



Sean Brennan &lt;sean.brennan@tekfive.com&gt;

---

**Re: Project Pitch 00061602**

---

Peter Atherton &lt;patherto@salesforce.nsf.gov&gt;

Mon, Jun 12, 2023 at 7:20 AM

To: "sean.brennan@tekfive.com" &lt;sean.brennan@tekfive.com&gt;



Dear Sean,

Thank you for submitting your company's Project Pitch to America's Seed Fund powered by the National Science Foundation.

**Upon reviewing your submitted Project Pitch, I regret to inform you that you are not invited to submit a full proposal to the NSF SBIR/STTR Phase I program.**

Your proposed project was not invited for the following reasons:

- This Project Pitch does not sufficiently articulate the development of a new, high-risk, technological innovation, as defined in the SBIR/STTR solicitation.

Thank you for submitting your Project Pitch. The NSF SBIR/STTR program aims to fund the development of new high-risk technology innovations, as defined in the current SBIR/STTR solicitation (see <https://seedfund.nsf.gov/apply/>). On reviewing your Project Pitch I was unable to find a detailed description of a new high-risk technology innovation that you are planning to develop during the proposed Phase I project. The high-level objective of the project is described, but no clear details are provided regarding a new technical innovation. A successful Project Pitch must not only describe the problem and objectives but also detail the new technical innovation(s) on which the proposed project will be based. During the next submission window you are welcome to submit a new Project Pitch that focuses on providing sufficient technical detail to allow for assessment of the project's potential fit for the program.

The NSF SBIR/STTR Phase I program is designed to support high-risk technology innovation. As stated in our SBIR/STTR program solicitations, projects that are not responsive to the objectives of the NSF SBIR/STTR Phase I program include:

- Evolutionary development or incremental modification of established products or proven concepts.
- Straightforward engineering efforts with little technical risk;
- Evaluation or testing of existing products
- Basic scientific research unconnected to any specific market opportunity or potential new product, process or service.
- Projects seeking funding for non-technical activities (such as business development, market research, and sales and marketing) as well as manufacturing, indirect research and development, and patent costs. Note that NSF's Beat The Odds Boot Camp activity represents an exception to the aforementioned restriction.

Please reference our current NSF SBIR/STTR Phase I program solicitation for more details:

NSF SBIR/STTR Phase I Program Solicitation: <https://www.nsf.gov/pubs/2022/nsf22551/nsf22551.htm>

I hope that you found this feedback useful and encourage you to re-evaluate your project innovation and objectives if seeking funding through the NSF SBIR/STTR Phase I program. You are welcome to resubmit a revised version of this Project Pitch to a future submission window, if you feel you can substantially address the above feedback.

Questions? Please visit our program [website](#) for more information about the Project Pitch process, review criteria, current SBIR/STTR Phase I solicitations, and upcoming informational webinars.

Thank you,  
Peter Atherton  
NSF SBIR/STTR Program Director  
[America's Seed Fund powered by NSF](#)  
National Science Foundation  
Alexandria, VA 22314  
[patherto@salesforce.nsf.gov](mailto:patherto@salesforce.nsf.gov)  
(703) 292-8772

