5 Keys to SBIR Success

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Therefore you need to have a funding strategy.

SBIR doesn’t fund science fair projects...

Developing the Business of Technology
2. SBIR/STTR exists to solve the “come back when” problem

Therefore you need to know when “when” is

SBIR/STTR: Planning 3 Phases

Goals

- **Phase I Goal = FEASIBILITY**
  - Feasibility of what? Whatever you hope to accomplish in Phase II!

- **Phase II Goal = Further R&D**
  - How far? You decide based on…

- **ULTIMATE GOAL = COMMERCIALIZATION!**
3. Understand the goal and develop your proposals accordingly

There is no such thing as the “build it and they will come” business model
4. Know your Customer(s)

- The (11) agencies
  - 11 different goals
  - 11 different proposal processes
- The market(s)
- The investors
- The strategic partners
5. Get your Priorities Straight

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<th>Year 1</th>
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