Innovation Acceleration: Early Stage Funding for the New Venture
~ SBIR and STTR ~

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SBIR/STTR

• Overview of SBIR/STTR Programs
  – Purposes and eligibility
  – Differences between programs
  – Participating Federal Agencies

• Navigating the Application
  – What Do You Need To Know About Writing the Proposal?
What is S-B-I-R?

• Federal Legislation

• Federal Incentives

• Phases I, II, and III
**Purposes of SBIR/STTR**

- To stimulate technological innovation

- To increase the commercialization of products and services from federal R&D assistance
  - Potential for partnerships in R&D that can generate IP

- To motivate private sector commercialization of SBIR research
SBIR Outreach Program Objectives

- Increase the number and success of small technology-based businesses
- Stimulate and encourage broader SBIR and STTR participation
- Increase the number of awards at all levels (Phases I, II and III)
- Reach out to small businesses
- Provide assistance in applying for awards
The Federal Government uses small businesses to meet federal R&D needs

- Recognizes the role small companies play in producing innovations
  - Small businesses have generated 64% of net new jobs over the past 15 years.
  - Produce 13 times more patents per employee than large patenting firms; these patents are 2X as likely as large firm patents to be among the one percent most cited
What does SBIR/STTR fund?

- Exploitation of scientific breakthroughs
- Innovation through the use of emerging technologies
- Novel application of existing technologies
- New capabilities or major improvements to existing technologies
General Points for SBIR and STTR

• Grant (or contract) programs
  – Company owns all IP from the research

• SBIR and STTR fund pre-feasibility R&D
  – **NOT** marketing or business development
  – Not patenting

• The small company must be the applicant
  – <500 employees, American-owned
Reasons for the U.S. to Be Interested in SBIR

- The U.S. supports technology development to meet national objectives:
  - military, commerce, health, education, space, energy, agriculture, transportation, the environment and basic science
Companies that were started with SBIR Funding
Available Funding

- **Small Business Innovation Research (SBIR)**
  11 Federal Agencies
  - ~$2.0B to ~2.5B annually
  - Follows a three phase process

- **Small Business Technology Transfer Research (STTR)**
  5 federal agencies
  - Over $200M annually
  - Follows a three phase process
  - Requires non-profit participation
Important Factors for Positioning your Proposal

• Commercial application is the focus of SBIR and STTR
  – Provide good ROI evidence

• Market and customer need is the driving force

• Economic prosperity for the U.S.
  – Job creation
  – Richer tax payers
  – Keep the U.S. globally competitive
What is the Business Opportunity?

• Not a loan or equity!

• A good idea is necessary but not sufficient

• True innovation can take a long time to move from idea to lab bench to production and to the customer
  – Innovation is risky

• Innovation is expensive and may fail, but a focus on the end use from the beginning is vital
  – An early business plan is NOT required for SBIR, but a commercialization focus is a must!
History of SBIR Program

- 1982 - Congress passed the Small Business Innovation Development Act
- 1986 - Reauthorization
- 1992 - Congress extended SBIR and created STTR
- 2000 - Renewal until 9/30/08
- 2001 – STTR renewal until 9/30/09
- 2012 – Renewal until 2017
Three Phases of SBIR

- **Phase I**: Scientific and technical feasibility (Six months up to $150,000)

- **Phase II**: Concept refinement, generally leading to prototype (Two years up to $1M)

- **Phase III**: Commercialization (non-SBIR funded phase)
SBIR “Innovation” Model

PHASE I
Feasibility Research

PHASE II
Research towards Prototype

PHASE III
Product Development to Commercial Market

Private Sector Investment/Non-SBIR Federal Funds (before/during/after!)

Federal Investment

Taxes
What is STTR?

– Small Business Technology Transfer Program created in 1992
– Cooperative R&D between small business and research institutions
– Joint venture introducing entrepreneurial skills to high-tech research efforts
Three Phases of STTR

• **Phase I**
  - Awards up to $150,000 for up to one year
  - Explore scientific, technical, and commercial feasibility of an idea or technology

• **Phase II**
  - Awards up to $1 M for two years
  - R&D work performed and commercial potential considered

• **Phase III**
  - Non-STTR funding to move from lab to market
SBIR/STTR Differences

- **SBIR**
  - 11 agencies participate
  - Two-thirds (minimum) of funds spent inside the company
  - One-third spent on outside consultants or resources
  - SBIR is 2.8% of external R&D budget – in FY 14

- **STTR**
  - 5 agencies participate
  - Company performs at least 40% of work
  - Research institution performs at least 30% of work
  - STTR set-aside percent was increased to 0.35% for 2012 and 2013, and will increase to 0.4% for 2014 and 2015, and to 0.45% for 2016 and thereafter and Ph II up to $1M in 2011
  - Allocation of Rights agreement required
  - Phase I term is up to one year
  - Topics may be limited, different cycle than SBIR
Critical Differences Between SBIR and STTR

• **Research Partner**

  **SBIR:** *Permits* (encourages) research institution partners
  
  \[ \sim 33\% \text{ Phase I and } 50\% \text{ Phase II R&D} \]

  **STTR:** *Requires* research institution partners (e.g., universities)
  
  \[ 40\% \text{ small business and } 30\% \text{ research institution} \]
Critical Difference
Principal Investigator

**SBIR:** Primary (>50%) employment **must** be with small business concern
- 2010 – NSF requirement = only one PI on one NSF proposal per solicitation deadline

**STTR:** Primary employment not stipulated
[PI can be from research institution and/or from small business concern]
Eligibility for SBIR/STTR

- American-owned, independently operated
- For-Profit business less than 500 employees
- Not dominant in the proposed field of operation
- The Principal Investigator is employed by the business over 50% time (SBIR)
- Research space must be available to and under the control of the SBIR grantee for the company’s portion of the proposed project
STTR *Eligibility Issues*

– In addition to American-owned, for profit, fewer than 500 employees in the company…

– Principal researcher *need not be employed by small business* (NSF, DOD may be exceptions)

– Company size limited to 500 employees
  (no size requirements for the non-profit)
  
  • Research Institution must be in U.S.
  • All work done in the U.S.
STTR Principal Investigators

- Five agencies participate in STTR
- PI can be at research institution for NASA, HHS/NIH, DOE, some DOD missions
- NSF and some DOD missions require PI to be at company (but NSF permits co-PI)
- DOE – small company must supervise the project even if the PI is at the research institution
Eligibility

- SBA/SBIR applicant firm can be owned/controlled by one other small business, if parent company
  - Together fewer than 500 employees
  - 51% owned by U.S. citizens
  - Primarily small businesses but limited VC owners

- Do not need to have company already formed to submit a proposal, only to accept an award
  - But…
Relationship Between Small Business and University Faculty

- Manage this carefully – no consistent rules across agencies
- Rules for Phase I and Phase II may differ
- Each person should only wear one hat
Participating Federal Agencies

Eleven SBIR agencies and five STTR agencies:

- Department of Agriculture
- Department of Commerce
- Department of Defense - also STTR
- Department of Education
- Department of Energy - also STTR
- Department of Homeland Security
- Health and Human Services - also STTR
  - National Institutes of Health
  - Health Care Financing Administration
- Department of Transportation
- Environmental Protection Agency
- National Aeronautics and Space Administration - also STTR
- National Science Foundation - also STTR
Important Facts

- Eligibility is determined at time of award
- **No** appendices allowed in Phase I
- The PI is **not** required to have a Ph.D.
- The PI **is** required to have expertise to oversee project scientifically and technically
- Applications **may be** submitted to **different agencies** for similar work
- Awards may **not** be accepted from different agencies **for duplicative projects**
Two Different Agency Approaches –
Grants versus Contracts

Grant agencies
– They will not purchase products or fund Phase IIIs
– They support “good ideas” that are generally responsive to what Congress says is a need in the U.S. economy and should be on that agency’s agenda

• Basic science, often before applications (NSF)
• Health and medical care
• Energy
• Agriculture
• Some Education awards, some years
Two Different Agency Approaches – Contracts

Contract agencies

– They may purchase products ultimately and will fund Phase IIIs if Phase II is successful

– They fund specific problems or needs
  • Keep them involved with your progress over the Phase II

– Proposal must be responsive to what the agency needs
  • Never unsolicited topics

– Seek information about how you will need to connect with their systems for procurement or adoption of your product
### Agency SBIR/STTR Differences

**Contracting Agencies**
- Agency establishes plans, protocols, requirements
- Highly focused topics
- Procurement mechanism for DOD and NASA
- More fiscal requirements

**Granting Agencies**
- Investigator initiates approach
- Less-specified topics
- Assistance mechanism
- More flexibility

<table>
<thead>
<tr>
<th>DOD</th>
<th>HHS/NIH*</th>
<th>DOE</th>
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<td>EPA</td>
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<td>ED*</td>
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* Awards Grants and Contracts
They’re all just a little bit different ...
Number of SBIR Awards (Example)

- Department of Defense: 2,383
- Health and Human Services: 1,265
- National Aeronautics and Space Administration: 447
- National Science Foundation: 305
- Department of Energy: 325
- Department of Agriculture: 125
- Department of Commerce: 97
- Department of Education*: 70+
- Environmental Protection Agency: 55
- Department of Transportation: 30
Agency SBIR/STTR Differences

- R&D Topic Areas
- Dollar Amount of Award (Phase I and II)
- Receipt Dates / Number and Timing of Solicitations
- Proposal Review Process
- Proposal Success Rates
- Type of Award (Contract or Grant)
- Many other details:
  - Accounting issues
  - Profit or fee allowed
  - Phase I to Phase II gap funding
  - Payment types and schedule
<table>
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<tr>
<th>Agency:</th>
<th>SBIR Release Date:</th>
<th>SBIR Closing Date(s):</th>
<th>STTR Release Date:</th>
<th>STTR Closing Date:</th>
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<td>June 1</td>
<td>Sept 4</td>
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<tr>
<td>Department of Commerce: 1. NOAA</td>
<td>Oct 15</td>
<td>Jan 14</td>
<td>**</td>
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<tr>
<td>2. NIST</td>
<td>Oct 31</td>
<td>Jan 30</td>
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<td>Dec 1</td>
<td>Jan 15</td>
<td>Mar 1</td>
<td>Apr 15</td>
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<tr>
<td>2. DOD Second Solicitation</td>
<td>May 1</td>
<td>Jun 17</td>
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<td>3. DOD Third Solicitation</td>
<td>July 1</td>
<td>Aug 12</td>
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<td>4. DOD Fourth Solicitation</td>
<td>Sept 15</td>
<td>Oct 15</td>
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<tr>
<td>Department of Education 1. First Solication</td>
<td>Dec 14</td>
<td>Feb 14</td>
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<tr>
<td>2. Second Solication</td>
<td>Mar 28</td>
<td>Jun 1</td>
<td></td>
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<td>Department of Energy</td>
<td>Oct 7</td>
<td>Jan 6</td>
<td>Oct 7</td>
<td>Jan 6</td>
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<tr>
<td>Health &amp; Human Services (NIH, CDC, FDA): 1. PHS/NIH (grants)</td>
<td>Jan 15</td>
<td>Apr 1, Aug 1</td>
<td>Jan 15</td>
<td>Apr 1, Aug 1, Dec 1</td>
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<td>(AIDS related applications due 1 month later)</td>
<td>Jul 16</td>
<td>Apr, Nov 7</td>
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<td>2. PHS/NIH (contracts)</td>
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<tr>
<td>Homeland Security</td>
<td>Jun 14</td>
<td>Jul 14</td>
<td>**</td>
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<td>Department of Transportation</td>
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<td>May 1</td>
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<td>Environmental Protection Agency</td>
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<td>Sept 9</td>
<td>Jul 7</td>
<td>Sept 9</td>
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<tr>
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<td>Mar 1</td>
<td>Jun 9</td>
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<td>Jun 9</td>
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<td>Jan 20</td>
<td>Oct 1</td>
<td>Jan 20</td>
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Useful Websites

- http://www.sbir.gov/

- http://www.zyn.com/SBIR/
  - Solicitation News
  - Sign up for Zyn's SBIR Gateway Insider
    - Agency schedules (as of 10/4/11) at http://www.zyn.com/sbir/scomp.htm

- http://sbir.us/schedule.html
- http://gram.eng.uci.edu/~top/sbir.htm#SBIR_SCHEDULE
SBA Policy Directives

• Published after the recent reauthorization (2012)
• SBIR
• STTR
  – [http://www.sbir.gov/about/sttr-policy-directive](http://www.sbir.gov/about/sttr-policy-directive)
SBIR Funding Agencies

- For SBIR - 2.8% allocated from agency’s extramural R&D budget
- Approx $2.0 Billion in FY 14
- Approximate breakdowns:
  - DOD = 45% of dollars in the SBIR program
  - HHS = 25%
  - NASA = 13%
  - DOE = 8%
  - NSF = 5%
  - EPA, USDA, DOC, DOT, DoEd = 4%
- For STTR (.3%); funding = Over $200 million
Ownership of Patent Rights

- License all IP needed (often from university)
- Company owns IP that is developed
- Mark all confidential info in proposal
  - NOT the entire proposal
- Federal government gets royalty free license
- Federal government may force you to license to others if:
  - National emergency
  - Failure to commercialize in 4 years
  - Failure to manufacture in the U.S.
Before I continue…
How to Think About SBIR/STTR as a Source of Funding

- Phase I is a feasibility study, but preliminary data needed
  - Evaluate the scientific merit and feasibility of your idea
    - Based on government needs - NOT consumer products
    - Up to $150k but each agency sets its own amount
    - Term for SBIR: 6-9 months
      - STTR is up to 12 months

- Recent reauthorization may start with Phase II (limited)

- Typically 25 page limit
Funding Gaps

• Depending on Agency:
  – Phase I submission to award (6-10 months)
  – Phase II submission to award (4-18 months)

• Some agencies have bridge funding provisions
  – NIH has a Fast Track Program (Phase I and II together)

• No Cost Extensions to finish Phase I work may cause the company to miss the Phase II proposal deadline (e.g. USDA)
Commercial Applications

- Persuade the reviewer that commercial market exists
- Provide detailed supporting statements
- Demonstrate knowledge of the commercial area
- Think creatively about possible applications
- Concisely describe the plan to commercialize
- Describe previous success in converting R&D into new products
- Focus on large potential markets
- Include government applications
SBIR APPLICATION PROCESS

• How Do I Apply?

  – Identify Topics
  – Contact Agencies
  – Prepare the Proposal
  – Submit and Wait (Review period)
  – Follow Up – ask for reviewer’s comments
  – Resubmit if not chosen the first time
Preparing a Phase I Proposal

• Elements of the Application
  – Abstract
    • Identify the problem and your solution
    • Why the problem is important
    • Why the solution will work
    • Your methodology and qualifications
    • Expected results and benefits
Preparing a Phase I Proposal

• Elements of the Application
  – Total proposal no more than 25 pages for Phase I
    • Description of the problem you are attempting to solve
    • How you propose to solve it (research plan)
    • Timeline
    • Resources needed
    • Budget and administrative forms
    • CVs and research team capabilities, expertise
Preparing a Phase I Proposal

- Personnel and Facilities
  - Principal Investigator and Key Personnel
  - Industry Partners and Recognized Consultants

- Commercial Potential, Anticipated Benefits

- Plans for Phase II

- Budget and Justification

- Commercialization Planning
  - Who will benefit, who will buy
  - Identify a pathway to commercial use
Phase II

• Expand the results and further pursue the Phase I work
  – May include prototypes, testing, clinical trials, etc.
  – Two years of funding for up to $1 million, but may vary by agency
    • Typically DOD and NIH funding is higher
Phase II

- Company is required to submit a commercialization plan with Phase II application
  - Does not count toward page limits
  - Specifics to be included in the commercialization plan may vary with agency
  - Commercialization plan must demonstrate a path into the market (even in a Phase I)
    - Focus on large markets
  - When commercialized, typically $60 is returned to the economy for every $1 of SBIR funds that were awarded
Description of Commercial Potential

• Significant competitive advantages the new technology has over the existing in:
  – Major competitive products
  – Application
  – Performance
  – Technique
  – Efficiency
  – Cost

• Your plan to move from research to market
Commercialization Plan

- Addresses a *SPECIFIC* product/technology
- Describes the route to market
- Identifies milestones and risks
- Provides financial information related to the product (i.e. – cost, price, sales projections, margin)
Example of DOE Phase 1

1. Market opportunity –
   - Describe product or service and competitive advantage and competitors, anticipated sales

2. Company/Team –
   - Commercialization capabilities of your team will depend on your commercialization path

3. Intellectual Property -
   - State of the intellectual property that exists, and plans to protect your IP

4. Revenue Forecast
   - Size of the market you plan to address; revenue during the first 10 years of commercialization
SBIR Phase III Provisions

- Contract Agencies:
- Phase III must be funded by non-SBIR sources
- Phase III is the way agencies, the federal government and companies realize value from SBIR and STTR
- Phase III derives from, extends, or logically concludes efforts from Phase I and II funding
- Oriented toward commercialization of technology to bring it to the marketplace
Summary - Elements of the Commercialization Plan

1. Company Information
2. Value of SBIR/STTR Product/Technology
3. Customer and Competition
4. Marketing plan and production plan
5. Intellectual Property Protection
6. Financing/Revenue Stream
7. Assistance and Mentoring
Advice from Awardees

- Don’t judge an agency’s interests by its “name”
- Understand agency’s mission & needs
- Get to know your agency Program Manager
- Read solicitation and follow instructions
Advice from Awardees

- Don’t depend solely on SBIR funding
- Don’t go it alone - use support systems
- Have an outcome
- Win or lose - get and review evaluations
- Be PERSISTENT
What Reviewers Say…
Common Pitfalls with Applications

- Inadequately defined test of feasibility
- Lack of sufficient experimental detail
- Questionable reasoning in experimental approach
- Failure to consider potential pitfalls and alternatives
- Lack of innovation
- Unconvincing case for commercial potential or societal impact
- Lack of experience with essential research methodologies
- Unfamiliar with relevant published work
- Unrealistically large amount of work proposed
Points to Remember

- Tremendous diversity among agencies, programs, solicitations, reviewers, and winning proposals
- No guaranteed “WIN” strategies
- Guidelines and suggestions based on eleven agencies and regional companies’ experiences
- The SBIR program is not static
  - Look for evolutionary changes
Sources of Commercialization Assistance

- Local colleges and universities
  - Business and Management programs
  - Information Studies
  - Communications departments
- Regional RTDCs (NYSTAR system)
- Trade and professional associations
- State and Federal programs and events
General Guidelines for Topics

• SBIR does NOT fund consumer products

• The objective is to make American companies more competitive and innovative
  – Manufacturing must be done in the U.S.

• Must be true innovation, revolutionary in some way
Multi-Agency Topics

- Separate solicitations across multiple agencies (Previous topics)
  - Robotics
  - Nanotechnology
  - Green technologies
Applied to all Agencies

• Executive Order 13329 Signed by President Bush on February 24, 2004 to give high priority to manufacturing-related R&D within the SBIR and the STTR programs

  – “In a manner consistent with the missions of the agencies and the purpose of the SBIR program”
Manufacturing Related R&D

• Definition:
  – “Activities that relate to:
    • manufacturing processes
    • equipment and systems
    • manufacturing workforce skills and protection
    • unit process level technologies
    • machine level technologies
    • systems level technologies
    • environmental or societal level technologies”

• “To the extent permitted by law, give consideration to manufacturing-related research”
Previous Topics in Manufacturing

• NIST
  - Mobile and/or RFID Applications (software)

• DOD Special Operations
  - Individual soldier air conditioning systems

• DOD Air Force
  - Individual desalination kits
Previous Topics in Manufacturing

• DOE
  – Advanced power electronics for improved illumination
    • Ballast designs for fluorescent lamps
    • Solid state lighting

• NIH
  – Non-invasive means to measure wear of prosthetics
  – Human factors analysis in design of defibrillators

• NOAA
  – Autonomous Underwater Vehicle
Department of Defense

- Air Force
- Army
- Chemical and Biological Defense Program (CBD)
- Defense Advanced Research Projects Agency (DARPA)
- Defense Threat Reduction Agency (DTRA)
- Missile Defense Agency (formerly BMDO)
- National Geospatial-Intelligence Agency (NGA) (formerly NIMA)
- Navy
- Special Operations Acquisition and Logistics Center (SOCOM)
- Defense Technical Information Center (DTIC)
DoD Topics

- Simulation, training
- Faster, lighter, cheaper materials and equipment
- Command, control, communications
- Battlefield warfare; Information warfare
- Battlefield survival and medical items
- Chemical, biological, nuclear weaponry and defense or detection systems
NIH Mission

- IMPROVE **HUMAN** HEALTH through biomedical and behavioral research, research training and communications.

- Conduct innovative R/R&D that results in product, process, or service that will...
  - Improve patient health
  - Speed process of discovery
  - Reduce cost of medical care/cost of research
  - Improve research & communication tools
Health-Related Topics (NIH)

- Clinical treatment research
- New therapies
- Pharmaceutical development
- Clinical trials and drug evaluation studies
- Diagnostic and prognostic equipment/tools
  - Early diagnostics using nanotechnology-based imaging and sensing
- Prevention techniques, education, training materials, etc.
Education Related Areas

- Math, Science, Engineering
- Treatments and Prevention:
  - Cancer
  - Drug and Alcohol
- Mental Health
- Technology to improve teaching/ learning
- Adaptive Learning Systems (web-based)
Examples from National Science Foundation

Four Broad Areas of Technology for 2011:

- Biotechnology and Chemical Technologies (BC)
- Education Applications (EA)
- Information and Communication Technologies (IC)
- Nanotechnology, Advanced Materials, and Manufacturing (NM)
- Propulsion and power, aircraft systems
- Safety, reliability and quality assurance
- Materials and structures
- Teleoperators and robotics
- Information systems and computer sciences
- Instrumentation and sensors
- Space-related batteries and fuel cells
- Space habitability and biology
- Precision spacecraft navigation and tracking
- Space communications
- Commercial space applications
Department of Energy

- Drinking water disinfection
- Particulate matter
- Ecosystem protection
- Air pollutants and indoor air
- Waste site risk characterization
- Waste management and site remediation
- Endocrine disruptors
Environmental Protection Agency

- Nanomaterials and clean technology
- Prevention and control of air pollution
- Treatment/Monitoring of drinking water
- Municipal and industrial wastewater treatment
- Hazardous waste management and site remediation
- Monitoring and measurement technologies
- Environmental bioterrorism detection and decontamination
HSARPA

• The annual solicitations consist of topics relevant to the following divisions:
  – Borders and Maritime Security
  – Chemical/Biological Defense
  – Cyber Security
  – Explosives
  – Human Factors/Behavioral Sciences
  – Infrastructure Protection and Disaster Management
Department of Agriculture SBIR Topics

- Forests and Related Resources
- Plant Production and Protection - Biology
- Animal Production and Protection
- Soil and Water Resources
- Food Science and Nutrition
- Rural Development
- Aquaculture
- Biofuels and Biobased Products
- Small Mid Size Farms
- Plant Production and Protection - Engineering
SBIR Web Sites
(Cross-Agency)

http://www.sbir.gov
http://www.zyn.com/sbir/
Questions?

Thank you

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