

AMERICA'S SEED FUND

POWERED BY THE U.S. NATIONAL SCIENCE FOUNDATION

Ben Schrag | SBIR/STTR Program Director | June 2024

HOW TO APPLY & PROPOSAL SUBMISSION TIPS 2024

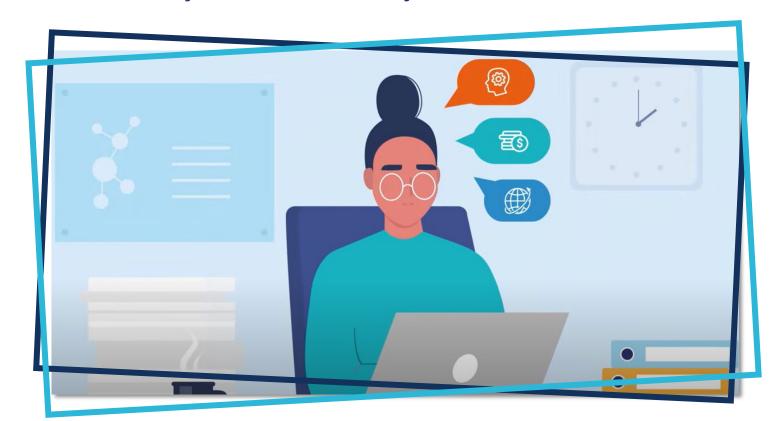


RECEIVE INVITATION TO SUBMIT A FULL PROPOSAL

1. You were invited to submit a full proposal

• (If you have NOT been invited yet, submit a Project Pitch on our website)

2. Now what...?



PROCESS OVERVIEW

1. Receive an official invitation to submit a full proposal.

2. Register your company.

You'll need to register on 3 sites: SAM.gov, Research.gov and SBA.gov.

3. Prepare your proposal.

The SBIR/STTR Solicitation is your guide https://seedfund.nsf.gov/solicitations/.

4. Submit your proposal before 5 p.m. (submitter's local time) to one of the upcoming deadline dates.

- Sept. 18, 2024
- July 2, 2025
- Nov. 6, 2024
 - Nov. 5, 2025
- March 5, 2025

PROCESS INFORMATION

Project Pitch invitations issued between May 16, 2023 and September 18, 2023 will now have until September 18, 2024 to submit a full Phase I SBIR/STTR proposal.

Project Pitch invitations issued between September 19, 2023 and June 21, 2024 will have the stated one-year window to submit their full Phase I SBIR/STTR proposal.

In all cases, NSF will honor the stated Phase I submission expiration date listed in the invitation email sent to the Project Pitch submitter.

KEY CHANGES FOR THIS SOLICITATION

- Max amount for Phase I increased to \$305,000.
- Letters of support no longer permitted (letters of commitment from active participants in the Phase I R&D are still required).
- Project Pitch invitations will now expire at the end of the submission window following the window in which the invitation was sent (e.g. you will now have 4-8 months to submit the full proposal in most cases).
- Project Description contents have been shifted and suggested section lengths have changed.
- The Beat-the-Odds Boot Camp has been replaced with full NSF Innovation Corps participation during Phase I.
- Technical and Business Assistance (TABA) funding can now be included in the Phase I budget, up to \$6,500.
- Phase I projects are now permitted to have durations between 6 and 18 months.



AND TAKE ZERO EQUITY.

→ Get started

Submit a Project Pitch NOW and find out if your project is a good fit.



REGISTER YOUR COMPANY

Complete 3 Registrations!

- 1. System for Award Management (SAM.gov)
- 2. Research.gov
- 3. Small Business Administration (SBA) Company Registration





Entity Registration Checklist

Prepare for Entity Registration in SAM.gov



SAM.gov is an official website of the United States government. SAM.gov is FREE to use. There is no charge to get a Unique Entity ID, register your entity, and maintain your entity registration at SAM.gov.

What can you do with this guide?

The questionnaires and checklists here will help you gather the information you need and prepare to answer the questions in your entity registration.



All Awards registration allows you to bid on contracts and other procurements, as well as apply for financial assistance. Look for the icon on the left to submit an All Awards registration.

https://sam.gov/content/entity-registration

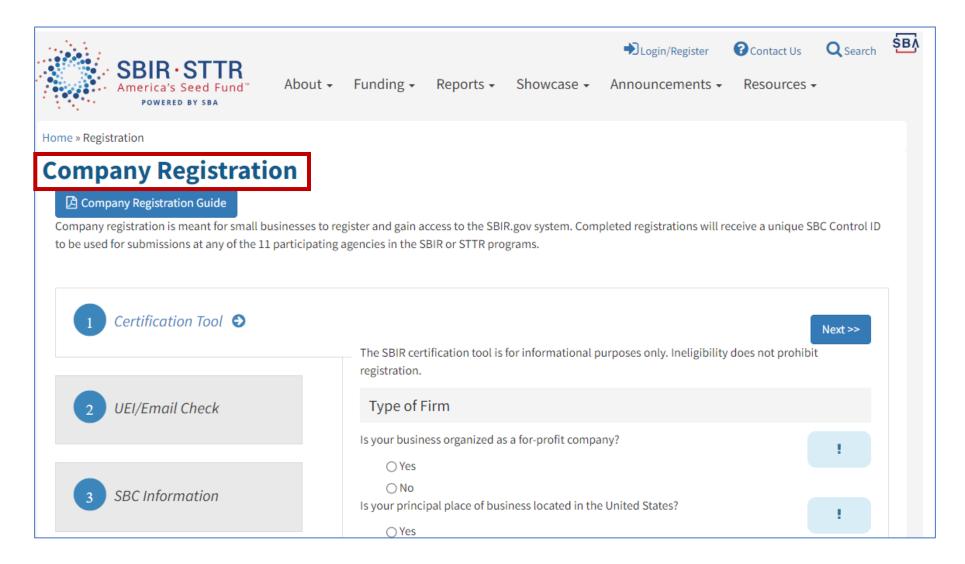


SUBMIT PROPOSALS ONLY IN RESEARCH.GOV

Research.gov

- Register your company in the "Administration" section.
- Prepare and upload your proposal in the "Prepare & Submit Proposal" section.
- There is no downside to starting your proposal as soon as you register!
- You will need to allocate the "Authorized Organizational Representative" permissions to at least one person at your company, as this permission is required for final proposal submission (the AOR could also be the PI).





https://www.sbir.gov/registration



SBIR v. STTR

Small Business Innovation Research (SBIR)

- No partnership requirement.
- The applicant small business must perform a minimum of **66.6%** of the research.

Small Business Technology Transfer (STTR)

- · Requires a partnership with an eligible not-for-profit research institution.
- The applicant small business must perform a minimum of 40% of the research, as measured by the budget, and a minimum of 30% must be performed by the partner research institution.



THE SOLICITATION

Everything you need to know about how to prepare and submit your proposal.

SBIR/STTR Solicitation - NSF 24-579

https://seedfund.nsf.gov/solicitations/



See **Section V** of the solicitation for details.



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- VII. Award Administration Information
 - A. Notification of the Award
 - B. Award Conditions
 - C. Reporting Requirements
- VIII. Agency Contacts
- IX. Other Information



Project Description (15 Pages Maximum)

- Elevator Pitch (no more than one page)
- Commercial Opportunity (recommended length: 1-3 pages)
- The Technical Solution (recommended length: 2-4 pages)
- Company/Team (recommended length: 1-3 pages)
- Technical Discussion and R&D Plan (minimum length: 5 pages, recommended length 5-6 pages)
- Broader Impacts (1-2 pages)











Budget, supplementary documents, etc. See **Section V** of the solicitation.



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NSF requires four documents for EACH listed senior person when submitting a proposal: Biographical Sketch(es), Current and Pending (Other) Support forms, Collaborators and Other Affiliations (COA), and Synergistic Activities.

- See <u>PAPPG Chapter II.D.2.h(i)</u> for complete coverage on the content and formatting requirements for the biographical sketch.
- Biographical Sketches and Current and Pending Support forms must be submitted using SciENcv: Science Experts Network Curriculum Vitae.
- Collaborators & Other Affiliations (COA) Information is submitted using the instructions and spreadsheet template.
- Synergistic Activities are submitted as a PDF document of up to one page.



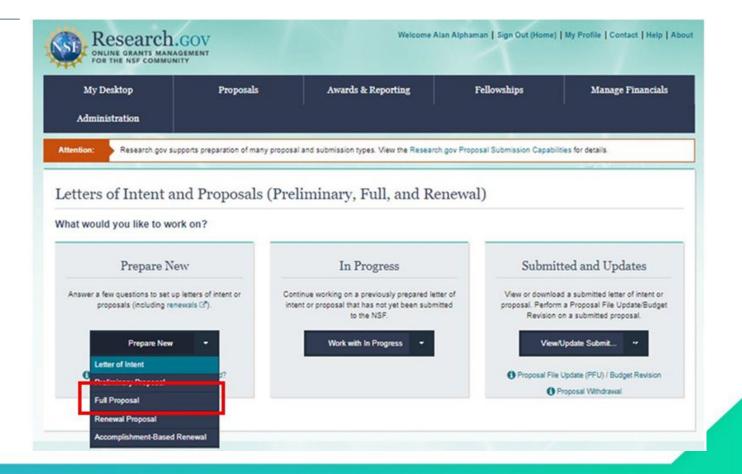
SciENcv Training Resources & Policy Guidance

- NSF Biographical Sketch video tutorial.
- NSF Current and Pending (Other) Support video tutorial.
- SciENcv Help Manual with NSF-specific sections (includes screenshots and step-by-step instructions).
- Using SciENcv Frequently Asked Questions.
- NSF Biographical Sketch and Current and Pending (Other) Support: SciENcv and NSF Formats from a <u>January 2023 Webinar</u>.
- SciENcv Demo (demo starts at 23:49 minute mark).
- Policy guidance: PAPPG Chapters <u>II.D.2.h.(i)</u>. and <u>II.D.2.h.(ii)</u>. for biographical sketch and current and pending (other) support pages.



PROPOSAL SUBMISSION

Now in **Research.gov**.





IMPORTANT LINKS

https://seedfund.nsf.gov/apply/full-proposal/

Find a Step-By-Step Submission < Guide and Q&A video.



ABOUT Y

PORTFOLIO

RESOURCES

SHOWCASE Y

HOW IT WORKS ▼

Q

STARTED THE

PROJECT PITCH

FULL PROPO

PROPOSAL REVIEW & DECISION

Full proposal

Learn more about what you'll need to submit a full Phase I SBIR/STTR proposal to NSF.

Proposal submission guide

See our proposal submission guide to help you navigate entering proposal data into the system.

Review Guidelines

The merit review process enables NSF to make wise investments in all fields of science and engineering research and education. Please read the Merit Review Guidelines to determine if your proposal fits the merit review or broader impacts criteria that we use to make funding decisions.

To safeguard the integrity of the development and evaluation of proposals in the merit review process, we encourage you to also view the Generative Artificial Intelligence (GAI) Systems Memo that establishes guidelines for its use by reviewers and

Q&A videos

Check out our video covering program basics &.



Submission

Proposal submission is due by 5:00 PM submitter's time on the specified due date.

Submission Deadlines:

September 18, 2024 November 6, 2024 March 5, 2025 July 2, 2025 November 5, 2025

Your full proposal (based on the project proposed in the associated Project Pitch) must be submitted within the submission period that is active on the date of your invitation or by the end of the submission period subsequent to the submission period in which the invitation was issued; for example, if a Project Pitch invitation is received on June 30, 2024, you may submit your full proposal by either of the two subsequent deadlines (September 18, 2024 or November 6, 2024).

Solicitations

NSF Small Business Innovation Research/ Small Business Technology Transfer Program Phase I (SBIR/STTR Phase I)

NSF Small Business Innovation Research / Small Business Technology Transfer Programs Phase II (SBIR/STTR Phase II)

NSF 24-582: NSF Small Business Innovation Research / Small Business Technology Transfer Fast-Track Pilot Programs (SBIR-STTR Fast-Track)





REVIEW CRITERIA (FULL PROPOSALS)

High technical risk and a benefit to society are critical elements of a successful proposal.

Intellectual Merit

- Innovative (novel and differentiable approach that will solve a big ongoing problem).
- High-technical risk requiring R&D.

Broader Impacts

 Potential to benefit society and contribute to the achievement of specific societal outcomes.

Commercial Potential

- Market/customers and value proposition identified.
- Company/team suited to aggressive commercialization.
- Sustainable competitive advantage, credible business model.
- NSF funding will "move the needle".

https://seedfund.nsf.gov/resources/awardees/phase-1/merit-review/

TIMELINE FOR REVIEWS AND FUNDING

1 - 3
MONTHS
AFTER
SUBMISSION
DEADLINE

Proposals undergo merit review.

4 - 6
MONTHS
AFTER
SUBMISSION
DEADLINE

We'll notify you whether your proposal is accepted or declined.

5 - 7
MONTHS
AFTER
SUBMISSION
DEADLINE

If your proposal is accepted, you'll receive up to \$305,000.

FUNDING STAGES



PHASE I

Proof-of-concept: 6 – 18 Months

Up to

\$305,000



PHASE II

Prototype readiness: 24 Months

\$1,250,000



PHASE IIB

Partner for early commercialization

\$500,000

TIPS

- 1. Registrations take time; start ASAP!
- 2. The submission guide can help with proposal submission. https://seedfund.nsf.gov/how-to-submit/
- 3. Call or email the help desk with any technical issues. **1-800-381-1532** or **rgov@nsf.gov**
- 4. Don't sweat the budget.
- 5. You don't need a grant writer or generative AI (ChatGPT).
- 6. You're not done until you're assigned a proposal number like "24xxxxx".



Use of generative AI in proposal preparation.

- Proposers are encouraged to indicate in the project description the extent to which, if any, generative AI technology was used and how it was used to develop their proposal.
- Proposers are responsible for the accuracy and authenticity of their proposal submission in consideration for merit review, including content developed with the assistance of generative AI tools.
- NSF's Proposal and Award Policies and Procedures Guide addresses research misconduct, which includes fabrication, falsification, or plagiarism in proposing or performing NSF-funded research, or in reporting results funded by NSF. Generative AI tools may create these risks, and proposers and awardees are responsible for ensuring the integrity of their proposal and reporting of research results.
- This policy does not preclude research on generative AI as a topic of study.

https://new.nsf.gov/news/notice-to-the-research-community-on-ai



THANK YOU!

Research.gov / Proposal Submission System Questions: rgov@nsf.gov or 1-800-381-1532

SBIR/STTR Programmatic Questions: sbir@nsf.gov

