Timeline	> 90 days prior to submission de	deadline	90 days prior to submission deadline				60-30 days prior to	submission deadline		4-2 weeks prior to submission	ission deadline 4-2 days prior	Deadline + 3 weeks after	+ 4-6 weeks	after + 3-4 months after + 4-6 months after	> 6 months after			
Front Stage Customer Actions Pursue post-do	See NSF SBIR ads		Speak to NSF Staff															
Touchpoints & Devices	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 (ToT) or Development of Technology Transfer office	Tradeshows and conferences (e.g., CES, SXSW) Funding webinars (e.g., CIT.org ,Åî Center for Innovation Technology: http://www.cit.org/service-lines/ cit-entrepreneur-webinars/)	changed from Get PD contact info from NSF NSF SBIR website NSF SBIR awards search SBIR website	Reaching out to network to see if Word-of-mouth Crunchbase LinkedIn they know NSF SBIR	NSF SBIR website / YouTube NSF SBIR website En	nails (PD contact info obtained m website) Program Director receives an unsolicited email; prompts them for a 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/wnsf17029.jsp	nline: https://fedgov.dnb.com/ ebform Online: https://www.sam.gov/ portal/SAM/ Online: https://www.sbir.gov/ registration online: https://www.sbir.gov/ registration	ine: https://www.fastlane.nsf. ?? FastLane //a0/about/registration.htm	FastLane Phone FastLane			Email Email	Email Award Cash Management \$ervice (ACM\$)	e	Email and/or phone	SF SBIR: https://www.nsf.gov/ g/iip/sbir/reporting.jsp Award Cash Management \$ervice (ACM\$)
Other Actions																		g in and submit through Approved final report search.gov: https://identity. search.gov/sso/UI/Login
Back Stage Systems & Processes	IRS							WebEx	un & Bradstreet System for Award Management SBIR Fai (SAM)	n/a	FastLane	Submission deadline	FastLane sends an email that Managed via e-jacket. Managed via e-jacket it isn,Äôt.	Acket. Managed via e-jacket PI notified by email / status proposals update whether proposal is recommended or rejected. Managed via e-jacket. Proposals mended update whether proposal is recommended or rejected. Managed then 30 days are managed via e-jacket.	that have been recomnulation and the state of the state o			Award Cash Management \$ervice (ACM\$)
Other Actions												review (PWR)						
Infrastructure, Partners & Networks								IF	IRS and/or D&B ??									
Notes	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?	How would your target audience (1) There are no events or other nabout NSF SBIR at this time-based content on the site. aging leads / contacts (Even the submission deadlines tend to be buried.) (2) No system for managing contacts		Unable to segment subscribers or collect any data-based insight. Only collects email address-es. Low frequency broadcast channel. Primary channel for notifying new solicitation/application deadline. Users did not find the search listings or the available data on the companies very helpful.		St ge 10 fa ur kr	ome email different PDs and Each solicitation only active different answers from each12% of executive summaries -1 through the cracks and are left answered. (This is sensitive; a own problem)	ive ~60 NSF SBIR is not allowed to FAQs need to undergo legal (1 conduct these until the solicitation review no has been posted. Registration captures email.) Takes 30 days for a free DUNS (1) How long does this process (1) May take 2-6 weeks turn- (1) umber or 5 days for a \$50 fee. take if you,Åôre starting from around. (2) scratch? Inv	Takes 1-2 days turnaround. (1) Is there a template or a set of guidelines for this? (2) How is this currently submitted? (3) Can they submit soft copies? (4) Do the letters need to be notarized? I.e., how do you verify/authenticate? Info includes: Outline of proposal (structured); Financials / Budget (structured); Fleer to Department of Labor/Bureau of Labor Statistics for salary ranges; Project Summary (structured); Personnel (structured); Resumes / CVs (unstructured); Cover Sheet (structured); Business Model (unstructured); Commercialization history / SBA Certification form (unstructured)	(This is a known pain point as the applicant has to create another account to submit as a research administrator. Applications wind up being disqualified because they are deemed incomplete.) (1) Help Desk receives hundreds of calls during peak period administrator. Applications wind up being disqualified because they are deemed incomplete.)	Usually takes about 1 week. Reasons 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, Äôs too much to have put on 15 pages, they will be returned) (3) Projects asking for significantly more than \$225,000 (4) Some projects which are completely missing a commercial discussion will get flagged by the staff and returned.		Some applicants may get requests for additional information. Long lead-time items not already completed (e.g. human or animal subjects approvals, cooperative research agreements, etc.) should be expedited. Decisions are final. No protests ,Äi but are allowed to submit another Phase I proposal. (1) Do applicants receive additional feedback on why they were rejected?		20% of the money is withheld until the very end of the Phase I period upon receipt of the final report.		
Net value for customer		+ +	+ / /	+	+ +	+ +	+ /	+			- / ·		_	- /	+	+ ??	??	+
Net value for NSF SBIR				+	+	-	+ +	+		+	+ / /	+		+ / /			?? +	