Funding Innovative Research

Small Business Innovation Research (SBIR)
Small Business Technology Transfer (STTR)
Finding the Right Topic
Is there ONE site for searching all SBIR/STTR Opportunities?
Learn to search for topics in SBIR.gov
GOAL: To find opportunities within the SBIR/STTR programs to conduct innovative research on:

**Interest 1**
Helping children overcome shyness

**Interest 2**
Waste to energy conversion in rural communities
But Before We Begin...

- Importance of synonyms and related terms
  - Shyness
    - Introvert
    - Social Isolation
    - Poor Social Skills
    - Poor Communication Skills
- Search Awards and Funding (Closed and Open)
  - Why would you start your search with awards?
Search Steps: Reports – Award Data

• Award Data
• List – 182,288 results
• Don’t use filters on the left
• Search for Keywords
  ✓ Shyness
  ✓ Introvert
  ✓ Social isolation
  ✓ Poor social skills
  ✓ Poor communication skills
  ✓ Social skills
Remember to Use “Quotes” When Searching

- Use quotation marks around a search phrase
  ✓ “social isolation”
- If you do NOT use “quotes” you will receive a list which contains every occurrence of social and/or isolation
- You cannot specify where the term should appear – title, body of text, etc.
- The system does NOT highlight where the word searched on appears
Download Results - .xlsx, .json, .xml

- You can download an excel file
- The system provides this quickly
- Issues with the use of “CAPTCHA” – I’m not a robot
- Add a filter within the excel and sort in order to find which agencies have provided funding in the past
Excel File – Add Filters

- In Excel, add **filters**:
  - Data, Filter
  - This gives you drop down menus

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<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
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<td>II</td>
<td>STTR</td>
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Review the Abstracts Online

**REMEMBER**

- In many cases the use of keywords in the award could be tangential
- Keywords are NOT highlighted so you will have to use “Find” (I highlighted here)
- Search in quotes doesn’t work within a record – just type in first word of phrase
- This project is NOT what we are seeking
- It appears that HHS would not be a good fit from this topic abstract
## Results of Searching Past Awards

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Number of Hits</th>
<th>Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>shyness</td>
<td>0</td>
<td>....</td>
</tr>
<tr>
<td>“social isolation”</td>
<td>35</td>
<td>HHS, NSF, NASA</td>
</tr>
<tr>
<td>introvert</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>“poor social skills”</td>
<td>1</td>
<td>DoED (2004)</td>
</tr>
<tr>
<td>“poor communication skills”</td>
<td>1</td>
<td>HHS (2007)</td>
</tr>
<tr>
<td>“social skills”</td>
<td>60</td>
<td>HHS, NSF, DoED, DOD (2019 most recent)</td>
</tr>
</tbody>
</table>

Use phrases with **quotation marks** in order to secure meaningful results.
Some Conclusions

• If the search was conducted using only the first word that came to mind – “*shyness*” – there would be zero hits returned.

• Look at *past awards* - Ideas for new synonyms sometimes came from looking at other awarded abstracts.

• A deeper search of “*social isolation*” showed that most of the projects funded by HHS were situations where an illness caused social isolation.

• Topics funded by NSF seem more appropriate for our area of interest: “*helping children overcome shyness*”.
What Next?

• You might want to see if there are opportunities to bid now
• You could search through open solicitations in sbir.gov to find a good match
Search Under: Funding – Solicitations – View Open

- Go to Funding
- Go to Solicitations
- Scroll down to “Listings” and click on “View Open”
- This will pull up the open solicitations
- Many of which are HHS solicitations
**Solicitation Listing - Open**

- This shows the **OPEN** solicitations by agency.
- Scroll down to Listings and click on "View Open"

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**Schedule: Phase I**

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>PRE-RELEASE</th>
<th>OPENS</th>
<th>CLOSES</th>
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<tbody>
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<td>Department of Health and Human Services</td>
<td>Multiple Dates</td>
<td>Multiple Dates</td>
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<tr>
<td>Department of Commerce, NIST</td>
<td>Jan-2021</td>
<td>Apr-14-2021</td>
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<td>National Science Foundation</td>
<td>Mar-5-2021</td>
<td>Jun-04-2021</td>
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<tr>
<td>Department of Defense, 21.5 and 21.2 SBAA</td>
<td>Apr-21-2021</td>
<td>May-19-2021</td>
<td>Jun-17-2021</td>
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<td>Environmental Protection Agency</td>
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<tr>
<td>Department of Agriculture</td>
<td>Jul-2021</td>
<td>Oct-2021</td>
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<tr>
<td>Department of Commerce, NOAA</td>
<td>Oct-2021</td>
<td>Jan-2022</td>
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<td>National Aeronautics and Space Administration</td>
<td>Nov-2021</td>
<td>Jan-2022</td>
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<td>Department of Homeland Security</td>
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<td>Jan-2022</td>
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<td>Department of Transportation</td>
<td>Feb-2022</td>
<td>Mar-2022</td>
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[www.sbir.gov/solicitations/open](http://www.sbir.gov/solicitations/open)
Solicitation Listing - Closed

This shows the **CLOSED** solicitations by agency.

www.sbir.gov/solicitations/closed
Search Open Topic Areas

1. Go to Funding
2. Select: Topic Areas
3. Click on “Open”

- This search returns open topics
- 333 from the search shown

www.sbir.gov/sbirsearch/topic/current/
Search Closed Topic Areas
1. Go to Funding
2. Topic Areas
3. Click on “Closed” if it isn’t already selected
   - This will pull up the closed topics
   - 13,280 from this search

www sbirsttr sbirsearch topic past
Let's Add a Keyword Search Under: Funding – Topic Areas – Closed

Closed Topic Search

FILTER BY:

"socialskills"

FUNDING TOPICS

OPEN

FUTURE

CLOSED

Agency

Department of Education (3)
Department of Health and Human Services (3)
National Institutes of Health (3)

Search Term | # of Hits
---|---
Shyness | 0
“Social isolation” | 0
Introvert | 0
“Poor social skills” | 0
“Poor communication skills” | 0
“Social skills” | 4 (DoED and HHS)

RFA-DA-20-018: Digital Health Technologies to Address the Social Determinants of Health in context of Substance Use Disorders (SUD) (R43/R44 Clinical Trial Optional)

Purpose: The taking of drugs of abuse is a high-risk behavior associated with immediate and long-term health consequences. Understandably, multiple initiatives to address the opioid crisis in the United States aim to improve pain management, access to medication-assisted treatment, and use of other reversing medications. Moreover, public health experts have also long recognized the impact of social determinants of health on substance use disorders.

Release Date: 03/13/2019
Open Date: 04/22/2019
Due Date: 07/29/2019
Close Date: 07/29/2019

Download | Close Date (descending)
What Recourse Do You Have?

None of the search terms that worked with previous awards, worked in searching open topics

- **Call the Program Manager at HHS**
  - Which Institute does this type of work?

- **Call the Program Manager at NSF**
  - Other Topics (OT)
Contact Program Managers

**Robert Vinson**

**SBIR/STTR Program Manager**

Robert Vinson serves as a Program Manager for the National Institutes of Health (NIH) SBIR/STTR Program in the Office of Extramural Programs (OEP), Office of Extramural Research (OER). In this role he is responsible for providing resources to Federal staff and access to critical information for the small business community seeking early-stage Federal funding. His duties include serving as the primary Contracting Officer’s Representative for the NIH Niche Assessment Program and secondary for the Commercialization Accelerator Program. These programs provide technical assistance, market analysis, and commercialization guidance for NIH SBIR/STTR Phase I and Phase II awardees. Rob is also the OEP Task Manager for the NIH Performance Outcomes Data System.

Before joining the NIH SBIR/STTR Program Office, he was a Senior Grants Policy Analyst at the National Heart, Lung, and Blood Institute (NHLBI). In that role, he managed initiatives and special projects on a variety of grants and administrative policy issues. Rob had been with NHLBI since 1993 when his career began as a Grants Management Specialist and rose to the position of Team Leader, Grants Management Officer, and Branch Chief. Prior to joining NIH Rob was a commercial loan officer, with an emphasis on small business development and community revitalization.

**Phone:** 301-435-2713

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Steve Konak joined the National Science Foundation’s SBIR/STTR program in 2012 and has served as both a Program Director for the SBIR/STTR and the Innovation Corps (i-corps) program. Prior to joining NSF, Steve was the Chief Technology Officer at Lumintek, a venture-backed company developing light emitting diode chips, packages and fixtures for general illumination. He previously served as Chief of Technical Staff at Glo, recognized as one of Europe’s top LED start-up. Prior to Glo, Steve was the Director of Device R&D at Nuttord, a memory startup. Throughout his career, Steve has developed innovative, game-changing technologies across a range of semiconductor applications. He holds numerous patents and publications in LCDs, memory, process integration and nanoscale devices. Steve has a Ph.D. in Physics from the University of Washington and a B.S. in Mathematics from Purdue University.
Building a Winning Team
Qualifications, Experience, and Facilities
I can’t do it myself!

HELP!
Merit Criteria – Your People & Facilities

- DOE

Ability to *competently carry out* the project as evidenced by (1) the qualifications of the PI, other key staff, subcontractors and consultants, if any, and the level of adequacy of equipment and facilities.
Merit Criteria – Your People and Facilities

- DoD

The **qualifications** of the proposed principal/key investigators, supporting staff, and consultants. Qualifications include not only the **ability to perform the research and development** but also the **ability to commercialize the results**.
Thinking Within Constraints

- Work Plan: Skills needed?
- Time: 6, 9, 12 months
- $: Reasonable wage?

- What additional staff do I need?
- What can I afford?
- How do I find them?
- What paperwork do I need?
Thinking Within Constraints

- **Work Plan**
  - Skills needed?

- **Time**
  - 6, 9, 12 months

- **$**
  - Reasonable wage?

  What additional staff do I need?
  What can I afford?
  How do I find them?
  What paperwork do I need?
Work Plans

- Work plans are a substantial portion of the overall proposal.
- The objectives and the work plan need to lead to the generation of data, results, and conclusions that can be used to measure the feasibility of success.
- Specify what will be done, by whom, where, and how (reference equipment used)
  - Include a timeline
- The work plan should link tasks to objectives
- Explain how the execution of the plan will be managed
Thinking Within Constraints

- Work Plan
  - Skills needed?
  - What additional staff do I need?
  - What can I afford?
  - How do I find them?
  - What paperwork do I need?

- Time
  - 6, 9, 12 months

- $ Reasonable wage?
What's the difference between SBIR and STTR?

- Small Business (applicant) 67%
- Subcontract 33%

Optional

- Discretionary 30%
- Research Institution 30%
- Small Business (applicant) 40%

Required

Small Business Innovation Research (SBIR) Small Business Technology Transfer (STTR)

The small business is ALWAYS the applicant and awardee!
What can you do?

- Best to work with professors and universities that understand SBIR/STTR
- Check to see which local universities and professors had participated in the STTR program
- How? Use SBIR.gov
WRITTEN AGREEMENT STRONGLY RECOMMENDED

- Between the small business applicant and any subcontractor or consultant

- Written agreement is required for an STTR

- Agreement must address allocation of IP between the applicant and the research institution
Thinking Within Constraints

- **Work Plan**
  - Skills needed?

- **Time**
  - 6, 9, 12 months

- **Reasonable wage**
  - What additional staff do I need?
  - What can I afford?
  - How do I find them?
  - What paperwork do I need?
Starting a company, hiring more…

What’s a reasonable wage

- Local surveys
- Bureau of Labor Statistics
- Other
Thinking Within Constraints

- Work Plan: Skills needed?
- Time: 6, 9, 12 months
- $: Reasonable wage?

What additional staff do I need?
What can I afford?
How do I find them?
What paperwork do I need?
Stay In Touch

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www.sbir.gov