

Phase		– 90 days				– 30-60 days				– 30 days				– 2-4 weeks		– 2-4 days	Deadline	+ 5 weeks	+ 4-6 weeks	+ 3-4 months		+ 4-6 months	+ 6 months
Front Stage	Customer Actions	Work on commercial/market case and product/project description	Incorporate business	Attend an informal webinar	Contact program director to submit Executive Summary. (optional)	Apply for Employer Identification Number (EIN)	Apply for a DUNS number (requires EIN tax number)	Register firm with NSF Fastlane (requires EIN, DUNS)	Register firm with SBIR.gov (requires EIN, DUNS)	Register entity with SAM.gov	Begin to gather letters of support.			Review and follow NSF SBIR FastLane instructions.	Begin FastLane application; upload documents.	All proposal components should be submitted to FastLane to avoid last-day crises.	Review and double-check everything. Submit if you haven't already!						
	Touchpoints & Devices	various (Lean Canvas, Business Model Canvases, etc.)		Online: https://www.nsf.gov/eng/lip/sbir/Webinar/PhaseI.jsp	Email	Fax, Mail or Online: https://www.irs.gov/businesses/small-businesses-self-employed/employer-id-numbers-eins	Online: https://fedgov.dnb.com/webform	Online: https://www.fastlane.nsf.gov/s0/about/registration.htm	Online: https://www.sbir.gov/registration	Online: https://www.sam.gov/portal/SAM/	Email?			Online: https://www.nsf.gov/eng/lip/sbir/fastlane1.jsp (also EOL Video)	FastLane: https://www.fastlane.nsf.gov/	FastLane: https://www.fastlane.nsf.gov/	FastLane: https://www.fastlane.nsf.gov/						
	Other Actions	I-corps (others incl. accelerators, lean launchpad, startup boot-camps, SBA, pitch competitions, etc.)																					
Back Stage	Systems & Processes	various (f6a)		Registration system	Email, Phone (Salesforce eventually?)	IRS	Dun & Bradstreet	FastLane	SBIR	System for Award Management (SAM)	n/a				FastLane	FastLane	FastLane	e-Jacket ?					
	Other Actions	various (email marketing)			Program Manager responds back by email and/or phone.				Check EIN and/or DUNS number.	??	Third-party contacts provide letters of support in writing.	Solicitation posted to the public.					Administrative screen and sorting into panels completed.	External merit review begins.	Some applicants may get re-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.	Award decisions released.	Money in the bank for awardees, projects begin.	
	Infrastructure, Partners & Networks	I-corps (Others: Global Accelerator Network for f6s)		YouTube	??		IRS	??	IRS and/or D&B			YouTube											
Notes		(1) This was from the journey map but not mentioned in the application instructions. Is this required? Where does incorporation status get verified? (2) How much time/cost is required?				(1) Lacks ability to notify customers of future events.		(1) PM responsiveness limited in the 2 weeks leading up to the solicitation deadline. (2) Customers have been known to submit to multiple PMs. Also sometimes as a way to get more feedback as a way to improve their chances of receiving a grant. (3) Exchanges transpire over email, making all records hard to track and manage.		(1) How long does it take to obtain an EIN online?		(1) How long does it take to obtain a DUNS number online?		(1) How long does it take to register for Fastlane? (2) Need to identify Principal Investigator (PI)		(1) How long does it take to register with SBIR?		(1) How long does this process take if you're starting from scratch?		(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?			
Customer value				Gain a better understanding of the application process.	Receive feedback about their proposal.																		
Organizational value				Inform and prepare potential applicants about the application process.	Capture and pre-qualify prospective applicants.																		