18F

Service Blueprint / Current State v.1
NSF SBIR Phase I Application

- non-NSF SBIR prompted
- NSF SBIR prompted
- NSF SBIR process

	Timeline			> 90 days							~ 90 days prior to deadline
Front Stage	Customer Actions	Pursue post-doc studies	Think about starting a company	See NSF SBIR ads	Follow NSF SBIR on social media	Attend events for fundraising.					
	Touchpoints & Devices		Fax, Mail or Online: https://www.irs.gov/businesses/small-businesses-self-employed/employer-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 ,Äì Center for Innovation Technology: http://www.cit.org/service-lines/cit-entrepreneur-webinars/)	
	Other Actions		Apply for Employer Identification Number (EIN)								
Back Stage	Systems & Processes		IRS								
	Other Actions										Solicitation posted
	Infrastructure, Partners & Networks										
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?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?	Under what context would they see the ad? What do we want them to do with the ads? What are the conversion metrics?Under what context would they see the ad? What do we want them to do with the ads? What are the conversion metrics?	How does the target audience learn about NSF SBIR at this stage? Solely through ads?How does the target audience learn about NSF SBIR at this stage? Solely through ads?	(1) There are no events or other time-based content on the site. (Even the submission deadlines tend to be buried.) (2) No system for managing contacts(1) There are no events or other time-based content on the site. (Even the submission deadlines tend to be buried.) (2) No system for managing contacts					
	Net value for customer						+	+	+	+	
	Net value for organization										

	Timeline										
Front Stage	Customer Actions	Speak to NSF Staff		Sign up for newsletter (listserv)	Determine if company is a good fit.	Read technology topic areas	Research and figure out other awardees				
	Touchpoints & Devices	Business card (exchanged from event)	NSF SBIR website	NSF SBIR website	NSF SBIR good fit: https://www.nsf.gov/eng/iip/sbir/goodfit.jsp	NSF SBIR topics: https://www.nsf.gov/eng/iip/sbir/topics.jsp	NSF SBIR Portfolio: https://www.nsf.gov/eng/iip/sbir/portfolio.jsp	Reaching out to network to see if they know NSF SBIR	Word-of-mouth	Crunchbase	LinkedIn
	Other Actions										
Back Stage	Systems & Processes										
	Other Actions										
	Infrastructure, Partners & Networks										
Notes				Unable to segment subscribers or collect any data-based insight. Only collects email addresses. Low frequency broadcast channel. Primary channel for notifying new solicitation/application deadline.Unable to segment subscribers or collect any data-based insight. Only collects email addresses. Low frequency broadcast channel. Primary channel for notifying new solicitation/application deadline.	Leading with SBIR versus STTR table is confusing. Links to: **Funding criteria**: http://www.nsf.gov/eng/iip/sbir/peer_review.jsp **Recent Phase I Awards**: http://www.nsf.gov/awardsearch/advancedSearchResult?ProgEleCode=5371%2C1505&BooleanElement=Any&ActiveAwards=true		Users did not find the search listings or the available data on the companies very helpful.Users did not find the search listings or the available data on the companies very helpful.				
	Net value for customer	+	+			/	–	/	+	+	+
	Net value for organization								+	–	–

	Timeline									~ 60-30 days prior	
Front Stage	Customer Actions	Watch videos (i.e., archived webinars)	Register firm with NSF Fastlane (requires EIN, DUNS)	Read current solicitation.	Read FastLane submission guide.	Read funding criteria.	Click on link to view Phase I awards	Solicit pre-submission feedback (Executive Summary)		Attend webinar.	Read FAQs.
	Touchpoints & Devices	NSF SBIR website / YouTube: https://www.nsf.gov/eng/iip/sbir/Webinar/PhaseI.jsp	Online: https://www.fastlane.nsf.gov/a0/about/registration.htm	NSF SBIR recent call: https://www.nsf.gov/eng/iip/sbir/recent_call.jsp	NSF SBIR website: https://www.nsf.gov/eng/iip/sbir/fastlane1.jsp	NSF SBIR website: https://www.nsf.gov/eng/iip/sbir/peer_review.jsp	NSF SBIR website: https://www.nsf.gov/awardsearch/advancedSearchResult?ProgEleCode=5371%2C1505&BooleanElement=Any&ActiveAwards=true	Emails (PD contact info obtained from website)	Program Director receives an unsolicited email; prompts them for a summary.	NSF SBIR website (Discover through site, email signature, social media, listserv)	NSF SBIR website: https://www.nsf.gov/pubs/2017/nsf17029/nsf17029.jsp
	Other Actions										
Back Stage	Systems & Processes		FastLane							WebEx	
	Other Actions										
	Infrastructure, Partners & Networks		??								
Notes			(1) Takes 1-2 days turnaround. (2) Need to identify Principal Investigator (PI)(1) Takes 1-2 days turnaround. (2) Need to identify Principal Investigator (PI)	Each solicitation only active ~60 days each year. Link points here: https://www.nsf.gov/eng/iip/sbir/recent_call.jsp which points to archived solicitation: https://www.nsf.gov/pubs/2016/nsf16599/nsf16599.htm which points to referee page: https://www.nsf.gov/publications/pub_summ.jsp?ods_key=nsf17544 which has a tiny link to the html view of the solicitation: https://www.nsf.gov/pubs/2017/nsf17544/nsf17544.htmEach solicitation only active ~60 days each year. Link points here: https://www.nsf.gov/eng/iip/sbir/recent_call.jsp which points to archived solicitation: https://www.nsf.gov/pubs/2016/nsf16599/nsf16599.htm which points to referee page: https://www.nsf.gov/publications/pub_summ.jsp?ods_key=nsf17544 which has a tiny link to the html view of the solicitation: https://www.nsf.gov/pubs/2017/nsf17544/nsf17544.htm				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)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)		NSF SBIR is not allowed to conduct these until the solicitation has been posted. Registration captures email.NSF SBIR is not allowed to conduct these until the solicitation has been posted. Registration captures email.	FAQs need to undergo legal review. Often updated shortly after each new solicitation is published.FAQs need to undergo legal review. Often updated shortly after each new solicitation is published.
	Net value for customer	/	/	–	–	/	–	+	+	+	/
	Net value for organization							+	+		

	Timeline					~ 4-2 weeks prior			~ 4-2 days prior	Deadline
Front Stage	Customer Actions	Apply for a DUNS number (requires EIN tax number)	Register entity with SAM.gov	Register firm with SBIR.gov (requires EIN, DUNS)	Begin to gather letters of support.	Enter information into FastLane	PI and Administrator certification	Call help desk	Submit proposal	
	Touchpoints & Devices	Online: https://fedgov.dnb.com/webform	Online: https://www.sam.gov/portal/SAM/	Online: https://www.sbir.gov/registration		FastLane	FastLane	Phone	FastLane	
	Other Actions									
Back Stage	Systems & Processes	Dun & Bradstreet	System for Award Management (SAM)	SBIR					FastLane	Submission deadline
	Other Actions		??	Check EIN and/or DUNS number.	Third-party contacts provide letters of support in writing.					
	Infrastructure, Partners & Networks	IRS		IRS and/or D&B						
Notes		(1) Takes 30 days for a free DUNS number or 5 days for a $50 fee. (1) Takes 30 days for a free DUNS number or 5 days for a $50 fee.	(1) How long does this process take if you,Äôre starting from scratch? (1) How long does this process take if you,Äôre starting from scratch?	(1) May take 2-6 weeks turnaround.(1) May take 2-6 weeks 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?(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); Refer to Department of Labor/Bureau of Labor Statistics for salary ranges; Project Summary (structured); Personnel (structured); Resumes / CVs (unstructured); Cover Sheet (structured); Letters of Support (unstructured); Business Model (unstructured); Commercialization history / SBA Certification form (unstructured)Info includes: Outline of proposal (structured); Financials / Budget (structured); Refer to Department of Labor/Bureau of Labor Statistics for salary ranges; Project Summary (structured); Personnel (structured); Resumes / CVs (unstructured); Cover Sheet (structured); Letters of Support (unstructured); 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.) (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(1) Help Desk receives hundreds of calls during peak period		
	Net value for customer	–	–	–	–	–	–	+	/	
	Net value for organization									

	Timeline	3 weeks after the deadline			4-6 weeks after	3-4 months after	4-6 months after		6 months after	
Front Stage	Customer Actions					Respond to email(s).	PI receives recommend or reject email.		PI receives award letter.	Register for Awards Cash Management System.
	Touchpoints & Devices					Email	Email		Email	Award Cash Management $ervice (ACM$)
	Other Actions	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 proactively log in to check status. Receives no notification.			Applicant has to proactively log in to check status. Receives no notification.		
Back Stage	Systems & Processes		FastLane sends an email that sounds like an acceptance, but it isn,Äôt.	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 have been recommended undergo multiple reviews from PD to Division Director, then 30 days to financial office. Managed via e-jacket.	Award letter sent to PI via e-jacket.	
	Other Actions	NSF screens proposals. Proposals that do not meet basic specifications are returned without review (RWR)		Sorting to panels completed.	External merit review begins.	Some applicants may get requests for addi. info. Long lead-time items not yet completed (e.g. human or animal subjects approvals, coop research agreements, etc.) should be expedited.				
	Infrastructure, Partners & Networks									
Notes		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.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’s 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.					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?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?			
	Net value for customer	–	–	–	–	/	/	/	+	/
	Net value for organization									

	Timeline									
Front Stage	Customer Actions	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.	Customer able to access remaining funding
	Touchpoints & Devices							Email and/or phone	NSF SBIR: https://www.nsf.gov/eng/iip/sbir/reporting.jsp	Award Cash Management $ervice (ACM$)
	Other Actions	Ask questions about drawing down funds.							Log in and submit through Research.gov: https://identity.research.gov/sso/UI/Login	Approved final report
Back Stage	Systems & Processes									Award Cash Management $ervice (ACM$)
	Other Actions			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									
Notes		20% of the money is withheld until the very end of the Phase I period upon receipt of the final report.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 organization			??	??	??	??	+	+	