non-NSF SBIR prompted
NSF SBIR prompted
NSF SBIR process

Timeline		> 90 days	90 days prior to deadline		- 60-30 days prior		– 4-2 weeks prior	- 4-2 days prior Deadline 3 weeks after the deadline	4-6 weeks after 3-4 months after 4-6 months after 6 months after		
age Customer Actions Pursue post-o	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) Determine if company is a good fit. Read technology topic areas Research and figure out other awardees	Watch videos (i.e., archived webinars) Register firm with NSF Fastlane (requires EIN, DUNS) Read current solicitation. Read FastLane submission guide. Read funding criteria. Clic away	Click on link to view Phase I solicit pre-submission feedback (Executive Summary) Attend webinar.	Read FAQs. Apply for a DUNS number (requires EIN tax number) Register entity with SAM.gov (requires EIN, DUNS)	Begin to gather letters of support. Enter information into FastLane PI and Administrator certification Call help desk	Submit proposal	PI receives recommend or reject email.	Register for Awards Cash Management System. 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 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. sbirroadtour.com/ VC Summit and similar investor events Local Transfer of Technology (ToT) or Development of Technology Transfer office Local Transfer of Technology (ToT) or Development of Technology Transfer office Funding webinars (e.g., CIT.org ,Ãî (e.g., CES, SXSW) Center for Innovation Technology: http://www.cit.org/service-lines/cit-entrepreneur-webinars/)	Business card (exchanged from event) NSF SBIR website NSF SBIR website NSF SBIR website NSF SBIR portfolio: https://www. nsf.gov/eng/iip/sbir/portfolio.jsp	NSF SBIR website / YouTube: https://www.nsf.gov/eng/iip/sbir/ Webinar/Phasel.jsp Online: https://www.fastlane.nsf. gov/a0/about/registration.htm NSF SBIR recent call: https:// www.nsf.gov/eng/iip/sbir/re- cent_call.jsp NSF SBIR website: https://www. nsf.gov/eng/iip/sbir/fastlane1.jsp isp NSF SBIR website: https://www. nsf.gov/eng/iip/sbir/fastlane1.jsp isp Online: https://www. NSF SBIR website: https://www. psf.gov/eng/iip/sbir/fastlane1.jsp isp Online: https://www. NSF SBIR website: https://www. nsf.gov/eng/iip/sbir/fastlane1.jsp isp	NSF SBIR website: https:// www.nsf.gov/awardsearch/ advancedSearchResult?ProgEle- Code=5371%2C1505&Boolean- Element=Any&ActiveAwards=true Emails (PD contact info obtained from website) Frogram Director receives an unsolicited email; prompts them for a summary. NSF SBIR website (Discover unsolicited email; prompts them for a summary.	NSF SBIR website: https://www.nsf.gov/pubs/2017/nsf17029/nsf17029.jsp Online: https://fedgov.dnb.com/portal/SAM/ Online: https://www.sam.gov/portal/SAM/ Online: https://www.sbir.gov/registration	FastLane Phone	FastLane	Email Email Email	Award Cash Management \$ervice (ACM\$)	Email and/or phone NSF SBIR: https://www.nsf.gov/ eng/iip/sbir/reporting.jsp Award Cash Management \$ervice (ACM\$)
Other Actions	Apply for Employer Identification Number (EIN)							Applicant has to proactively log 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.	has to proactively log Applicant has to proactively log in to check status. Receives no notification. Applicant has to proactively log in to check status. Receives no notification.	Ask questions about drawing down funds.	Log in and submit through Research.gov: https://identity. research.gov/sso/UI/Login
age Systems & Processes	IRS			FastLane	WebEx	Dun & Bradstreet System for Award Management (SAM) SBIR		FastLane sends an email that sounds like an acceptance, but it isn,Äôt. Hand and the sends an email that sounds like an acceptance, but it isn,Äôt.	Managed via e-jacket. Managed via e-jacket Managed via e-jacket Managed via e-jacket PI notified by email / status update whether proposal is 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.		Award Cash Management \$ervice (ACM\$)
Other Actions		Solicit	Solicitation posted			?? Check EIN and/or DUNS number.	Third-party contacts provide etters of support in writing.	NSF screens proposals. Proposals solved als that do not meet basic specifications are returned without review (RWR)	panels completed. External merit review begins. Some applicants may get requests for addl. info. Long leadtime items not yet completed (e.g. human or animal subjects approvals, coop research agreements, etc.) should be expedited.	Email from Program Director Email from Amanda Email from Selda E	research.gov approval process Remaining funds released to customer.
Infrastructure, Partners & Networks				??		IRS and/or D&B					
	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 adf What do we want and the conversion metrics? How does the target audience learn the conversion metrics? SIMP at the temperature of the conversion metrics? How does the target audience learn the conversion metrics? SIMP at the stage of the conversion metrics? How does the target audience learn does the target audience learn about NRS SBIR at this stage? Solely through ads? 1) There are no events or other time-based content or the site. In the conversion metrics? 1) There are no events or other time-based content or the site. In the conversion metrics? 1) There are no events or other time-based content or the site. In the conversion metrics? 1) There are no events or other time-based content or the site. In the conversion metrics? 1) There are no events or other time-based content or the site. In the conversion metrics? 2) There are no events or other time-based content or the site. In the conversion metrics? 2) There are no events or other time-based content or the site. In the conversion metrics? 2) There are no events or other time-based content or the site. In the conversion metrics? 3) There are no events or other time-based content or the site. In the conversion metrics? 3) There are no events or other time-based content or the site. In the conversion metrics? 2) There are no events or other time-based content or the site. In the conversion metrics? 2) There are no events or other time-based content or the site. 2) There are no events or other time-based content or the site. 2) There are no events or other time-based content or the site. 2) There are no events or other time-based content or the site. 2) There are no events or other time-based content or the site. 2) There are no events or other time-based content or the site. 2) There are no events or other time-based content or the site. 2) There are no events or other time-based content or the site. 2) There are no events or other time-based content or the site. 3) There are no e	Unable to exprent suitanches or collect any state based irregit. Only collect a result addressed. Chic collect a result addressed. C	(2) Need to identify Principal Investigator (Pi(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) ### Additional Content of the Investigator (Pi) ### Additional Content of t	Some email different PDs and get different answers from each. 10-12% of executive summaries to canduct 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.NSF SBIR is not allowed to conduct these until has been posted. Registration captures email.NSF SBIR is not allowed to conduct these until has been posted. Registration captures email.NSF SBIR is not allowed to conduct these until has been posted. Registration captures email.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. 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Registration allowed to conduct has been posted	FAQs need to undergo legal (1) Takes 30 days for a free DUNS (1) How long does this process after each new solicitation is published. FAQs need to undergo legal review. Often updated shortly after each new solicitation is published. (1) Takes 30 days for a \$50 fee. (1) Takes 30 days for a \$50 fee. (2) Takes 30 days for a \$50 fee. (3) Takes 30 days for a \$50 fee	Info includes: Outline of proposal further a template or a set of guidelines for this? (2) How is the letters need to be notarized? I.e., how do you verify/authenicate? (3) Can they submit soft copies? (4) Do the letters need to be hot letters need to be included? (Instructured); Business Model (unstructured); Business Model (unstructured); Business Model (unstructured); Personnel (strucet); Financials / Budget (structured); Regumes / Outline of proposal (structured); Personnel (strucet); Personnel (strucet); Personnel (strucet); Personnel (structured); Personnel (structured); Personnel (structured); Personnel (structured); Personnel (structured); Cover Sheet (structured); Personnel (structured); Personnel (structured); Cover Sheet (structured); Personnel (structured); Personnel (structured); Cover Sheet (structured); Personnel (structured); Cover Sheet (structured); Personnel (structured); Personnel (structured); Cover Sheet (structured); Personnel (structured); Cover Sheet (structured); Personnel (structured); Cover Sheet (structured); Desires Model (unstructured); Personnel (structured); Personnel (structured); Personnel (structured); Desires Model (unstructured); Personnel (structured); Personnel (structured); Personnel (structured); Personnel (structured); Cover Sheet (structured); Personnel (structu	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, 86 too much to have put on 15 pages, they will be returned) (3) Projects asking for significant 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 with project descriptions 5 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, 19 pages, and 19 pages, they will be returned, 19 pages, they will be returned, 19 pages, they of 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 'Āī but are allowed to submit another Phase I proposal. (1) Do appli- cants receive additional feedback on why they were rejected?Dec cisions are final. No protests 'Āi but are allowed to submit another Phase I proposal. (1) Do appli- cants 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 White the very end of the Phase I period upon receipt of the final report.	
Net value for customer		+ +	+ + + + + + + + + + + + + + + + + + + +	+ / / / / / / / / / / / / / / / / / / /	- + +	/	- +		- / / +	/ + ?? ?? ?? ??	?? + +
Net value for organization					+						?? +