

Small Business
Innovative Research and
Technology Transfer
Programs

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SBIR/STTR Counseling



SBIR/STTR Newsletter - August 2010

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Innovative Thinking



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SBIR National Conference in Oklahoma City, Nov. 8th - 10th

The U.S. Small Business Administration (SBA) Office of Technology administers the Small Business Innovation Research (SBIR) Program and the Small Business Technology Transfer (STTR) Program. Through these two competitive programs, SBA ensures that the nation's small, high-tech, innovative businesses are a significant part of the federal government's research and development efforts. Eleven federal departments participate in the SBIR program; five departments participate in the STTR program awarding \$2billion to small high-tech businesses.

The 2010 SBIR/STTR National Conference is going to take place in Oklahoma City on November 8th - 10th. Whether you are responsible for doing research or making the sale, innovation

depends on recognizing opportunities and making connections.

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Congress Considers Federal Tax Credit for Angels

Angel investors will get a federal tax cut for investing in government-funded technology start-ups under proposed legislation.

Five members of Congress - including [Jared Polis](#), the founder of [Proflowers.com](#) and [Bluemountain.com](#) and a first-term Democrat from [Colorado](#) - are proposing a new tax break that would provide a 25 percent credit for an equity investment in a company that has already qualified for a federal research and development grant program for small businesses.

Under the legislation, introduced July 15 by [Rep. Chris Van Hollen](#), a Maryland Democrat, the credit's value would be limited to half the size of the Small Business Innovation Research award. (The nearly 30-year-old [SBIR](#) spreads federal research largess to small businesses, requiring federal departments and agencies that spend more than \$100 million in grants for outside research to set aside 2.5 percent of that for small businesses. Initial grants usually equal about \$100,000 to assess the feasibility of an idea and then, at the next stage, grants of \$750,000 are provided for research and development.)

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SBIR Proposal Writing Basics: Funding Your RAPID Response to the Gulf Oil Disaster

Gail & Jim Greenwood, Greenwood Consulting Group, Inc.
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Many of us are disheartened as we watch the oil continue to spew into the Gulf of Mexico, and its environmental and economic impacts. Some of us are perhaps also frustrated, because we have nifty innovations that could help stop the flow, or clean up the mess. The SBIR and STTR programs are natural candidates for getting funding for those innovations, but NSF has gone one step further: through its RAPID program, it is possible for small firms to submit abbreviated proposals to NSF for innovations that could have an immediate or very near term impact on the Gulf oil crisis.

The RAPID program is something that NSF uses periodically when

a major issue demands short term solutions or mitigating measures. The NSF senior leadership recently announced a RAPID program for the Gulf oil mess (see www.nsf.gov/pubs/2010/nsf10060/nsf10060.pdf), which was followed by an invitation from the head of NSF's SBIR/STTR programs for small companies (see http://www.nsf.gov/eng/iip/sbir/2010_ann_rapid_oil_response.pdf).

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Solicitation Calendar

Open/Released Solicitations

Release Date	Accepts Proposals	Closing Date	Agency
Jul 20, 2010	Aug 17, 2010	Sep 15, 2010	DoD SBIR 2010.2
Jul 20, 2010	Aug 17, 2010	Sep 15, 2010	DoD STTR 2010B
19 Jul 2010	19 Jul 2010	2 Sep 2010	NASA SBIR/STTR
21 Jun 2010	21 Jun 2010	2 Sep 2010	USDA SBIR
Jan 15, 2010	Mar 5, 2010	Sept 7, 2010	HHS/NIH SBIR/STTR (Grants) AIDS Related Topics Only

Future Solicitations (expected dates)

Release Date	Accepts Proposals	Closing Date	Agency
Aug 2, 2010	Oct 17, 2010	Nov 17, 2010	NSF STTR
19 Aug 2010	19 Aug 2010	9 Nov 2010	NIH SBIR Contracts

Source: www.zyn.com & www.sbir.gov



The DOD SBIR 10.3 and STTR 10.B Solicitations were Issued for Public Release

The DoD **SBIR 2010.3** and **STTR 2010.B** solicitations were pre-released at

<http://www.dodsbir.net/solicitation> on July 20, 2010. For SBIR 10.3

the Army, Navy, Air Force, DARPA, DLA, DTRA, MDA, OSD-DDRE and OSD-DHP and for STTR 10.B the Air Force, Navy, MDA, and OSD invite small businesses to submit proposals under these solicitations. During the pre-release period, which ends on August 16, you may contact the topic authors directly (contact information is listed with the topic) to ask technical questions about specific solicitation topics. The DoD will begin **accepting proposals for both solicitations on August 17, 2010** and will **close to proposals for both solicitations on September 15, 2010 at 6:00 a.m. ET**. Plan ahead and submit your proposal early to avoid the risk of website inaccessibility due to heavy usage on the final day.

Technical Q&A through SITIS

Once DoD begins accepting proposals on August 17, 2010, no further direct contact between proposers and topic authors is allowed, but proposers may submit written questions through the SBIR Interactive Topic Information System (SITIS), in which the questioner and respondent remain anonymous and all questions and answers are posted electronically for general viewing. SITIS closes to new questions on September 1, 2010. All questions and answers will be posted up to September 15, 2010. All proposers are advised to monitor SITIS at <http://www.dodsbir.net/sitis> during the solicitation period for questions and answers and other information relevant to the topic under which they are proposing.

Commercialization Update Effort

Please note that the definition of 3rd Party Revenue (previously 3rd Party Sales) has been updated. For more information, see *Guidance for Completing the Company Commercialization Report: Instructions and Definitions on the Company Commercialization* section of the DoD Submission Web site.

In order to properly evaluate your firm's commercialization efforts, as well as to reliably measure the performance and impact of the SBIR and STTR Programs, you must review and ensure that your Company Commercialization data is complete, current, and accurate. The Company Commercialization Report must list every prior SBIR and STTR Phase II award received from any federal agency, regardless of whether the Phase II has commercialized to date. Phase III sales and investment figures, as well as manufacturing-related R&D and other commercialization information, must be updated within the last 12 months for all Phase II awards.

Password Security Policy

Effective measures to reduce system vulnerability and increase security include creating a strong password to your account and changing it frequently. This is your defense for protecting your firm's proposal information. Choose a strong password that does not

contain easily recognizable information like firm names, phone numbers, addresses, or other information that someone could guess. Your new password MUST be at least 10 characters and contain the following: at least 1 upper case letter; at least 1 lower case letter; at least 1 number; and at least 1 special character (e.g. \$, ?, !, etc.).



Department of Energy Announces \$188 Million for Small Business Technology Commercialization

Includes \$73 million in Recovery Act Investments to Help Small Businesses Bring Clean Energy Ideas to the Marketplace

Washington, DC - U.S Energy Secretary Steven Chu today announced that the Department of Energy will award a total of \$188 million to small businesses in 34 states to develop technologies with a strong potential for commercialization and job creation.

"Small businesses are a major engine of innovation and job creation in our economy," said Secretary Chu. "Bringing these innovative technologies to market will help spur economic growth and reduce the country's energy use."

Funded through DOE's Small Business Innovation Research program (SBIR) and Small Business Technology Transfer program (STTR), today's selections are for Phase II work, which means that the 201 awards will support the development of prototype or pilot operations for innovative technologies that have successfully passed the proof of concept stage.

The 201 awards fall in 76 targeted technology topics, in areas such as the smart grid, energy efficient buildings, industrial energy use, advanced renewables, cleaner fossil power, carbon cycle measurement, and high performance computing. A sample of the Phase II SBIR/STTR topic areas and awards is highlighted below:

1. Smart Grid Controllers - The development of a smart grid will reduce energy use, mitigate the need for new power plants, and prevent outages. However, an effective smart grid requires communication among a variety of devices, from utility control systems to household appliances. One project, led by Infotility in Boulder, CO, will develop a "Smart Controller" that enables

communication among distributed energy systems-such as roof-top solar panels, a plug-in electric vehicle, and demand response devices in the home. (DOE award: \$999,655)

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The Magic 8-Ball of Angel Investing

Wall Street Journal by Venture Capital Dispatch

The following dispatch comes from Tom Tierney, member of [Tech Coast Angels](#), an angel investor network based in Southern California. Find Mr. Tierney's presentations [here](#).

Entrepreneurs may sometimes think angel investors use a Magic 8-Ball to come to investment decisions based on which companies are, or are not, ultimately subjects of investment. Angel investors may sometimes think they might as well use a Magic 8-Ball to make investment decisions based on the high percentage of failures, versus successes, in early stage investing. Perspective is everything!

In fact, after 10 years of angel investing, I can offer a tongue-in-cheek disclaimer for those entrepreneurs approaching angel investors (and probably VCs as well):

"Caution: Investors may, or may not invest for reasons we have yet to be able to ascertain from years of empirical data. Don't let a lack of interest, or extreme interest, have any bearing in your perspective with the chances of failure or success of your enterprise. Consider this an investing version of the Magic 8-Ball, where each shake may yield: "INVEST," "PASS!" or "TRY AGAIN!" Good luck!"

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