



Intro to **SEED**

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HHS Small Business Program Lead

SEED (Small business Education & Entrepreneurial Development)
Office of the Director | Office of Extramural Research | National Institutes of Health





*To seek fundamental knowledge about the nature and behavior of living systems and the **application of that knowledge to enhance health, lengthen life, and reduce illness and disability.***

The Small Business Program helps NIH accelerate discoveries from bench to bedside



\$1.2 Billion Dedicated Funding via Set-aside from NIH's R&D Budget



\$1.1 billion

SMALL BUSINESS INNOVATION RESEARCH (SBIR) PROGRAM

Set-aside program for small business concerns to engage in federal R&D -- with potential for commercialization



\$150
million

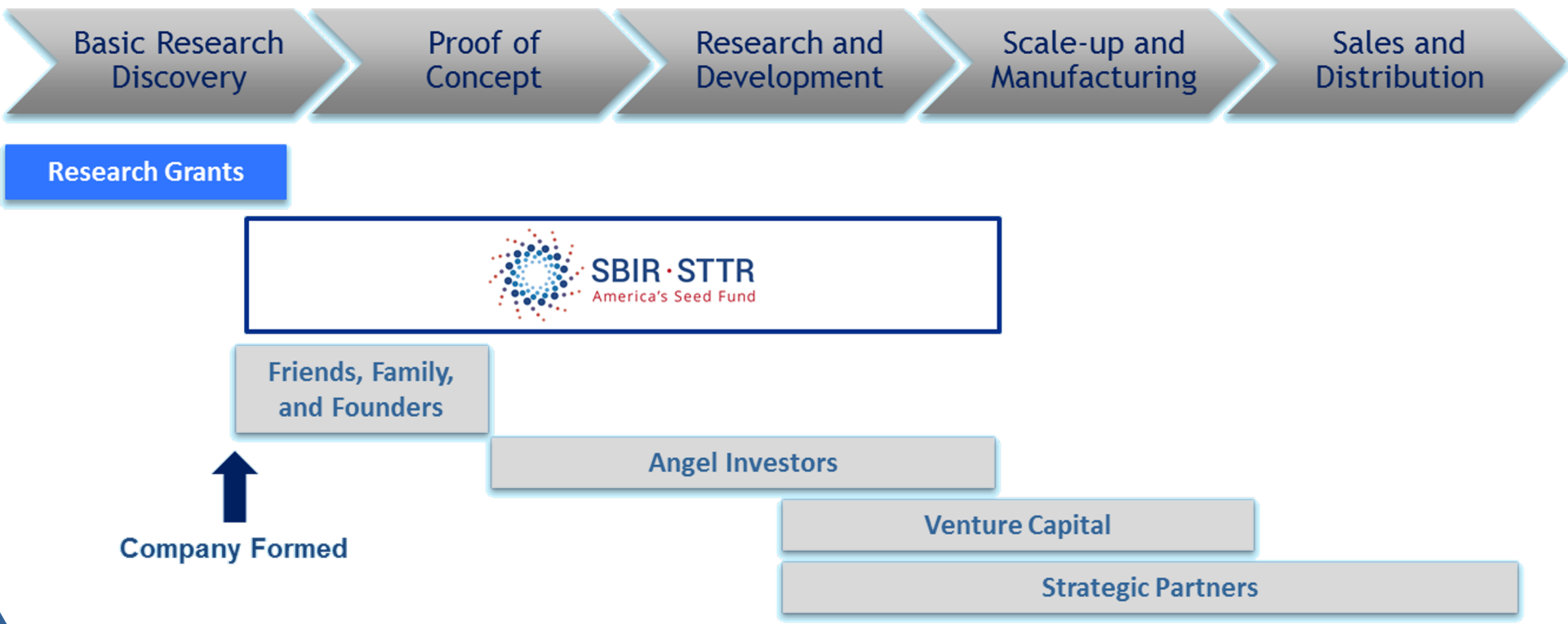
SMALL BUSINESS TECHNOLOGY TRANSFER (STTR) PROGRAM

Set-aside program to facilitate cooperative R&D between small business concerns and US research institutions -- with potential for commercialization

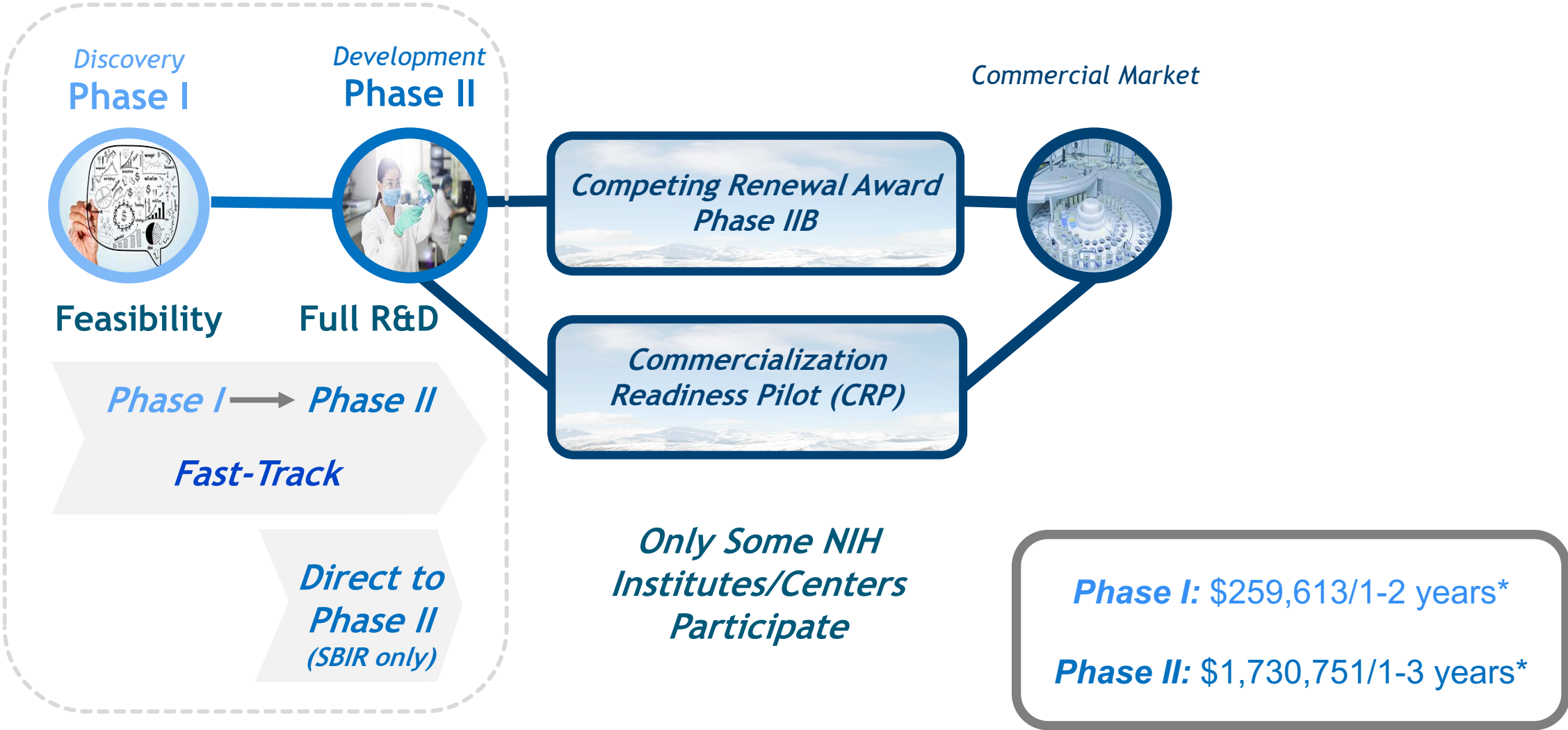


The largest sources of early-stage capital for life sciences in the US

- **“Free Money”**- Non-dilutive capital and not a loan
- **Data and intellectual property rights** are protected
- Awardees can **leverage funding** to attract investors and partners



Phased Programs



*NIH has a waiver from the Small Business Administration to exceed these budgets for many topics

Small Business Program Website

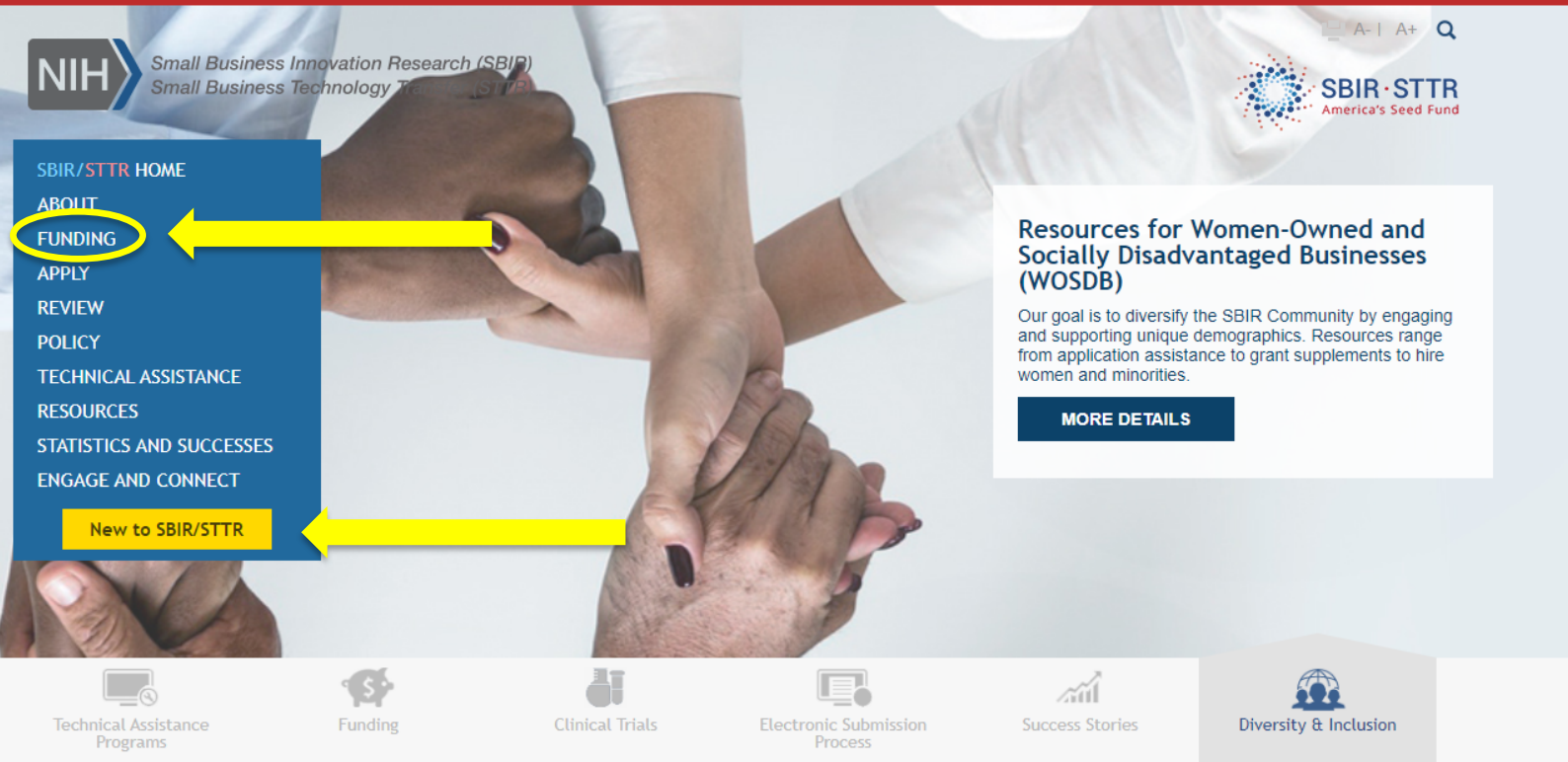
Coronavirus 2019:

[Information for NIH Applicants and Recipients](#)
[Small Business Relief Options and Resources \(SBA\)](#)

<https://sbir.nih.gov>

Majority of the funding goes to investigator-initiated applications

Standard receipt dates:
September 5, January 5,
April 5



What are SBIR and STTR Programs?

The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs, also known as America's Seed Fund, are one of the largest sources of early-stage capital for technology

HHS SBIR/STTR COMPONENT PROGRAM LINKS

NIH Applicant Assistance Program
<https://sbir.cancer.gov/programseducation/aap>



Funding and Support for NIH Innovators: Introducing NIH SEED

Small business Education and Entrepreneurial Development (SEED)

- Supports the NIH innovator community (funding and resources) to validate and advance discoveries to products that improve patient care and health.
- Develop relationships with strategic partners and build opportunities for NIH innovators to further their product development efforts.



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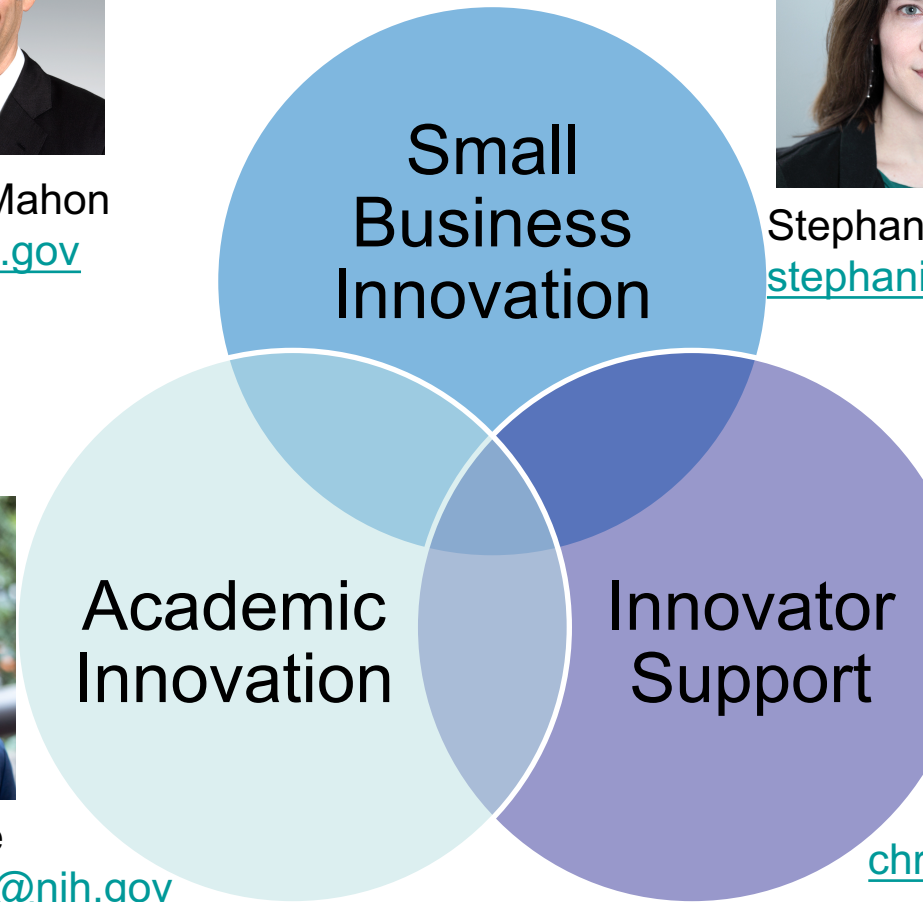
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New Support for Awardees

Technical and Business Assistance (TABA)

TABA Needs Assessment



TABA Funding
(requested in grant application)

Education

I-Corps at NIH *Phase I

Concept to Clinic:
Commercializing Innovation
(C3i) Program

Funding and Support

CRP Funding *Phase II/IIB

Regulatory & Business
Development Consultants

Partnering and Investment Opportunities

Company Showcase



Help small businesses identify and address their most pressing product development needs.

TABA Needs Assessment Report



- ✓ Validates request for TABA funding
- ✓ Helps Company write a strong Phase II Commercialization Plan

- Summary Analysis/Company Summary.....
- Target Market Attractiveness.....
- Technology and Market Needs.....
- Regulatory/Clinical.....
- Business Model Profitability.....
- Reimbursement.....
- Competitive Advantage and Intellectual Property....
- Market Access/Sales and Marketing Strategy.....
- Management Team.....
- Strategic Partners.....
- Funding Status.....
- Recommended Actions/Plan.....

110 companies participating since launch in November of 2020.



“Information received was critically helpful in our business plan.”



“It is like having a professional roadmap.”

Finance, Strategy, Intellectual Property, Regulatory Experts



Investor-in-Residence



Entrepreneurs-in-Residence



Intellectual Property



Regulatory/Reimbursement



Most Important Piece of Advice

The screenshot shows the NIH SBIR/STTR website. The top navigation bar includes the NIH logo, the text 'Small Business Innovation Research (SBIR) Small Business Technology Transfer (STTR)', a search bar, and the SBIR/STTR logo with the tagline 'America's Seed Fund'. A left sidebar contains a menu with items like 'SBIR/STTR HOME', 'ABOUT', 'FUNDING', 'APPLY', 'REVIEW', 'POLICY', 'TECHNICAL ASSISTANCE', 'RESOURCES', 'STATISTICS AND SUCCESS', and 'ENGAGE AND CONNECT' (which is circled in yellow). A yellow arrow points from the 'ENGAGE AND CONNECT' menu item to the 'IC Program Contacts' link in the 'Contact' column of a dropdown menu. Below the dropdown menu is a table of program managers.

	Contact	Engage
	<ul style="list-style-type: none">Contact SBIR/STTRIC Program ContactseRA Service Desk (for electronic submission Qs)Connect	<ul style="list-style-type: none">TwitterLISTSERVNewsWebinarEvents
National Institute on Alcohol Abuse and Alcoholism http://www.niaaa.nih.gov	Megan Ryan Phone: 301-443-4225 Email: mryan1@mail.nih.gov	Jeff Thurston Phone: 301-443-9801 Fax: 301-443-3891 Email: jeffrey.thurston@nih.gov
National Institute of Allergy and Infectious Diseases http://www.niaid.nih.gov	Natalia Kruchinin Phone: 240-669-2919 Fax: 240-627-3162 Email: kruchininn@niaid.nih.gov	Vandhana Khurana Phone: 240-669-2966 Fax: 301-493-0597 Email: khuranav@niaid.nih.gov

Talk to a Program Officer at least a month before the application deadline!

List of SBIR Program Managers:
<https://sbir.nih.gov/engage/ic-contacts>

Research Portfolio Online Reporting Tools (RePORT): <https://report.nih.gov/>

Not sure who to contact?
<https://public.era.nih.gov/commons/public/servicedesk/initseed.era>

or
Email: SEEDinfo@nih.gov





APRIL 26 - 30

FREE VIRTUAL EVENT

2021 HHS Small Business Program Conference

Diverse Perspectives SEEDing Impactful Innovations



Registration is Now Open!



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NIH Guide for Grants
and Contracts
(weekly notification)



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