbirhelp@brtrc.com.

SBIR Proposal Writing Tip: Sending your Education Proposal to Someone Other than Dept of Education

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: Sending your Education Proposal to Someone Other than Dept of Education
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We reviewed a lot of Phase 1 proposals that were submitted to the Dept of Education's Institute of Educational Sciences (DoED) for its recent deadline. We're pleased that so many of you want to find innovative solutions to the many problems and opportunities in education.

However, there's a very sobering statement in the DoED Institute of Education Sciences (IE) solicitation that we want to point out. On page 27, section K reads "The Department anticipates awarding up to 8 firm-fixed price contracts under this solicitation." That means that very few DoED Phase 1 proposals will be awarded by IES because this is a tiny agency with a tiny SBIR budget, compared to many other Federal agencies.

Once you've prepared and submitted a competitive proposal, we recommend prayer, finger-crossing, and other means of increasing one's chances of being among the lucky few who will win a Phase 1 contract from DoED. But we want to also suggest something you may not have thought of. You should consider sending to other SBIR agencies a similar proposal to the one you sent to DoED.

Let us first allay your concerns about whether you can submit "the same" proposal to other agencies. There is NOTHING WRONG with submitting similar or even identical proposals to multiple SBIR/STTR agencies. The agencies are concerned, thanks to the "fraud, waste and abuse" witch hunt required in the 2011 SBIR/STTR reauthorization, that you not accept multiple awards for one set of research. This means they are ultra-cautious about proposals that have also been submitted elsewhere.

Your job is to fully disclose similar, duplicate or related proposals in the appropriate section of your SBIR/STTR proposal. This disclosure should include an explanation of how the current proposal is similar to and different from the other proposals. We also recommend that you bluntly state that you understand you can't accept two SBIR/STTR awards and do only one set of research, which helps calm the fears of the reviewer and remind them that there is NOTHING WRONG with submitting the same proposal to more than one agency.

With that issue out of the way, where else might you submit your DoED proposal? We suggest you do a key word search using the current and past solicitation topic data bases found at www.zyn.com/sbir and www.sbir.gov. If you insert some key words related to your innovation into search engines at these sites, you can see what other agencies might be interested in your proposal.

Recently, we did this with the simple terms "train" and "education." When looking at currently open solicitations, the zyn.com search showed only two topics, both under the current Dept of Defense STTR solicitation (one at Army, one at DARPA). But the search of topics in closed solicitations using the search engine at zyn.com yielded about 360 topics related to these search terms. The breadth was impressive: the agencies with recent "train" and "education" topics included NIH, NSF, NOAA, DoD and NASA.

Interestingly, when we did the same searches using sbir.gov, we got five open topics at NSF, NOAA, DOT and NIH, and 650 closed topics at a wide variety of agencies. Therefore, zyn.com and sbir.gov did not yield the same results, in terms of identifying other topics and agencies that might entertain a proposal related to "education" or "train."

We also recommend that you consider what projects agencies have funded in the past. The topics at zyn.com and sbir.gov indicate what the agencies say they are interested in, which may not be the same as what they have actually funded. To find the latter, go to http://web.sba.gov/tech-net/public/dsp_search.cfm and do a key

word search. We looked for awards that have been made with "education" in their title or abstract, and found 1,354 of them. Most appeared to have been made by NIH, with NSF, DOE and even USDA funding some.

In summary, we offer the following advice if you recently submitted a Phase 1 SBIR proposal to DoED's IES:

Don't shy away from submitting a similar or duplicate proposal to another agency, just be open and honest and disclose it in the appropriate section of the proposal and don't try to accept multiple awards for one research project.

Search both sbir.gov and zyn.com/sbir for topics at other agencies that might be a good fit for your interests and innovation. These two search engines can provide very different results, so trying both is important.

And search for prior awards to get additional ideas about where to submit your proposal. Sometimes an agency will fund an education project even if their topic does not specifically include it in its description, so searching for previous awards is an important additional effort.

Even though our discussion here has dealt with DoED, we hope it is obvious that the same advice applies to you and your proposals, regardless of their subject matter and regardless of the agency to which you sent your original proposal.

>> 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

SBIR Workshop -- NC State University, February 26, 2013. Email Wade Fulghum at mwfulghu@ncsu.edu to register or for more information.

Introduction to SBIR/STTR -- Jonesboro, AR, February 26, 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, visit asbtcd.ualr.edu/training/jonesboro.asp, or contact Rebecca Norman at rxnorman@ualr.edu or (501)-683-7700 .

SBIR/STTR Overview Workshop -- Chattanooga, TN, February 26, 2013. Instructor Mark Henry will provide overview information about the SBIR and STTR programs, and will describe the key similarities and differences among the federal agencies. He will introduce tools, exercises and examples that he has developed over the past three decades to help participants develop highly competitive proposals. The session also will cover how changes in the SBIR/STTR law (with the recent six-year renewal) will likely impact the various programs beginning in 2013. Register online at <https://cis.tennessee.edu>. For more information, contact Bill Wiley, Economic Development Consultant, University of Tennessee Center for Industrial Services Tennessee SBIR Assistance Center, at bill.wiley@tennessee.edu or (865) 974-8464.

SBIR Workshop -- NC Central University, February 27, 2013. Email John Ujvari at sbir@sbtcdc.org to register or for more information.

SBIR 101: Introduction and Overview -- Ann Arbor, MI, February 27, 2013. Attendees will learn SBIR/STTR program basics, including: program purpose, eligibility, sources of funding and tools for proposal development. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

Essentials of Commercialization Planning Webinar -- Online, February 27, 2013, 1-2 PM. Learn the basics of an SBIR/STTR commercialization plan. Includes information on the ingredients of a credible plan, pitfalls to avoid, using market research and building financial plans and business models. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

SBIR/STTR Overview Workshop -- Nashville, TN, February 27, 2013. Instructor Mark Henry will provide overview information about the SBIR and STTR programs, and will describe the key similarities and differences among the federal agencies. He will introduce tools, exercises and examples that he has developed over the past three decades to help participants develop highly competitive proposals. The session also will cover how changes in the SBIR/STTR law (with the recent six-year renewal) will likely impact the various programs beginning in 2013. Register online at <https://cis.tennessee.edu>. For more information, contact Bill Wiley, Economic Development Consultant, University of Tennessee Center for Industrial Services Tennessee SBIR Assistance Center, at bill.wiley@tennessee.edu or (865) 974-8464.

SBIR/STTR Overview Workshop -- Memphis, TN, February 28, 2013. Instructor Mark Henry will provide overview information about the SBIR and STTR programs, and will describe the key similarities and differences among the federal agencies. He will introduce tools, exercises and examples that he has developed over the past three decades to help participants develop highly competitive proposals. The session also will cover how changes in the SBIR/STTR law (with the recent six-year renewal) will likely impact the various programs beginning in 2013. Register online at <https://cis.tennessee.edu>. For more information, contact Bill Wiley, Economic Development Consultant, University of Tennessee Center for Industrial Services Tennessee SBIR Assistance Center, at bill.wiley@tennessee.edu or (865) 974-8464.

Tips on Electronic Submission to NIH Webinar -- Online, March 5, 1-2 PM. This webinar will provide tips and guidance to help applicants avoid common errors and successfully navigate the electronic submission process. The session is specifically timed to help those submitting for the next NIH deadline but can be valuable for anyone planning a submission in the coming year. For more information, visit www.bbcetc.com/training/, or contact info@bbcetc.com.

NIH SBIR Introduction and Proposal Preparation Webinar -- Online, March 6, 2013, Noon to 1:00PM. Visit <https://www1.gotomeeting.com/register/214350001> to register, or contact John Ujvari at sbir@sbtcdc.org for more information.

Introduction to SBIR/STTR -- Little Rock, AR, March 6, 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, visit asbtcdc.ualr.edu/training/jonesboro.asp, or contact Rebecca Norman at rxnorman@ualr.edu or (501)-683-7700.

SBIR Proposal Writing from the Reviewer's Perspective -- Albuquerque, NM, March 7, 2013. Dr. Bob Berger, former national Department of Energy SBIR Program Manager, will explain the spectrum of technical expertise of SBIR/STTR proposal reviewers and the typical relation between reviewers and your SBIR/STTR project. For more information, visit www.techventures.org/events/calendar-of-events, or call (505)-843-4143.

ABC's of SBIR/STTR Webinar -- Online, March 12, 2013, 1-2 PM. 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/, or contact info@bbcetc.com.

DCMA/DCAA Gov't Contract Mgt. Seminar -- Denver, CO and Online, March 12-13, 2013. This event, designed to help SBIR contractors, will address DCAA Audits, DCAA Audits/System Design, Contract Management, Lunch/Networking, Contract Close Outs, How to Seek Venture Capital, EVM and more. Visit www.gov-con.com or contact 303-800-9115 or info@gov-con.com for more information.

Mid-Atlantic Advanced SBIR/STTR Workshop -- Herndon, VA, March 13, 2013. The purpose of this workshop is to present strategic advice to current and prospective phase I SBIR/STTR award recipients to better position themselves for successful Phase II and Phase III opportunities. You will be able to hear from SBIR program managers and industry experts; learn about the new rules in the SBIR/STTR Program; develop strategies to secure sole source contracts and insights into effective collaboration partnerships; learn about the special programs available to Phase I and Phase II SBIR/STTR firms; and more. A networking lunch will be provided. For more information and to register, visit www.cit.org/events/mid-atlantic-advanced-sbirsttr-workshop/.

** 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, or visit www.nbdc.unomaha.edu/venture for more information.

Proposal Preparation for the National Science Foundation -- Newark, DE, March 13-14, 2013. Presented by an SBIR expert, the SBTDC, and the Delaware SBIR Gateway, this event focused on National Science Foundation (NSF) proposals is designed to provide tips, tools, and insight on what it takes to win an SBIR award. For more information, visit <https://clients.dsbtdc.org/workshop.aspx?ekey=10330003>, or contact mdd@udel.edu.

Advanced DCAA Government Contractors Compliance Seminar -- Denver, CO, March 14, 2013. This event, designed to help SBIR contractors, will address FAR Overview, Cost Accounting Standards - Overview, Overhead/GandA Rate Varieties and Considerations, Advanced Incurred Cost Proposals, and more. Visit www.gov-con.com or contact 303-800-9115 or info@gov-con.com 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.

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.

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 asbtdc.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@sbtcd.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@sbtcd.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

DOC NOAA FY-2013 Phase I SBIR Solicitation
Due February 27, 2013

www.oar.noaa.gov/orta/

ED NIDRR 2013 SBIR Phase I Solicitation
March 1, 2013

www.ed.gov/programs/sbir

DOC NIST FY-2013 Phase I SBIR Solicitation
March 4, 2013

www.nist.gov/tpo/sbir/

DOT FY13.1 SBIR Solicitation
Due March 4, 2013

www.volpe.dot.gov/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 2013.A STTR Solicitation

Expected February 25, 2013; pre-release currently available on the web

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 mid-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):

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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Gary Spanner - gary.spanner@pnnl.gov - (509) 372-4296