



Funding Innovative Research

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

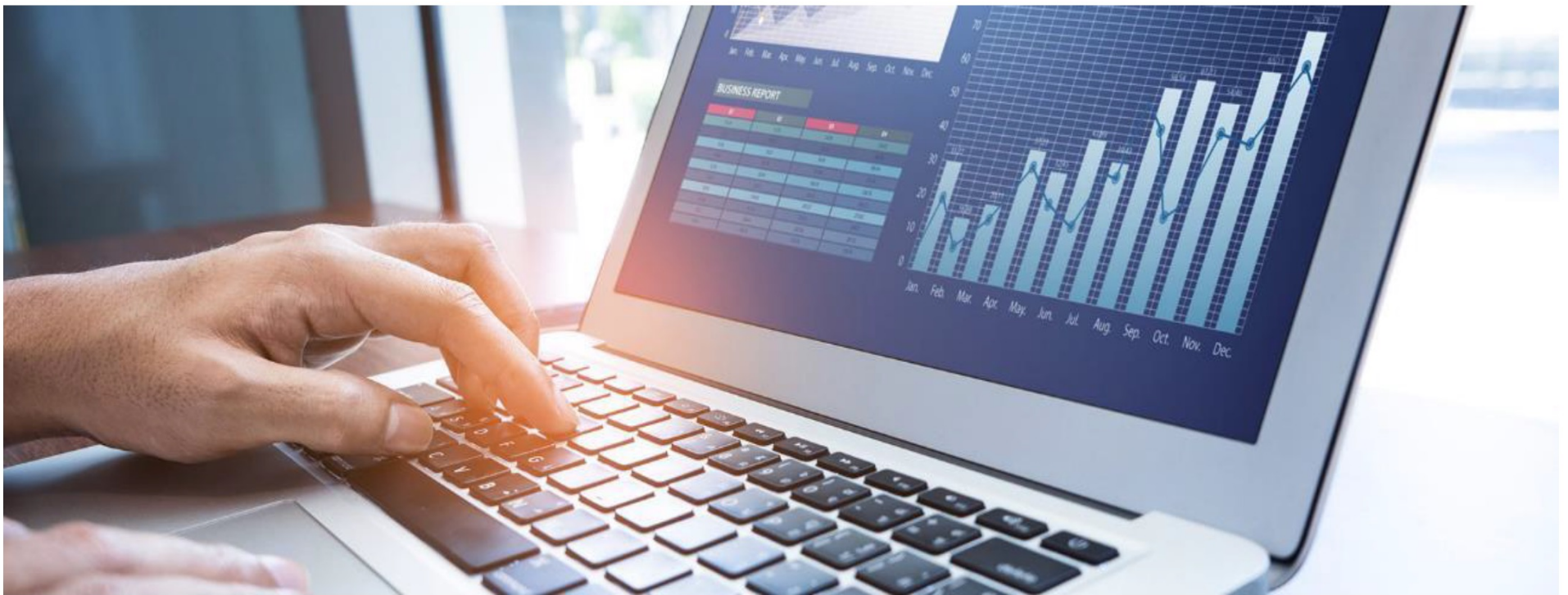



Finding the Right Topic



SBIR · STTR
America's Seed Fund™
POWERED BY SBA

Is there ONE site for searching all SBIR/STTR Opportunities?



A hand is shown typing on a laptop keyboard. The background is a warm yellow color with various business and technology icons overlaid, including a line graph with an upward arrow, a bar chart, a person icon, a gear, a Wi-Fi symbol, and a stack of coins. The text "Learn to search for topics in SBIR.gov" is centered in a bold, dark blue font.

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?

⚠ SBA Guidance for Businesses Impacted by Coronavirus (COVID-19) [LEARN MORE](#)



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SBIR-STTR Online Tutorials

Questions on the SBIR/STTR process?

[Browse Online Tutorials](#)

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

The screenshot displays the SBIR/STTR Award Data search interface. The top navigation bar includes links for Login/Register, Contact Us, and Search. The main navigation menu has options for About, Funding, Reports, Showcase, Announcements, and Resources. The 'Reports' menu is expanded, showing options for Overview, Award Data (highlighted with a yellow arrow), Portfolio, SBIR/STTR Annual Reports, Economic Impact Reports, and Data Resources. The 'Award Data' section shows a search for 'Shyness' with 182,288 results. The search results are displayed in a list view, showing the first 10 results. The first result is 'Consolidation of Heat Pipes within a U-8Mo Core for High Efficiency and Long-Term Reliability' by SBC: The Peregrine Falcon Corporation, awarded in 2021 by the National Aeronautics and Space Administration.

Remember to Use “Quotes” When Searching

Awards Information

FILTER BY:

Agency

- Department of Health and Human Services (32)
- National Institutes of Health (14)
- National Aeronautics and Space Administration (1)
- National Science Foundation (2)

Phase

- Phase I (21)
- Phase II (14)

View As: [List](#) [Chart](#) [State Map](#)

"social isolation"

Company Name

Topic Code

Search

Reset

- i** For best search results, use the search terms first and then apply the filters
- i** The Award database is continually updated throughout the year. As a result, data for FY20 is not expected to be complete until September, 2021.

Displaying 1 - 10 of 35 results

Download -

Awarded Year (descending) -

Developing and Evaluating In-Home Supportive Technology for Dementia Caregivers
SBC: PEOPLE POWER COMPANY Topic: NIA

- 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

Awards Information

FILTER BY:

Agency

- Department of Health and Human Services (32)
- National Institutes of Health (11)
- National Aeronautics and Space Administration (1)
- National Science Foundation (2)

Phase

- Phase I (21)
- Phase II (14)

View As: [List](#) [Chart](#) [State Map](#)

"social isolation" Company Name Topic Code Search

Reset

i For best search results, use the search terms first and then apply the filters

i The Award database is continually updated throughout the year. As a result, data for FY20 is not expected to be complete until September, 2021.

Displaying 1 - 10 of 35 results

Download - Awarded Year (descending) -

Record 1 TO 35

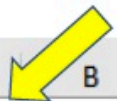
Developing and Ev... for Dementia Caregivers

SBC: PEOPLE POWER COMPANY Topic: N/A

Excel File – Add Filters

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC			
1	Company	Award Title	Agency	Branch	Phase	Program	Agency	Contract	Proposal	Contract	Solicitation	Solicitation	Topic	Contract	Award	Year	Award	Agency	DUNS	Hubzone	Socially	Woman	(Number	Company	Address1	Address2	City	State	Zip	Contact	Contact	Contact
2	PEOPLE PC	Developi	Departme	National I	Phase II	SBIR	R44AG059	4R44AG05	02-01-201	01-31-202	PA17-302	2017	NIA	2019	#####	83039933E	N	N	N					620	LOWELL AVE	Palo Alto	CA	94301-381	JOHN TEETER	(650) 799-j		
3	Charles Ri	Socially-A	Departme	National I	Phase I	SBIR	R43AG066	1R43AG06	09-15-201	08-31-202	PAR18-18	2018	NIA	2019	#####	115243701	N	N	N					625	MOUNT AUBURN	Cambridge	MA	02138-455	MARK FELIX	(617) 491-c		
4	Applied U	Robot-Ass	Departme	National I	Phase II	STTR	R42AG060	4R42AG06	09-01-201	05-31-202	PAR17-10	2017	NIA	2019	#####	080808144	N	N	N					23875	CHESTNUT DR	Loretto	MIN	55357-953	PAUL GIBSON	(612) 470-p		
5	Applied U	Robot-Ass	Department of Health	Phase I		STTR	R42AG060	1R42AG06	09-15-201	08-31-201	PAR17-10	2017	NIA	2018	#####	080808144	N	N	N					23875	CHESTNUT DR	Loretto	MIN	55357-953	PAUL GIBSON	(612) 470-p		
6	WEARIFI, IA	Multim	Department of Health	Phase I		SBIR	R43AG060	1R43AG06	09-15-201	08-31-201	PAR18-32	2018	NIA	2018	#####	08014460E	N	N	N					60	HAZELWOOD DR	Champaign	IL	61820-746	MATTHEW MEITL	(217) 377-r		
7	PEOPLE PC	Developi	Department of Health	Phase I		SBIR	R44AG059	1R44AG05	07-01-201	12-31-201	PA17-302	2017	NIA	2018	#####	83039933E	N	N	N					620	LOWELL AVE	Palo Alto	CA	94301-381	GENE WANG	(650) 799-g		
8	Gen Nine, Phase II		Departme	National I	Phase II	SBIR	R44AG046	2R44AG04	08-01-201	06-30-202	PA17-302	2017	NIA	2018	#####	832649177	N	N	N					201	EAST JEFFERSON	Louisville	KY	40202-124	MARK FAUCI	(631) 774-r		
9	ADVANCE	Automate	Departme	National I	Phase I	SBIR	R44AG057	1R44AG05	09-01-201	06-30-201	PAR16-37	2016	NIA	2017	#####	927303412	N	N	N					6901	E FISH LAKE RD	Maple Gr	MIN	55369-545	TOM D HENDRICKSO	(763) 515-t		

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



	A	B	C	D	E	F	G
1	Compa	Award	Agenc	Branch	Phase	Progra	Agenc
2	PEOPLE PC	Developi	Departme	National I	Phase II	SBIR	R44AG059
3	Charles Ri	Socially-A	Departme	National I	Phase I	SBIR	R43AG066
4	Applied U	Robot-Ass	Departme	National I	Phase II	STTR	R42AG060
5	Applied U	Robot-Ass	Department of Health	Phase I		STTR	R42AG060

	A	B	C	D	E	F	G
1	Compe	Award	Agenc	Branch	Phase	Progra	Agenc
2	PEOPLE PC	Developi					R44AG059
3	Charles Ri	Socially-					R43AG066
4	Applied U	Robot-A					R42AG060
5	Applied U	Robot-A					R42AG060
6	WEARIFI, IA	Multir					R43AG060
7	PEOPLE PC	Developi					R44AG059
8	Gen Nine, Phase II						R44AG046
9	ADVANCE	Automate					R44AG057
10	LUMITEX, Non-Inv						R43DE025
11	Innovative Semi-au						R43HD085
12	INTRA-CEI	Developi					R43MH108
13	Innovative Environ						R44AG053
14	SpeechVis	Developi					R44DC014
15	iotaMotio	SBIR Pha					1621920

Review the Abstracts Online

Award Information

Agency: Department of Health and Human Services	Branch: National Institutes of Health		
Contract: 1R44AG057354-01	Agency Tracking Number: R44AG057354		
Amount: \$224,986.00	Phase: Phase I	Program: SBIR	Awards Year: 2017
Solicitation Year: 2016	Solicitation Topic Code: N/A	Solicitation Number: PAR16-376	

Small Business Information

ADVANCED MEDICAL ELECTRONICS CORPORATION
6901 E FISH LAKE RD STE 190, Maple Grove, MN, 55369-5457

DUNS:
927303412

HUBZone Owned: N	Woman Owned: N	Socially and Economically Disadvantaged: N
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Principal Investigator

Name: GARY HAVEY
Phone: (763) 515-5333
Email: ghavey@ame-corp.com

Business Contact

Name: GARY HAVEY
Phone: (763) 515-5333
Email: ghavey@ame-corp.com

Research Institution

N/A

Abstract

Project Summary Abstract This fast track SBIR application submitted by Advanced Medical Electronics Corp requests funds to develop a software system that helps people living with mild cognitive impairment Alzheimerandepos s disease and other dementias to age in place and give them the choice whether and when to move Staying at home is both preferred and less expensive but there are a number of challenges to overcome The proposed social interactive interface SII which uses augmented intelligence to both converse with the target demographic in natural language and analyze data from Internet of Things devices will address these challenges by relieving problem behaviors and caregiver burden increasing medication adherence and reducing depression social isolation hospitalizations due to dehydration and urinary tract infections thereby reducing the overall cost of care The SII will learn behavioral trends and determine whether activities of daily living are completed When unusual behavior is detected it will alert the caregiver If the SII determines a behavior problem may occur then it will provide a just in time psychosocial intervention e g reminiscence therapy Finally the SII will keep

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

Search Term	Number of Hits	Agencies
shyness	0
“social isolation”	35	HHS, NSF, NASA
introvert	0	
“poor social skills”	1	DoED (2004)
“poor communication skills”	1	HHS (2007)
“social skills”	60	HHS, NSF, DoED, DOD (2019 most recent)

Use phrases with quotation marks in order to secure meaningful results

Some Conclusions

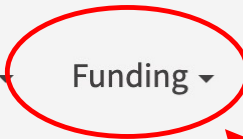
- If the search was conducted using only the first word that came to mind – “shyness” – there would be zero hits returned
- Look at past awards - Ideas for new synonyms sometimes came from looking at other awarded abstracts
- A deeper search of “social isolation” showed that most of the projects funded 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](https://www.sbir.gov) to find a good match

⚠ SBA Guidance for Businesses Impacted by Coronavirus (COVID-19) [LEARN MORE](#)



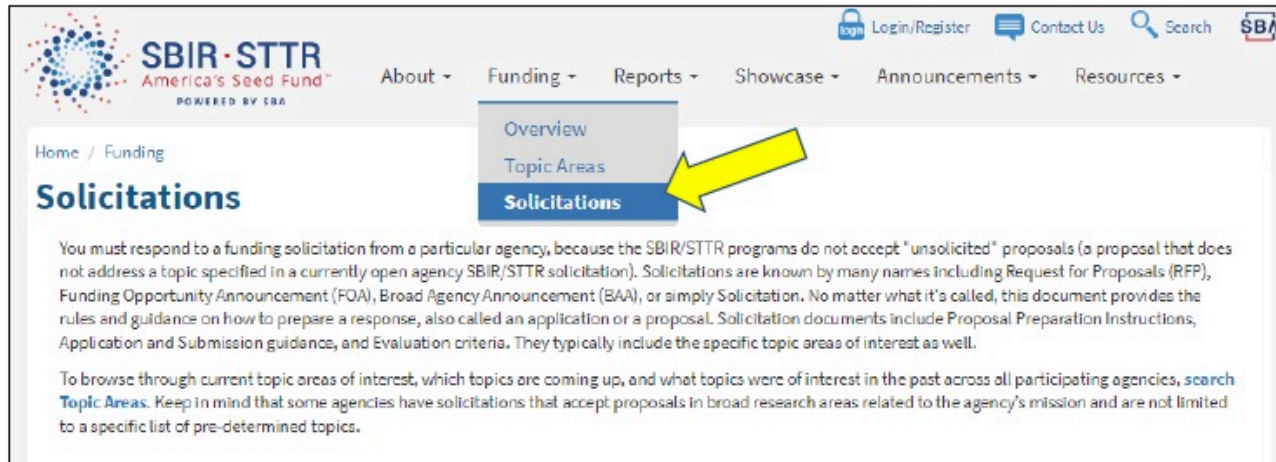
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Search Under: Funding – Solicitations – View Open



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Home / Funding

Solicitations

You must respond to a funding solicitation from a particular agency, because the SBIR/STTR programs do not accept "unsolicited" proposals (a proposal that does not address a topic specified in a currently open agency SBIR/STTR solicitation). Solicitations are known by many names including Request for Proposals (RFP), Funding Opportunity Announcement (FOA), Broad Agency Announcement (BAA), or simply Solicitation. No matter what it's called, this document provides the rules and guidance on how to prepare a response, also called an application or a proposal. Solicitation documents include Proposal Preparation Instructions, Application and Submission guidance, and Evaluation criteria. They typically include the specific topic areas of interest as well.

To browse through current topic areas of interest, which topics are coming up, and what topics were of interest in the past across all participating agencies, search [Topic Areas](#). Keep in mind that some agencies have solicitations that accept proposals in broad research areas related to the agency's mission and are not limited to a specific list of pre-determined topics.

- 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



Agencies

While there are core parts of solicitations that are the same across the SBIR/STTR programs, solicitation guidelines are quite different at different agencies, especially between agencies that provide awards as grants and those that use contracts. The solicitations and topics listed on this site are copies from agencies to be used for general planning purposes, but they may not be the most up-to-date.

For these reasons, you should visit the agency SBIR program sites to read the official version of the solicitations and download the appropriate forms and rules.

Listings

View Open 84 Solicitations Currently Open

View Future 0 Solicitations Opening Soon

View Closed 785 Past Solicitations

HHS Funding Opportunities: Commonly open for multiple years.

Solicitation Listing - Open

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



Listings

View Open

61 Solicitations Currently Open

HHS Funding Opportunities: Commonly open for multiple years.

View Future

0 Solicitations Opening Soon

View Closed

868 Past Solicitations

Schedule: Phase I

AGENCY	PRE-RELEASE	OPENS	CLOSES
Department of Health and Human Services		Multiple Dates	Multiple Dates
Department of Commerce: NIST		Jan-25-2021	Apr-14-2021
National Science Foundation		Mar-5-2021	Jun-04-2021
Department of Defense: 21.B and 21.2 BAA	Apr-21-2021	May-19-2021	Jun-17-2021
Department of Defense: 21.C and 21.3 BAA	Aug-25-2021	Sept-23-2021	Oct-22-2021
Environmental Protection Agency		Jun-2021	Sep-2021
Department of Agriculture		Jul-2021	Oct-2021
Department of Commerce: NOAA		Oct-2021	Jan-2022
National Aeronautics and Space Administration		Nov-2021	Jan-2022
Department of Homeland Security		Dec-2021	Jan-2022
Department of Education		Dec-2021	Jan-2022
Department of Energy		Dec-2021	Feb-2022
Department of Transportation		Feb-2022	Mar-2022

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Home / Solicitations / Solicitation Listing

Solicitation Listing

Click on the Solicitation Title below to view important details to prepare for your submission.

Open Future Closed

Agency Filter: All [Submit] [Reset]

Solicitation	Agency	Program	Release Date	Open Date	Due Date	Close Date
Analytical Validation of a Candidate Biomarker for Neurological Disease (U44 Clinical Trial Optional)	HHS	SBIR	2017-12-22	2018-02-14	Multiple (hover for all dates)	2020-09-07
CREATE Bio Optimization Track for Biologics (SBIR-U44)	HHS	SBIR	2017-08-14	2018-01-15	Multiple (hover for all dates)	2020-09-07
Clinical Validation of a Candidate Biomarker for Neurological Disease (U44 Clinical Trial Optional)	HHS	SBIR	2017-12-22	2018-02-14	Multiple (hover for all dates)	2020-09-07
CREATE Bio Development Track: Nonclinical and Early-Phase Clinical Development for Biologics (U44 Clinical Trial Optional)	HHS	SBIR	2017-12-20	2018-01-20	Multiple (hover for all dates)	2020-09-07
CREATE Bio Development Track: Nonclinical and Early-Phase Clinical Development for Biologics (U44 Clinical Trial Optional)	HHS	SBIR	2017-12-20	2018-01-20	Multiple (hover for all dates)	2020-09-07

www.sbir.gov/solicitations/open

Solicitation Listing - Closed

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

The screenshot shows the SBIR-STTR America's Seed Fund website. The page title is "Solicitation Listing" and it includes a sub-header "Past Solicitations which no longer accept submissions." There are three filter buttons: "Open", "Future", and "Closed". A yellow arrow points to the "Closed" button. Below the filters is an "Agency Filter" dropdown menu set to "All", with "Submit" and "Reset" buttons. A table lists various solicitations with columns for Agency, Program, Release Date, Open Date, Due Date, and Close Date. The "Close Date" column uses color-coded boxes: blue for release, green for open, orange for due, and red for closed.

Solicitation	Agency	Program	Release Date	Open Date	Due Date	Close Date
Small Business Transition Grant For Early Career Scientists (R42 Clinical Trial Not Allowed)	HHS	STTR	2020-11-25	2021-02-10	2021-03-24	2021-03-25
FY21 DOT SBIR Solicitation	DOT	SBIR	2021-02-04	2021-02-04	2021-03-08	2021-03-08
DoD STTR 2021.A	DOD	STTR	2020-12-08	2021-01-14	2021-03-04	2021-03-04
DoD SBIR 2021.1	DOD	SBIR	2020-12-08	2021-01-14	2021-03-04	2021-03-04
HEAL Initiative: Translational Devices to Treat Pain (U44 Clinical Trial Optional)	HHS	SBIR	2018-12-10	2018-12-10	Multiple /hover for all dates	2021-02-22
DOE SBIR/STTR FY 2021 PHASE I RELEASE 2	DOE	SBIR	2020-12-14	2020-12-14	2021-02-22	2021-02-22
ACL/NIDILRR Small Business Innovation Research Program (SBIR) Phase I	HHS	SBIR	2020-12-04	2020-12-04	2021-02-02	2021-02-02
Solicitation on Topics Informing New Program Areas - Supporting Entrepreneurial Energy Discoveries	DOE	SBIR	2020-11-12	2020-11-12	2021-01-26	2021-01-26
2021 Phase I Solicitation	ED	SBIR	2020-12-01	2020-12-01	2021-01-21	2021-01-21
2021 ED/IES SBIR Phase I Special Education	ED	SBIR	2020-12-01	2020-12-01	2021-01-21	2021-01-21

www.sbir.gov/solicitations/closed

Search Under: Funding – Topic Areas - Open

The screenshot shows the SBIR-STTR website interface. The navigation menu includes 'About', 'Funding', 'Reports', 'Showcase', 'Announcements', and 'Resources'. The 'Funding' menu is open, with 'Topic Areas' highlighted by a yellow arrow. On the left sidebar, the 'Open' filter is selected and circled in red. Below the filters, a search bar contains 'Search Keywords' and buttons for 'Search' and 'Reset'. A yellow arrow points to the 'OPEN' filter. A note box contains the following text: 'NOTE: The Solicitations and topics listed on this site are copies from the various SBIR agency solicitations and are not necessarily the latest and most up-to-date. For this reason, you should visit the respective agency SBIR sites to read the official version of the solicitations and download the appropriate forms and rules. If no search results for your keyword(s) were found, you are encouraged to review Agency omnibus solicitations for additional funding opportunities. Omnibus solicitations are structured to be broad, extensive Programmatic issuances with research areas related to the petitioning Agency and are not limited to predetermined Topics/Subtopics. If upon reviewing you have additional questions, you may consider reaching out to the respective Agency for clarification regarding acceptable proposals (https://www.sbir.gov/agency-contacts)'. Below the note, it says 'Displaying 1 - 10 of 333 results' with 'Download' and 'Close Date (ascending)' buttons. A search result for 'PAR-17-457 : CREATE Bio Optimization Track for Biologics (SBIR-U44)' is shown with release, open, due, and close dates. The description of the funding opportunity is partially visible.

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 Under: Funding – Topic Areas - Closed

The screenshot shows the SBIR/STTR website interface. At the top, the navigation menu includes 'About', 'Funding', 'Reports', 'Showcase', 'Announcements', and 'Resources'. The 'Funding' menu is open, with 'Topic Areas' highlighted by a yellow arrow. On the left sidebar, the 'Closed' filter is selected, also indicated by a yellow arrow. The main content area displays a search bar with 'Search Keywords', 'Search', and 'Reset' buttons. Below the search bar is a yellow warning box with an exclamation mark icon and the text: 'NOTE: The Solicitations and topics listed on this site are copies from the various SBIR agency solicitations and are not necessarily the latest and most up-to-date. For this reason, you should visit the respective agency SBIR sites to read the official version of the solicitations and download the appropriate forms and rules.' Below the warning box, it says 'Displaying 1 - 10 of 13280 results' and includes 'Download' and 'Close Date (descending)' buttons. The first result is titled '1: Ultrahigh Temperature Impervious Materials Advancing Turbine Efficiency (ULTIMATE)'. It has four colored date tags: 'Release Date: 04-21-2020' (blue), 'Open Date: 04-21-2020' (green), 'Due Date: 05-31-2020' (orange), and 'Close Date: 05-31-2020' (red). The description reads: 'The ULTIMATE Program seeks to fund the development and demonstration of ultrahigh temperature materials that can operate continuously at 1500 °C in a standalone material test environment (or with coatings, enabling gas turbine inlet temperatures of 1800 °C) or higher, targeting gas turbine applications in the power generation and aviation industries. The successful materials must be able to with ...'. Below the description are tags for 'SBIR/STTR', 'Phase I/Phase II', 'Department of Energy', and 'ARPA-E'.

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.sbir.gov/sbirsearch/topic/past/



Let's Add a Keyword Search Under: Funding – Topic Areas – Closed

Home

Closed Topic Search

FILTER BY:

FUNDING TOPICS

→ OPEN

→ FUTURE

→ CLOSED

Agency

- Department of Education (2)
- Department of Health and Human Services (2)
- National Institutes of Health (2)

Phase



NOTE: The Solicitations and topics listed on this site are copies from the various SBIR agency solicitations and are not necessarily the latest and most up-to-date. For this reason, you should visit the respective agency SBIR sites to read the official version of the solicitations and download the appropriate forms and rules.

Displaying 4 result(s)

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)

Release Date: 05-13-2019

Open Date: 06-29-2019

Due Date: 07-29-2019

Close Date: 07-29-2019

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 overdose-reversing medications. Moreover, public health experts have also long recognized the impact of so ...

SBIR

Phase I/Phase II

Department of Health and Human Services

National Institutes of Health

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)

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



Steve Konek 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 Illumitex, 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 startups. Prior to Glo, Steve was the Director of Device R&D at Nantero, a memory startup. Throughout his career, Steven has developed innovative, game-changing technologies across a range of semiconductor applications. He holds numerous patents and publications in LEDs, 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.

NSF



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 staffers 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, & 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 where his career began as a Grants Management Specialist and rose to the positions 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

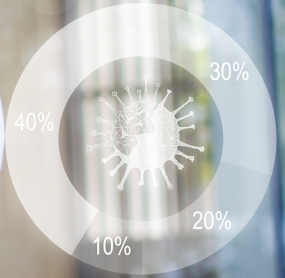
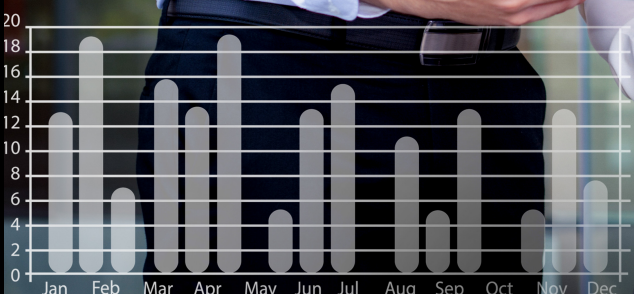
Robert.Vinson@nih.gov

HHS

Building a Winning Team



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And loyal customers talk up a company to their friends, family, and colleagues. In fact, such a recommendation is one of the best indicators of loyalty because of the customer's sacrifice, if you will, in making the recommendation. When customers act as references, they do more than indicate that they've received good economic value from a company.

Qualifications, Experience, and Facilities



- ▶ I can't do it myself!

HELP!

Merit Criteria – Your People & Facilities

- ▶ DOE

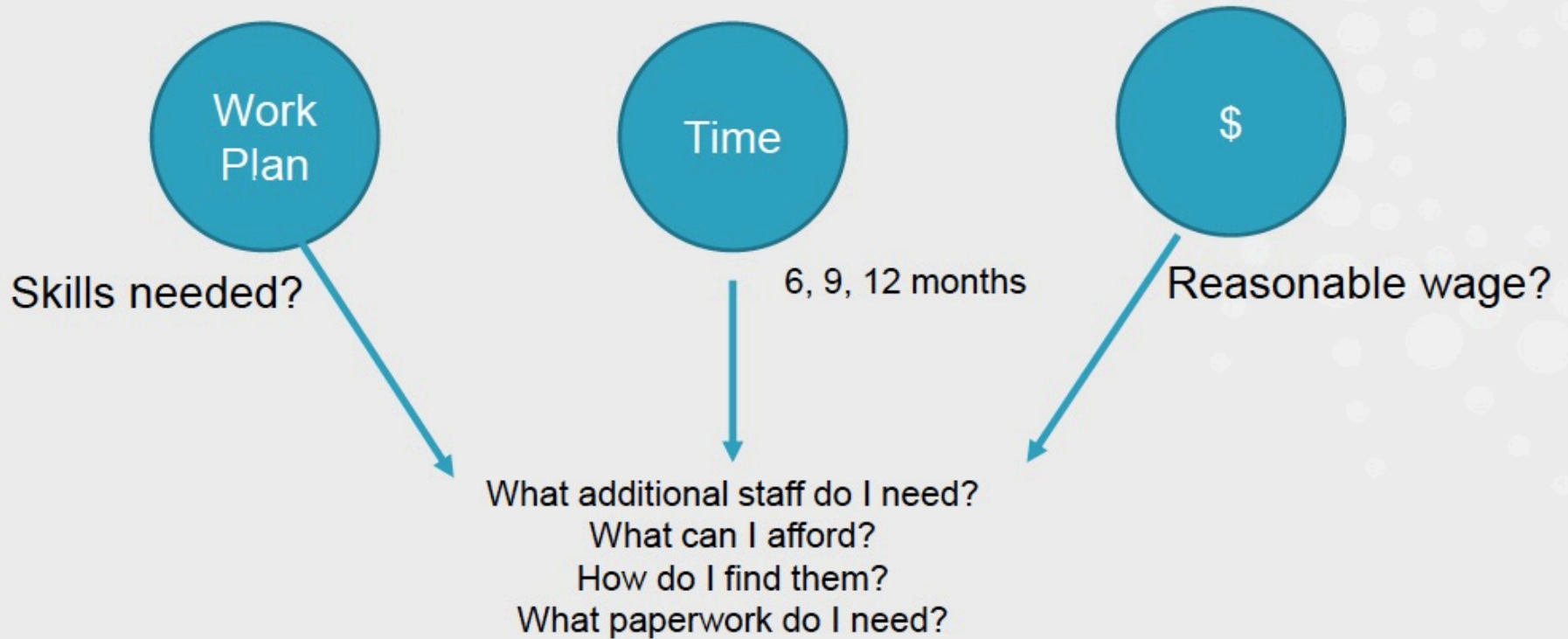
Ability to **competently carry out the project as evidenced by (1) the qualifications** of the PI, other key staff, subcontractors and consultants, if any, and the **level of adequacy of equipment and facilities;**

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



Thinking Within Constraints



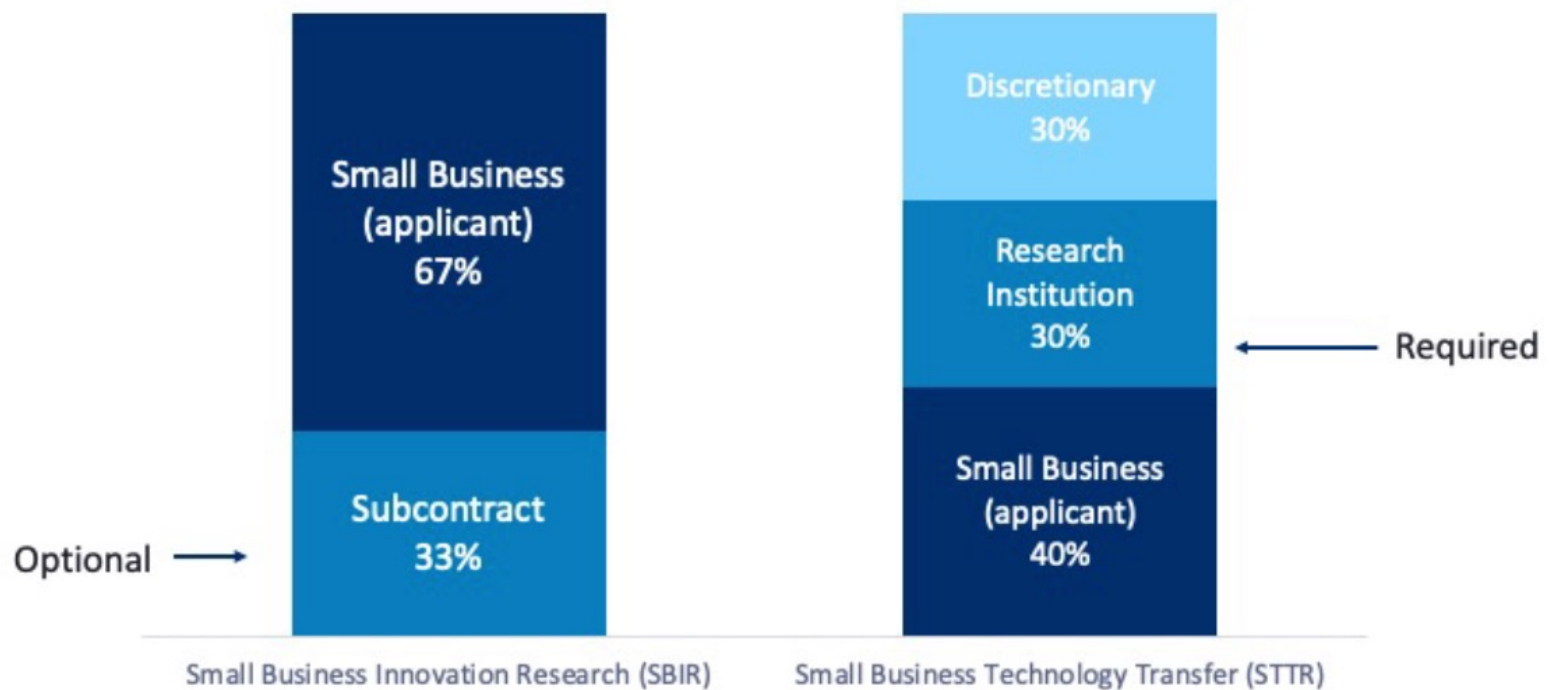
Work Plans

- ▶ 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



What's the difference between SBIR and STTR?



The small business is ALWAYS the applicant and awardee!



CONSULTANTS

SUBCONTRACTORS

EMPLOYEES

CONSULTANT

$$F: I \rightarrow \mathbb{R}, x \mapsto \int_a^x f(t) dt$$
$$\int_a^b f(x) dx = F(b) - F(a)$$



SUBCONTRACTOR



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](https://www.sbir.gov)

Use Company Field

The screenshot shows the SBIR-STTR search interface. At the top, there are navigation links for Login/Register, Contact Us, Search, and SBA. Below this is a header with 'About', 'Funding', 'Reports', 'Showcase', 'Announcements', and 'Resources'. The main content area is titled 'Award Data' and includes a search bar with 'University of Rochester' entered. A red box highlights the search input field, and a red arrow points to it from the top. Below the search bar, there are filters for Agency, Phase, and Program. The Agency filter is expanded, showing various agencies with checkboxes. The Phase filter shows 'Phase I (20)' selected. The Program filter shows 'SBIR (25)' and 'STTR (30)'. Below the filters, there are search results for 'Agile Image Capture for Low Parallax Panoramic 360' by Circle Optics, Inc. The search results show 'Displaying 1 - 10 of 85 results' and a 'Download' button. A red arrow points to the search results area.

Agile Image Capture for Low Parallax Panoramic 360

Award Information

Agency: Department of Defense	Branch: Air Force
Contract: FA8649-2L-P-0209	Agency Tracking Number: FX200-TC501-0481
Amount: \$148,784.00	Phase: Phase I
Solicitation Topic Code: AFX200-TC501	Program: STTR
	Solicitation Number: X21.0

Timeline

Solicitation Year: 2020	Award Year: 2021	Award Start Date (Proposal Award Date): 2020-12-14	Award End Date (Contract End Date): 2021-09-14
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Small Business Information

Circle Optics, Inc.
260 E. Main St, Ste 6408
Rochester, NY 14604-2101
United States

DUNS:
079406404

HUBZone Owned:
N

Woman Owned:
N

Socially and Economically Disadvantaged:
N

Principal Investigator

Name: Andrew Kurtz
Title: akurtz
Phone: (585) 388-7219
Email: andy@circleoptics.com

Business Contact

Name: Ian Gauger
Title: iangauger
Phone: (315) 879-3034
Email: ian@circleoptics.com

Research Institution

Name: University of Rochester
Contact: Jennifer Kruschwitz
Address:
518 Hylan Building
Rochester, NY 14621-6140
United States
Phone: (585) 370-6539
Type: Nonprofit college or university

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



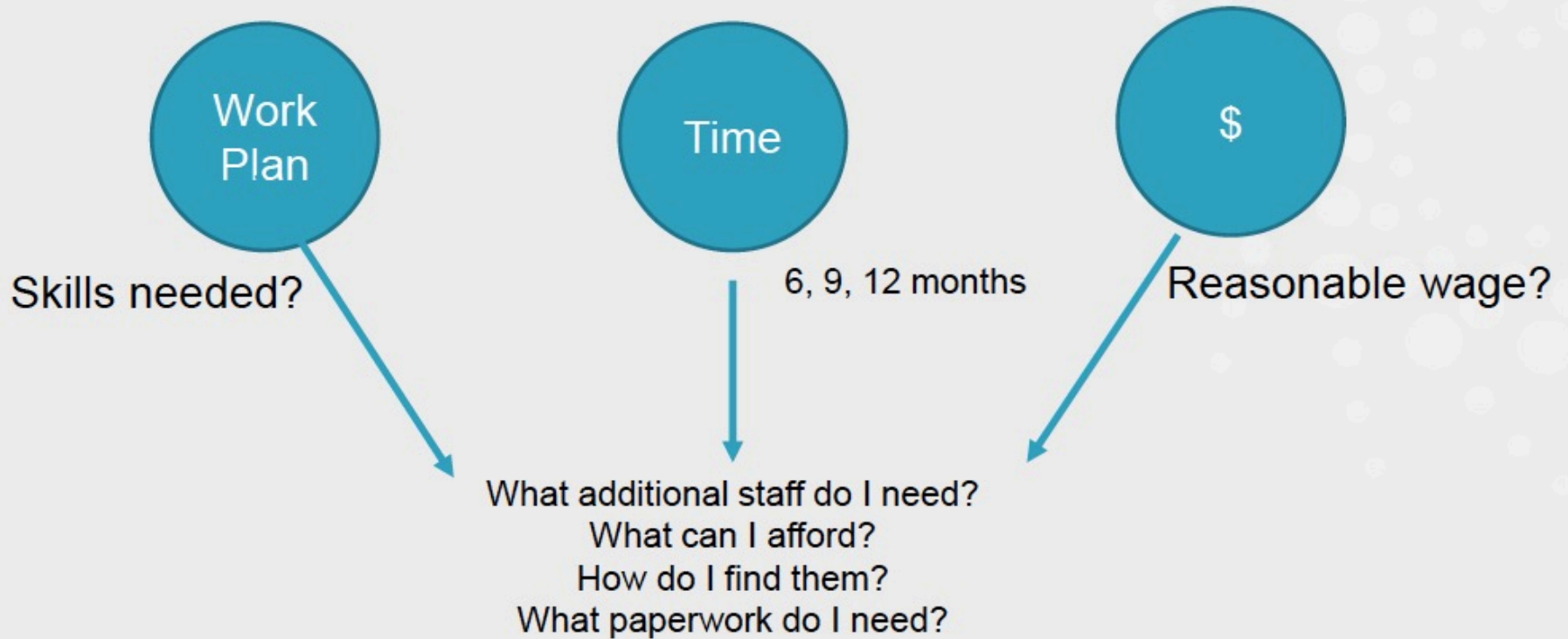


Starting a company, hiring more.....

What's a reasonable wage

- ▶ **Local surveys**
- ▶ **Bureau of Labor Statistics**
- ▶ **Other**

Thinking Within Constraints



⚠ SBA Guidance for Businesses Impacted by Coronavirus (COVID-19) [LEARN MORE](#)



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Entrepreneur

- Learn how to apply
- Confirm eligibility
- Register my company



Support Organization

- See awards in your area
- View training opportunities
- Submit an award



Federal Agency

- Procure cutting edge technology
- Share a success story
- Request an agency login

Stay In Touch

Denise McKenzie
denisemc@hawaii.edu

<http://bit.ly/JoinSBIRList>

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