Small Business Innovation Research and Small Business Technology Transfer Program

National Science Foundation

October 2020

NSF SBIR/STTR Program

- Approximately **$200 million program** that focuses on translating deep-technology innovations into commercial impact

- Centralized program led **by dedicated Program Directors** with relevant technical and commercial (startup/industry/investment) experience

- Awards via flexible **grants**

- Phase I, II and supplements can add up to **approximately $2 million**

Start-up Focus

Program Statistics

- **Company Size:** 90% of awardees have 10 or fewer employees

- **History:** 90% of awardees have never had a prior SBIR/STTR Phase II award from any agency

- **Company Age:** 80% of awardee companies were incorporated within the past 5 years

- **Startup Creation:** Many Phase I awardees have only recently been incorporated
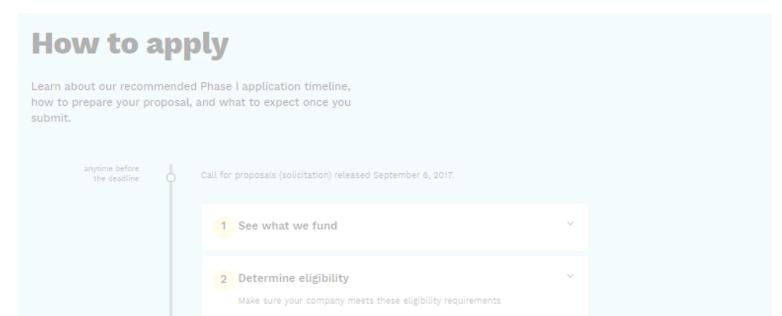
Good Fit?

You might be a good fit if…

- ✓ You need to do **significant technical R&D** needed to overcome challenging technical hurdles in the creation of a new product or service
- ✓ You have **a unique and defensible technical innovation** that promises to create a durable competitive advantage for your firm
- ✓ Your company is structured and staffed for **aggressive commercialization** of the new product/service
- ✓ You have **significant understanding of market and customer** indicating potential to meet an unmet commercial need

First steps: seedfund.nsf.gov/apply

- Submit a 3-page Project Pitch and a Program Director will respond in < 3 weeks
- Project Pitches are accepted anytime and require no other government registrations
- If invited, full proposals are accepted any time during an open submission window. (Remaining 2021 submission windows close in June, September, and December).

How to apply

Learn about our recommended Phase I application timeline, how to prepare your proposal, and what to expect once you submit.

anytime before the deadline

Call for proposals (solicitation) released September 6, 2017.

1 See what we fund

2 Determine eligibility
   Make sure your company meets these eligibility requirements

NSF Innovation Corps (I-Corps)

- Experiential, immersive course for entrepreneurial education (generally focused on a 3-person team)
- Focused on customer discovery to understand the customer archetype and value proposition
- National courses (funded by NSF) and regional programs exist across the country, requirements vary
- 100 customer interviews over 7 weeks, with a goal of arriving at a "go/no go" decision
- Encouraged prior to doing ANY product development

THANK YOU!

Ben Schrag

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https://seedfund.nsf.gov