What You Need to Know
About SBIR and STTR

1. Some Federal agencies participate in SBIR/STTR (NSF); others only participate in SBIR (EPA)
   • SBIR (set aside $ for small businesses to engage in R&D=commercialization)
   • STTR (set aside $ for small business/university cooperative R&D= commercialization)

2. Only small businesses can apply to the 13 participating federal agencies. (>50% US owned; US located)

3. SBIR encourages university partners (>50% PI must be from small business); STTR requires university partners (PI can be from either small business or university—except for campus policy).

4. Phase 1: Feasibility up to $100K (SBIR-6 mos.; STTR-12 mos.)
   • SBIR: <33.3% of $ to subrecipients (includes UCB F&A)
   • STTR <60% of $ to subrecipients (includes UCB F&A)
   • If under a contract, subcontractor must be competed.

5. Phase 2: R/RD up to 2 years (SBIR-750K; STTR-500K)
   • SBIR: <50% of $ to subrecipients (includes UCB F&A)
   • STTR <60% of $ to subrecipients (includes UCB F&A)
   • If under a contract, subcontractor must be competed.

6. Phase 3: Commercialization via non SBIR/STTR funding options
   • Small business eligibility does not apply
   • No limit on number of Phase 3 awards a business may receive
   • May be funded by a different federal agency than Phase 1 or 2
   • Advantage of designation: Extends data rights and subcontractor has sole source status

7. SBIR/STTR are now extended by Congress through December 16, 2011

8. Agencies post solicitations on their sites as well as grants.gov.
   • Current solicitations also available at: http://www.sbir.gov/solicitations
   • Existing Awards described at: http://www.sbir.gov/past-awards

9. REGISTRATION ONGOING:
   6th Annual Entrepreneurial University Startups Conference
   Visit: http://www.ncet2.org

10. National Council for Entrepreneurial Tech Transfer benchmarking start-ups by universities:
    http://center.ncet2.org/index.php?option=com_content&view=article&id=400
Proposal Tips:

- **Work with SPO:**
  - Always submit your part of the proposal through SPO five working days before small business internal due date.
  - Understand that F&A (indirect costs) are applicable.

- Before submitting a Phase I proposal know (generally) what the Phase II prototype will be and have a Transition Plan to a Phase III in mind.

- Understand the federal funding agency’s culture:
  - Don’t judge an agency’s interest by its name.
  - Understand the agency’s mission and needs.
  - Get to know the agency’s program manager.
  - Read the solicitation and follow instructions.

Getting to Phase III

1. Non-SBIR/STTR funding Strategies
   - Selling Product Development under a Phase II
   - Non-Government Funding to Develop Technology or Product
   - Licensing the Technology
   - Non-SBIR Funding from Government to Develop Technology or Product

2. Timing
   - There is no limit on the time that may elapse between the Phase I or Phase II award and a Phase III * (date rights may expire)
   - There is no limit on the time that may elapse between one Phase III and a follow-on Phase III * (data rights may expire)