Timeline	> 90 days prior to subm	bmission deadline		90 days prior to submission deadline						60-30 days prior to submission deadline				4-2 weeks prior to submission	sion 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-	oc studies Think about starting a company See NSF SBIR ads	Follow NSF SBIR on social media Attend events for fundraising.		Speak to NSF Staff	Sign up for newsletter (listserv)	Research and figure out other awardees		Watch videos Read technology topic are	as Submit Executive Summary	Read solicitation. Attend webit	ar. Read FAQs. Apply fo quires El	a DUNS number (re- tax number) Register entity with SAM.gov	Register firm with SBIR.gov (requires EIN, DUNS) Register firm with NSF Fastlane (requires EIN, DUNS)	ane Begin to gather letters of support. Enter information into FastLane	PI and Administrator certification Call help desk	Submit proposal	Waiting	Waiting	Respond to email(s). PI receives recommend or reject email. Waiting	PI receives award letter. Register for Awards Cash Management System.	Awardee can pull down funding. Awardees attend Phase I grante workshop.	rantee	Pr di ph	vide updates via program At the end of the Phase I period, submit final report. Customer able to access remaining funding ing funding
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. VC Summit and sbirroadtour.com/ events	Local Transfer of Technology (ToT) or Development of Technology Transfer office Tradeshows and conferences (e.g., CES, SXSW) Funding webinars (e.g., CES, SXSW) Center for Innova http://www.cit.org cit-entrepreneur-v	rs (e.g., CIT.org ,Ãi Business card (exc event) rg/service-lines/ -webinars/)	Get PD contact info from NSF SBIR website NSF SBIR website	NSF SBIR awards search Reaching out to network to see if they know NSF SBIR Word-of-	of-mouth Crunchbase LinkedIn	NSF SBIR website / YouTube NSF SBIR website	Emails (PD contact info obtained from website) Program Director rece unsolicited email; pro for a summary.	eives an NSF SBIR website NSF SBIR w through site, social media	bsite (Discover NSF SBIR website: https://www. Online: hemail signature, nsf.gov/pubs/2017/nsf17029/ webform nsf17029.jsp	cps://fedgov.dnb.com/ Online: https://www.sam.gov/ portal/SAM/	Online: https://www.sbir.gov/ registration Online: https://www.fastlane.nsf gov/a0/about/registration.htm	nnsf. ?? FastLane	FastLane Phone	FastLane			Email Email	Email Award Cash Management \$ervice (ACM\$)	ervice		Er	ail and/or phone NSF SBIR: https://www.nsf.gov/ eng/lip/sbir/reporting.jsp Award Cash Management \$ervice (ACM\$)
Other Actions																								
Back Stage Systems & Processes	IRS									WebEx	Dun & B	dstreet System for Award Management (SAM)	SBIR FastLane	n/a		FastLane Submission deadline	FastLane sends an email t sounds like an acceptance it isn,Äôt.	ail that Managed via e-jacket. Managed via e-jacket.	Managed via e-jacket PI notified by email / status update whether proposal is recommended or rejected. Managed via e-jacket. Proposals that ha mended undergo from PD to Divisia then 30 days to fi Managed via e-ja	that have been recomnuterion multiple reviews e-jacket. Division Director, asys to financial office. via e-jacket.				Award Cash Management \$ervice (ACM\$)
Other Actions				Solicitation posted								??	Check EIN and/or DUNS number.	Third-party contacts provide letters of support in writing.			NSF screens proposals. Proposals that do not meet basic specifications are returned without review (RWR)	Sorting to panels completed. External merit review begins.	Send request for additional information.			Email from Program Director Email from Amanda	Email from Selda Email from Comms (Kelly)	research.gov approval process Remaining funds released to customer.
Infrastructure, Partners & Networks											IRS		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?	hey How would your target audience (1) There are no events or other No system for trunt learn about NSF SBIR at this time-based content on the site. aging leads / content stage? Solely through ads? (Even the submission deadlines tend to be buried.) (2) No system for managing contacts	n for trackng and man- s / contacts		Unable to segment subscribers or collect any data-based insight. Only collects email addresses. 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.			Some email different PDs and get different answers from each. 10-12% of executive summaries fall through the cracks and are left unanswered. (This is sensitive; a known problem)	Each solicitation only active ~60 NSF SBIR is conduct thet has been po captures em	not allowed to FAQs need to undergo legal (1) Takes e until the solicitation review number ted. Registration il.	30 days for a free DUNS 5 days for a \$50 fee. (1) How long does this process take if you,Äôre starting from scratch?	(1) May take 2-6 weeks turnaround. (1) Takes 1-2 days turnaround. (2) Need to identify Principal Investigator (PI)	Info includes: Outline of proposal (structured); Financials / Budget (stru	(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.)	nundreds lod	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.Åôs 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 ,Äî 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							-	+	+		+ / /			+	+		+ /	+	+ / /				??	+ / / / / / / / / / / / / / / / / / / /