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# DEPARTMENT OF THE NAVY SMALL BUSINESS INNOVATION RESEARCH (SBIR) SMALL BUSINESS TECHNOLOGY TRANSFER (STTR)

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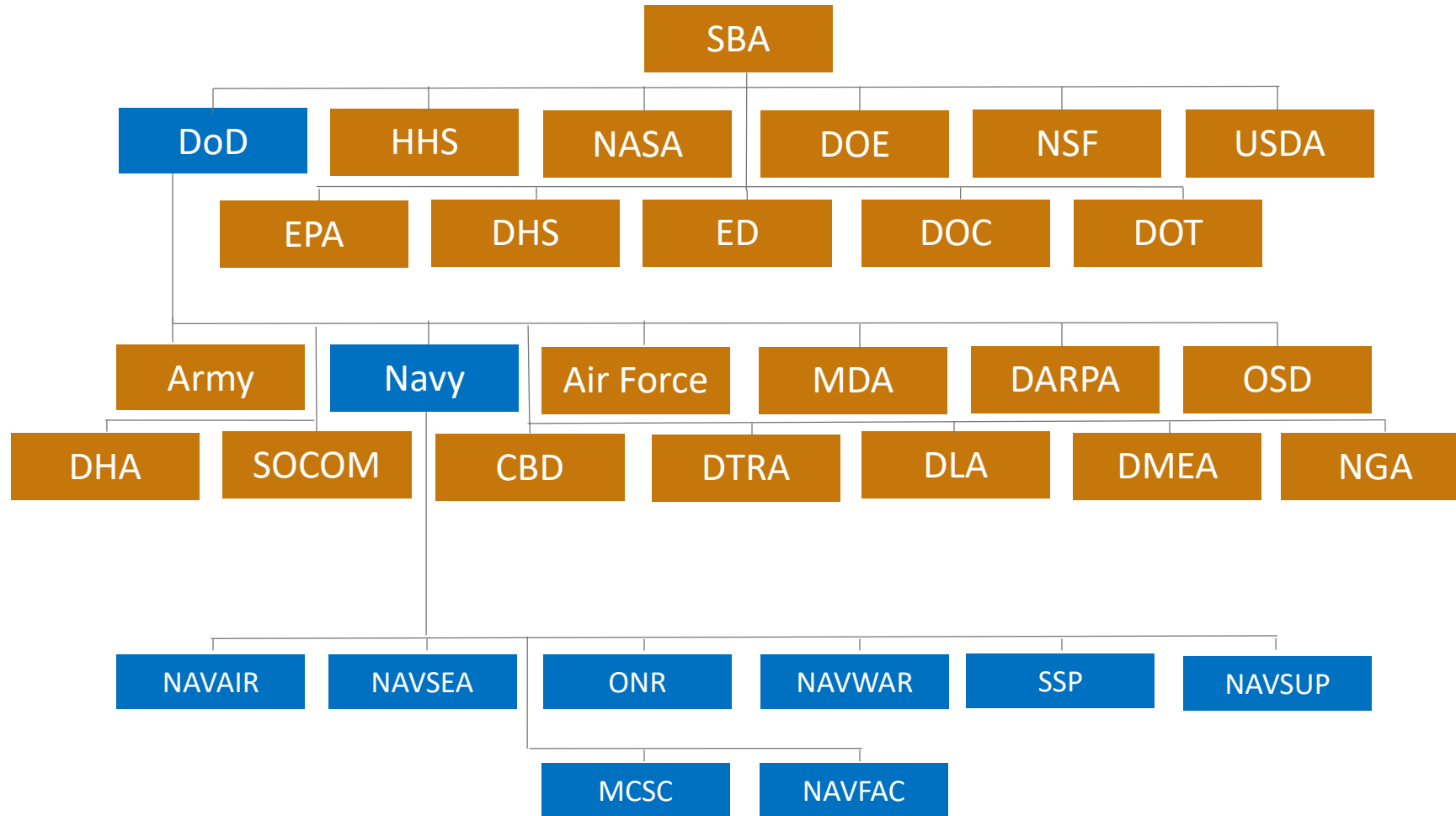
Mr. Robert L. Smith  
Director, DON SBIR/STTR & Special Programs  
robert.l.smith6@navy.mil



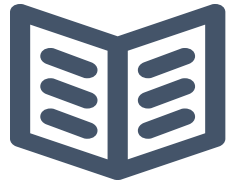
# Program Big Picture



# Federal SBIR/STTR Org Chart



# Three Phase Process



## Phase I Feasibility Study

Determine the scientific or technical merit of an idea or technology.

**~170 Topics**  
**2,200+ Proposals**  
**~450 Awards**



## Phase II Tech Development & Demonstration

Build and test prototypes. All Phase I awardees may compete for Phase II funding.

**~225 Awards**



## Phase III Commercialization/ Transition

Transition technology into commercial products/services.

Non-SBIR/STTR  
(Government and/or private sector) funding.

Statutorily authorized non-competitive award process.

**\$500M+**

# What is Part of DON SBIR/STTR?



# A Little Bit About the Navy

- All U.S. small businesses (as defined by the SBA) are eligible to participate and the Navy is now accepting proposals from firms who are majority-owned by Venture Capital Operating Companies (this is unique to Navy and not standard to DoD Component programs).
- Navy-specific Phase I instructions are provided in each DoD BAA:
  - Guidelines for proposal preparation
  - Proposal template (10-page limit) (available at [navysbir.com](http://navysbir.com))
  - Template for Supplemental information (available at [navysbir.com](http://navysbir.com))
  - Topics
    - Technology Area
    - Acquisition Program/Program of Record
    - Objective and descriptions for Phase I and II; Phase III Dual Use Applications
- Topics range from being to narrow to broad.
- Evaluation, selection, and award in 4 months.
- Phase I Base amount NTE \$140,000; the Phase I Option amount NTE \$100,000.
- The Base and Option Periods of Performance cannot exceed 6 months each.

## How Do SBCs Participate?

1. Determine eligibility  
<https://www.sbir.gov/faqs/eligibility-requirements>
2. Research topics consistent with their business strategies  
<https://www.dodsbirsttr.mil/submission/login>
3. Read and understand the DoD Broad Agency Announcement (BAA) and Component-specific BAA instructions  
<https://www.dodsbirsttr.mil/submission/login>
4. Use templates as instructed by BAA
5. Submit a proposal that meets the stated need of the topic  
<https://www.dodsbirsttr.mil/submission/login>

# Near-Term Department of Navy SBIR/STTR Opportunities

## \$200M+ in Funding Opportunities – Upcoming Phase I BAAs

BAA	Pre-Release	Open	Close	Focus Areas
FY20.3/C	8/25/2020	9/23/2020	10/22/2020	Machine Learning/AI, Autonomy, Directed Energy, Microelectronics, Networked C3, Warfighting Technologies
FY21.1/A	11/24/2020	1/6/2021	2/10/2021	Aligned with NDS priorities and DON needs

**Seeking innovative solutions to support our warfighters**



# What Makes a Successful Phase I Effort?

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- Progress toward meeting milestones in the Phase I Statement of Work.
- Proving feasibility and the likelihood of addressing the Navy need as stated in the topic.

# Phase I to Phase II Evaluation Process

- Who evaluates, what's the evaluation criteria, etc.?
  - Technical Points of Contact serve as evaluators
  - The DON TPOCs evaluate and select Phase I proposals using the evaluation criteria in Section 6.0 of the DoD SBIR/STTR Program BAA : (1) Technical merit [the most important evaluation criteria], (2) followed by personnel qualifications and commercialization potential [of equal importance]
- What's the success rate, what percentage of Phase I winners make it to Phase II?
  - ~30 to 50% of Phase I awardees move on to Phase II – depending on the number of Phase I awards on the topic

# Moving from Phase I to Phase II

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- Progress toward meeting milestones in the Phase I Statement of Work.
- Likelihood of addressing the Navy need as stated in the topic.
- Frequent dialogue with TPOCs - Open lines of communication with the TPOC.

# Phase II Types

- Initial Phase II
  - The award immediately following the Phase I award
  - All Phase I awardees eligible to **compete** for initial Phase II
  - Proposal submitted at the end of the Phase I award
- Sequential Phase II
  - Immediately follows the initial Phase II
  - Used to complete research and development of initial Phase II
- Subsequent Phase II
  - Allows a firm that received a Phase I/II award from one agency to receive a Phase II award from another agency
  - Must be within scope of original topic
  - No time table; process is requirements driven

# Phase III

- Non-SBIR/STTR funding from Government or private sector
- Derives from, extends, or completes Phase I or II work
- Any time after Phase I award is issued
- Ultimate goal of all SBIR/STTR projects; transition/deployment is DON goal
- Awarded via a competitive or statutorily authorized non-competitive process
- SBIR/STTR funding cannot be included on a Phase III contract; otherwise the whole contract would be a Phase II award

*Phase III Guidebook at [www.navysbir.com](http://www.navysbir.com) is desk reference*

# Phase III – Is the Department of Navy an End Customer?

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- The Navy is definitely an end customer and needs small business solutions.
- Wide range of SBIR/STTR topics driven by PEO/PM/FNC specific needs.
- Navy SBIR is an acquisition driven process with strong technology pull.

# Transition Assistance

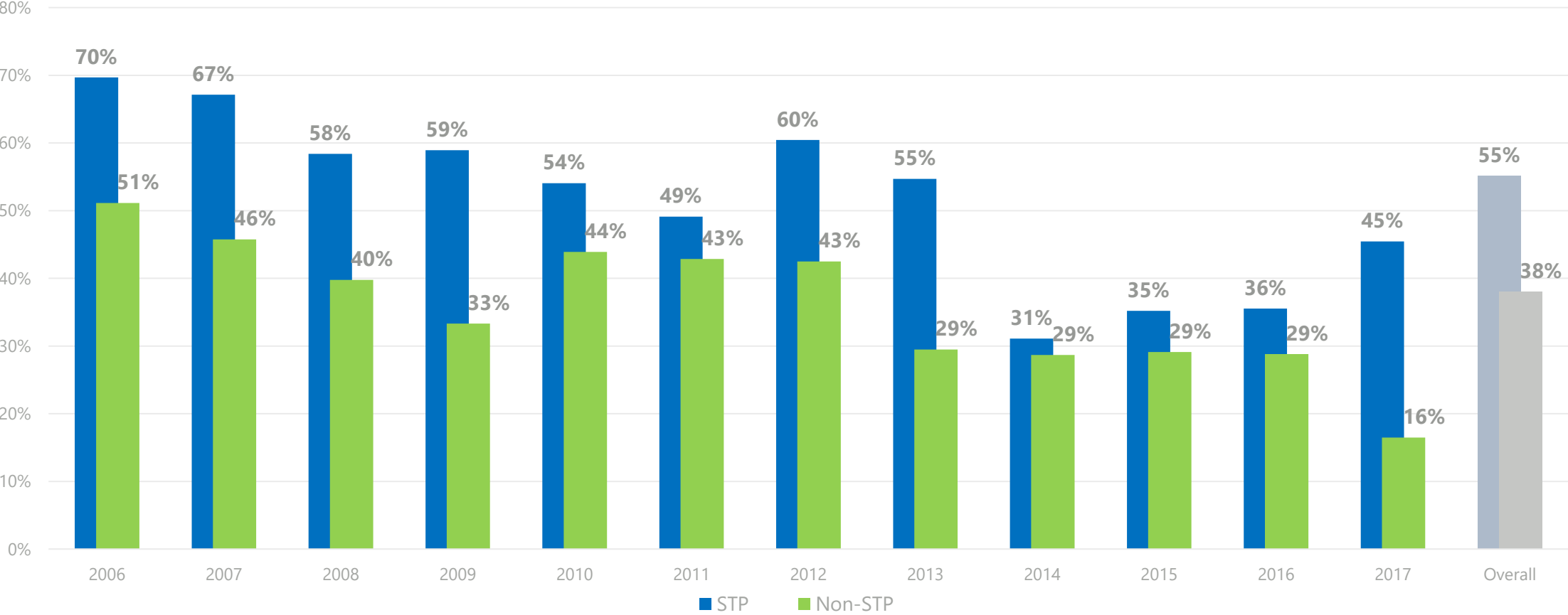
## SBIR/STTR Transition Program (STP)

- 11-month Navy-specific program (*NavySTP.com*)
- Provides services to assist with transition of technologies through:
  - Business mentoring
  - Education
  - Networking
- Services provided by Business Consultants and Market Researchers
  - Mentoring on Government/prime contractor relationships
  - Conducting market research appropriate to transition targets
  - Identifying leads for potential transition opportunities
  - Promoting technologies on the Virtual Transition Marketplace (VTM) – an online, searchable showcase accessible to Government and private sector
  - Assisting with exhibiting at Forum for SBIR/STTR Transition (FST) and Focused Technology Events

# SBIR/STTR Transition Program (STP)

## Participating Companies Have Higher Commercialization Rate

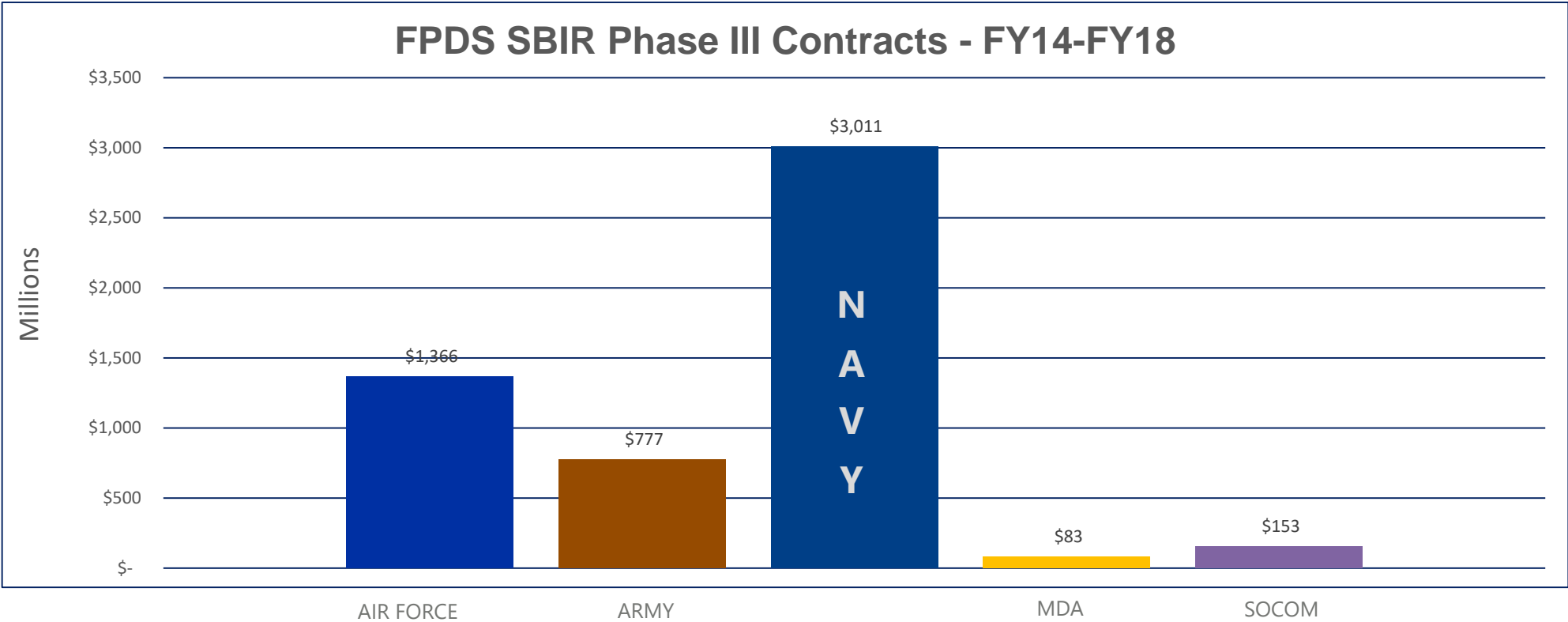
DoD CCR Database: STP vs. Non-STP Commercialization Rate



**Return On Investment (ROI) of 12:1**



# DON SBIR Leads in Phase III Execution



DON accounted for 55% of DoD SBIR Phase III Funding between FY14-FY18.

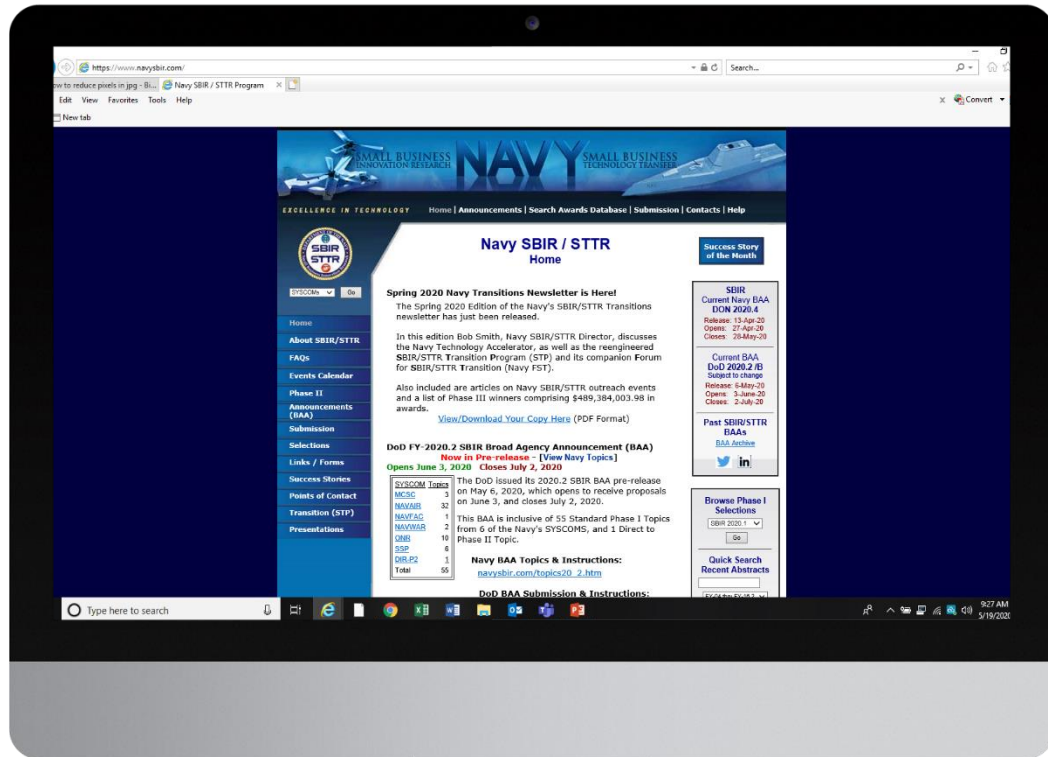
# What is Success?

- Transitioning a company's SBIR effort into products, tools, or services that benefit the Navy acquisition community.
- Securing non-SBIR funding to enhance ongoing projects with expanded research, development, test, or evaluation to accelerate transition and commercialization.



[www.navysbir.com/success](http://www.navysbir.com/success)

# FIVE WEBSITES TO HELP YOU GET READY FOR SUCCESS

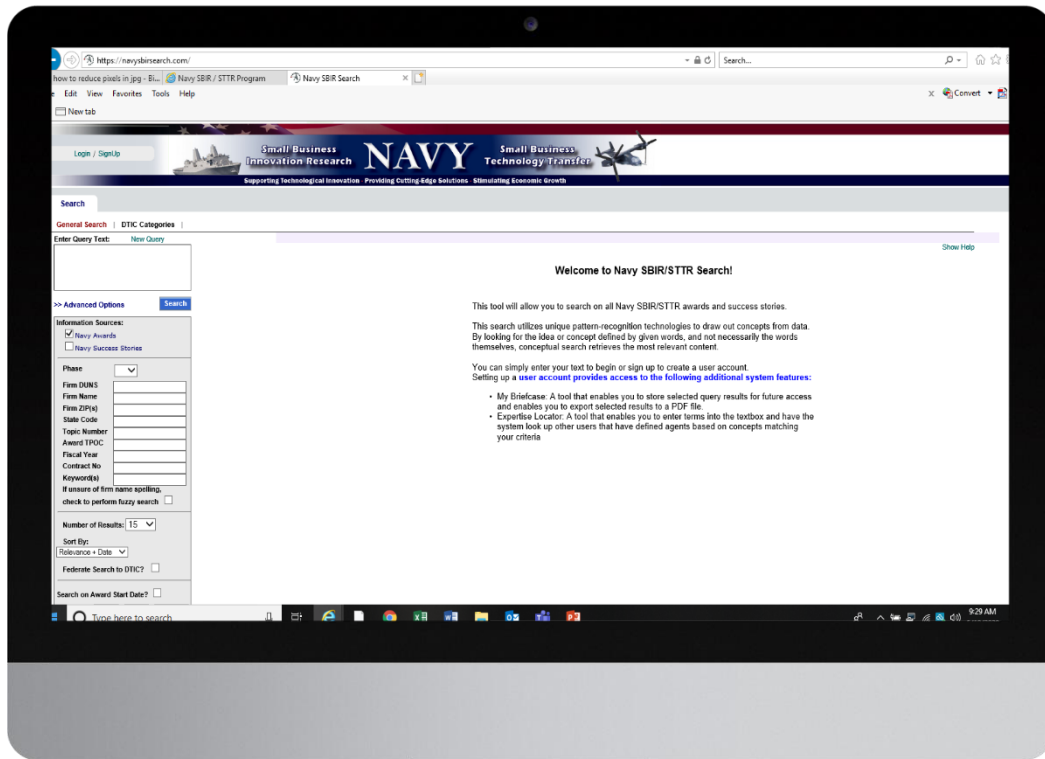


- Official website for the Department of the Navy (DON) SBIR/STTR programs
- Includes information about Broad Agency Announcements (BAAs), topics, and selections; program specifics, success stories, outreach events, and points of contact (POCs)

<https://www.navysbir.com>



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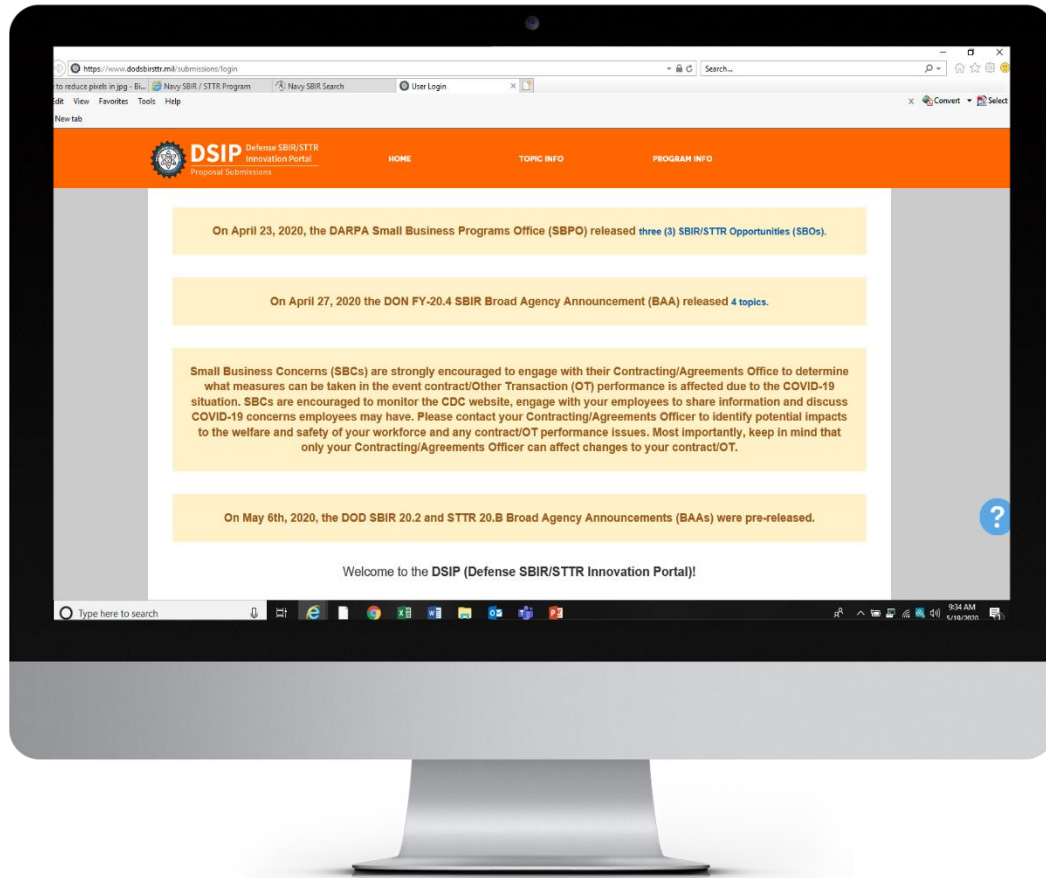


- Navy SBIR search site for contextual searches of all Department of Defense (DoD) SBIR/STTR awards
- Includes information on topics, success stories, and company summary reports

<https://navysbirsearch.com>



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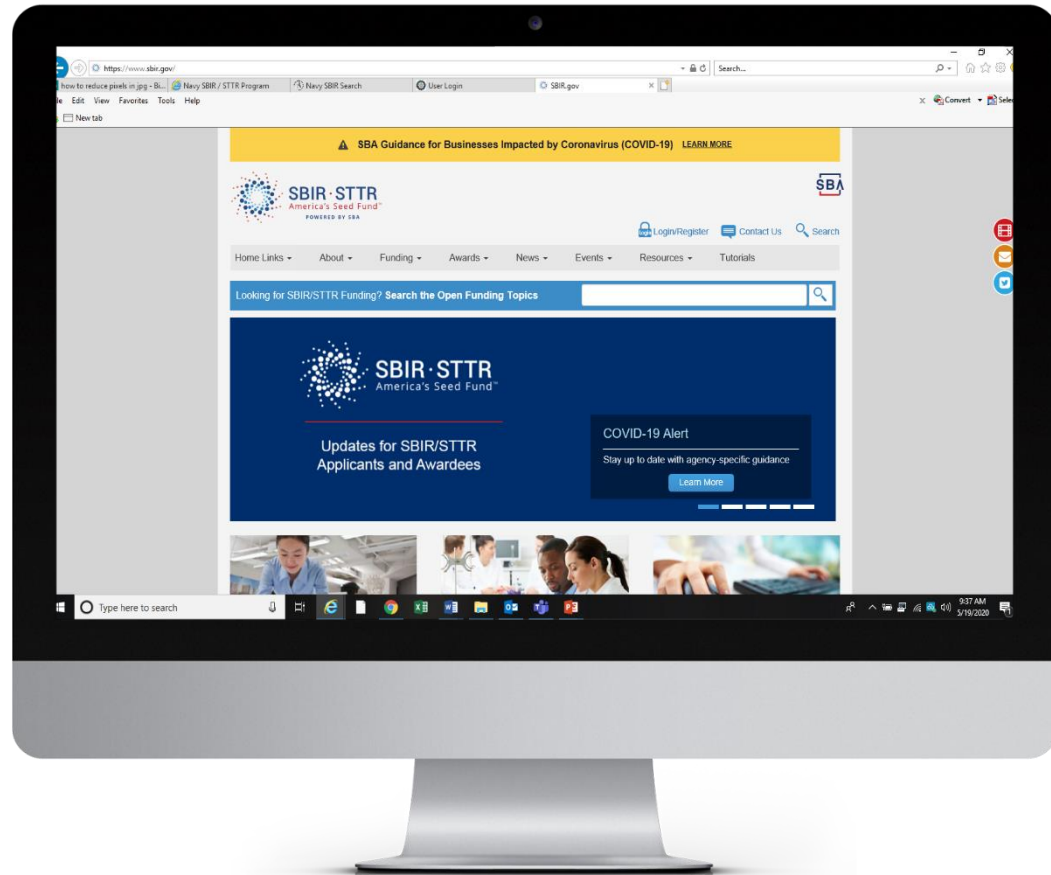


- Official website for the DoD SBIR/STTR Innovation Portal (DSIP) for proposal submission
- Also provides information about DoD programs, and links to current/past BAAs and other DoD/Federal SBIR/STTR websites

<https://www.dodsbirsttr.mil/submissions/login>



# ***FIVE WEBSITES*** TO HELP YOU GET READY FOR SUCCESS

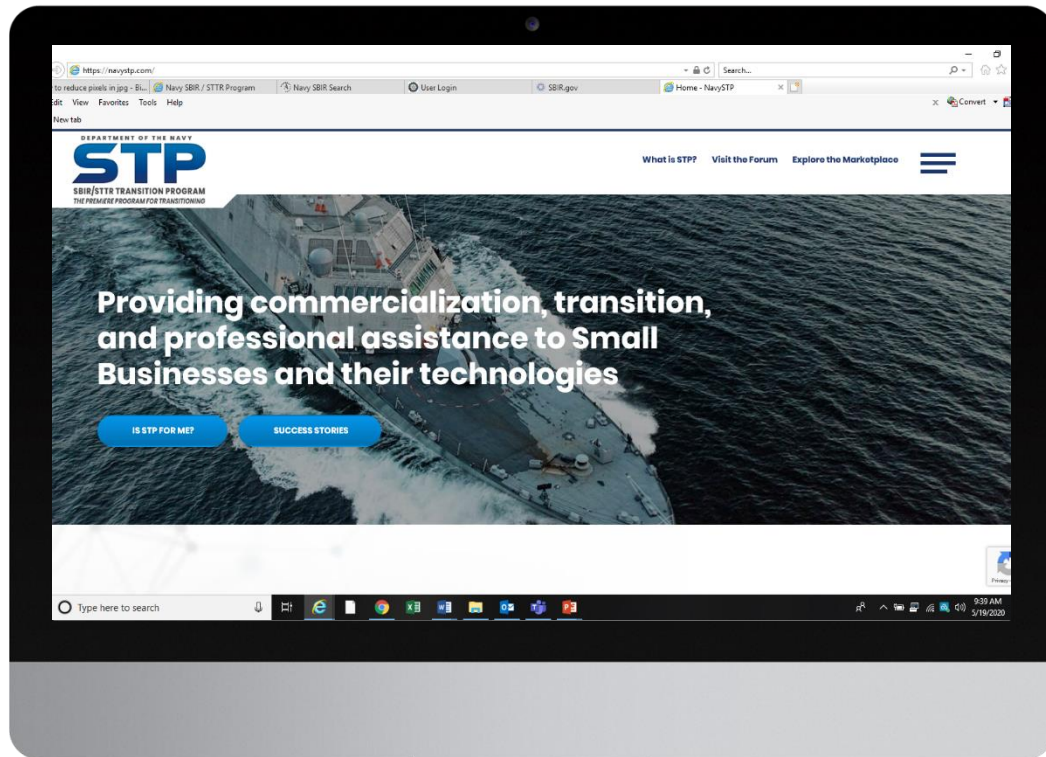


<https://www.sbir.gov>

- Official website for the Federal-wide SBIR/STTR programs
- Includes links to all BAAs and topics
- Provides access to program-wide policy information



# FIVE WEBSITES TO HELP YOU GET READY FOR SUCCESS



<https://www.navystp.com>

- DON-specific SBIR/STTR Transition Program to assist SBIR/STTR awardees with their technology transition
- Provides business mentoring, training, marketing material creation, business development activities/promotion, and access to government/industry events



# *Navy SBIR/STTR: Conquering The Challenge*

Click below to watch the video:

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<https://bit.ly/2BQcJC6>



# Leveraging Innovation at the Speed of Small Business

- Making the small business partner experience our priority
  - Easier proposals
  - Accelerated awards
  - Faster payments
- Relying on small business for innovative technology solutions
  - Evolving to match the pace of innovators
  - Broader topics
  - No business is too small
- Rapidly delivering naval and national benefits
  - Benefits business
  - Benefits naval forces
  - Benefits our nation

# Keep In Touch with DON SBIR/STTR



**Website**  
[www.navysbir.com](http://www.navysbir.com)



**Email**  
[navy-sbir-sttr@navy.mil](mailto:navy-sbir-sttr@navy.mil)



**Twitter**  
[@donsbir](https://twitter.com/donsbir)



**LinkedIn**  
[www.linkedin.com/company/donsbir](http://www.linkedin.com/company/donsbir)



## Department of Navy SBIR/STTR Programs

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Leveraging small business innovation to adopt technology faster



## Department of Navy (DON) SBIR/STTR Programs

@donsbir

The official account for the DON SBIR/STTR Programs, mission-oriented initiatives integrating the needs of DON's Fleet & Force. Retweets are not endorsements.

📍 Arlington, VA [navysbir.com](http://navysbir.com)

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DON-specific SBIR/STTR Transition Program (STP) to assist awardees with their technology transition. Provides business mentoring, training, marketing material creation, business development activities.