•	> 90 da	days prior to submission deadline																														_																									
								90 days prior	or to submission deadline	•														0-30 days prior to submission								4-2 w	ks prior to submission deadli	ine	4	4-2 days prior	Deadline	+ 3 weeks after			+ 4-6 weeks after	+ 3-4 months	ths after + 4-6 mc		> 6 m												
r Actions Pursue post-doc studies	Think about starting a company See NS	NSF SBIR ads Follow NSF SE	BIR on social media Attend events for fundraisin	ng.					Speak	k to NSF Staff		Sign up for newsletter (list	serv) Research and figure	out other awardees					Watch videos	Read technology top	opic areas Submit Ex	xecutive Summary	Rea	Read solicitation.	Attend webinar.	Read FAQs.	Apply for a DUNS number quires EIN tax number)	er (re- Register entity with	SAM.gov Register firm with (requires EIN, DU	SBIR.gov Register firm NS) (requires EIN	n with NSF Fastlane Begin to ga	ther letters of support. Enter in	mation into FastLane PI and	d Administrator certification Call	elp desk	Submit proposal		Waiting	Waiting	Waiting	Waiting	Respond to ema	mail(s). PI receives email.	s recommend or reject Waiting	PI rec	receives award letter.	Register for Awards Cash Management System.	Awardee can pull down funding.	Awardees attend Phase I grantee workshop.					Provide updates via program director office hours, monthly phone calls, and/or written reports	At the end of the Phase I period, submit final report.	stomer able to access remain- funding	pply for Phase II
oints es	Fax, Mail or Online: https://www. irs.gov/businesses/small-busi- nesses-self-employed/employ- er-id-numbers-eins		SBA road tour: http://www.sbirroadtour.com/	VC Summit and similar investor events	Local Transfer of Technology (Tor Development of Technology Transfer office	Tradeshows and conferences (e.g., CES, SXSW)	Funding webinars (e.g. Center for Innovation http://www.cit.org/secit-entrepreneur-web	(e.g., CIT.org ,Äî on Technology: service-lines/ ebinars/)	Busine event)	ness card (exchanged from t)	Get PD contact info from NSF SBIR website	NSF SBIR website	NSF SBIR awards	earch Reaching out to they know NSF	to network to see if Word-of	outh Crun	pase	LinkedIn	NSF SBIR website / You	be NSF SBIR website	Emails (PE from webs	D contact info obtained Prograunsoli for a s	ram Director receives an NS licited email; prompts them summary.	NSF SBIR website	NSF SBIR website (Discover through site, email signature, social media, listserv)	NSF SBIR website: https://www nsf.gov/pubs/2017/nsf17029/ nsf17029.jsp	vw. Online: https://fedgov.dnb webform	b.com/ Online: https://www portal/SAM/	.sam.gov/ Online: https://www.registration	vw.sbir.gov/ Online: https gov/a0/abou	s://www.fastlane.nsf. ?? ut/registration.htm	FastLa	FastLa	ane Phor	a	FastLane						Email	Email		Email	nail	Award Cash Management \$ervice (ACM\$)							Email and/or phone	NSF SBIR: https://www.nsf.gov/ eng/iip/sbir/reporting.jsp	vard Cash Management \$ervice CM\$)	
ctions	Apply for Employer Identification Number (EIN)																																					Applicant has to proactively log in to check status. Receives no notification.	Applicant has to proactively log in to check status. Receives no notification.	Applicant has to proactively log in to check status. Receives no notification.	Applicant has to proactive in to check status. Receive notification.	tively log eives no		Applica in to ch notifica	ant has to proactively log leck status. Receives no tion.			Ask questions about drawing down funds.							Log in and submit through Research.gov: https://identity. research.gov/sso/UI/Login	proved final report	
s sses	IRS																								WebEx		Dun & Bradstreet	System for Award I (SAM)	flanagement SBIR	FastLane	n/a					FastLane	Submission deadline		FastLane sends an email that sounds like an acceptance, but it isn,Äôt.	Managed via e-jacket.	Managed via e-jacket.	Managed via e-j	e-jacket PI notified update wh ommende via e-jacke	I by email / status nether proposal is rec- ed or rejected. Managed et. Propos mender from Pf then 30 Manage	als that have been recom- d undergo multiple reviews to Division Director, d days to financial office. ed via e-jacket.	ard letter sent to PI via acket.										vard Cash Management \$ervice CM\$)	
ctions								Solicitation post	oted																			??	Check EIN and/o	r DUNS number.	Third-party letters of si	contacts provide pport in writing.						NSF screens proposals. Propos als that do not meet basic spec- ifications are returned without review (RWR)		Sorting to panels completed.	External merit review beg	egins. Send request fo information.	for additional							Email from Program Director	Email from Amanda	Email from Selda	Email from Comms (Kelly)		research.gov approval process	emaining funds released to stomer.	
ucture, s & «s																											IRS		IRS and/or D&B	??																											
	Starting a company needs to be unpacked a bit. (1) What prompted them to start a company? (2) Have they done some level of (a) market validation/customer development (b) product validation at this point? (3) Assumption that starting a company = getting EIN; (4) What other actions do they need to take in order to become a company?	ler what context would they the ad? What do we want learn about NS stage? Solely the conversion metrics?	ur target audience (1) There are no events or of time-based content on the sthrough ads? (Even the submission deadled tend to be buried.) (2) No sy for managing contacts	other No system for trackng and mar site. aging leads / contacts lines ystem								Unable to segment subscior collect any data-based Only collects email addres es. Low frequency broadc channel. Primary channel notifying new solicitation/ation deadline.	ibers Users did not finc insight. listings or the ava s- the companies ve ast or pplica-	ne search ble data on helpful.							Some ema get differe 10-12% of fall througi unanswere known pro	nail different PDs and ent answers from each. of executive summaries ghathe cracks and are left red. (This is sensitive; a oblem)				FAQs need to undergo legal on review					2 days turnaround. (1) Is there dentify Principal guidelines : (PI) currently susubmit soft letters need how do you	a template or a set of or this? (2) How is this bmitted? (3) Can they copies? (4) Do the to be notarized? I.e., verify/authenticate? Project Person / CVs (structunstru (unstruunstru)	les: Outline of proposal application (This is application); Financials / Budget application (Bright application); Refer to Departation/Bureau of Labor for salary ranges; administration up being the proposition of salary ranges; and the proposition of salar	is a known pain point as the cant has to create another of cant to submit as a research nistrator. Applications wind eing disqualified because are deemed incomplete.)	lp Desk receives hundreds is during peak period			Usually takes about 1 week. Resons for RWR: (1) Projects which were submitted late (2) Projects with project descriptions > 15 pages (if the extra pages have no significant content, we will usually let them go to panel, but if it looks like it,Äös too much to have put on 15 pages, they will returned) (3) Projects asking for significantly more than \$225,000 (4) Some projects which are completely missing a commerci discussion will get flagged by the staff and returned.				be expedited.	ints may get reditional information. le items not already g, human or animal covals, cooperative ements, etc.) should					20% of the money is withheld until the very end of the Phase I period upon receipt of the final report.									
e for er			+	+	+	+	+		/	+	+	/			/	+	+	+	+	/		+	+		+	/	-	-	-	-	-	/	-	-	+			-	_	-	_		-		/	+		+						+	/	+	
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