

# SBIR Phase 0

## Have a great technology concept? Want to commercialize it?

The NYC Regional Innovation Node (NYCRIN) is currently launching a new program, SBIR Phase 0. Its goals are to identify and improve the preparation of potential applicants to the NSF Small Business Innovation Research (SBIR) Phase I program.

### Specifically, what is the SBIR Phase 0 Program?

The SBIR Phase 0 program will support eligible Phase 0 teams and existing companies to participate in a 7-week national Innovation Corps (I-Corps) cohort.

Prior teams and companies who have gone through a national I-Corps cohort are **disqualified** from applying.

### Who is eligible?

To qualify, **teams** should:

- Develop a deep technology (high-risk, high-reward)
- Not be otherwise eligible for a traditional I-Corps Team program (i.e. no previous NSF award or one that has been inactive for 5 years)
- Consist of at least two entrepreneurs (at least one of those with a deep technical focus) plus at least one mentor with industry (preferably startup) experience
- Plan to form a company (upon completion of this program)
- Plan for the Technical Lead in the team (the future Principal Investigator (PI) on the SBIR grant) to have 50%+ effort at the company
- Plan to submit an NSF SBIR Phase I application (upon completion of this program)

If you are an **existing company**, you may qualify should the company:

- Develop a deep technology (high-risk, high-reward)
- Not be otherwise eligible for a traditional I-Corps Team program (i.e. no previous NSF award or one that has been inactive for 5 years)
- Consist of at least two entrepreneurs (at least one of those with a deep technical focus) plus at least one mentor with industry (preferably startup) experience
- Plan for the Technical Lead in the company (the future Principal Investigator (PI) on the SBIR grant) to have 50%+ effort at the company
- Plan to submit an NSF SBIR Phase I application (upon completion of this program)

Please note: Eligibility is not limited to just the above. If unsure, please contact the NYCRIN team to see if you are eligible.

### Is there funding available?

Teams successfully admitted into the national cohort may have the option to request reimbursement for customer discovery related expenses up to \$25,000 based on availability of funds and adherence to institutional and programmatic policies.

Eligible expenses include national cohort registration fees, travel (to and from the kickoff and finale) and accommodation (to and from the kickoff and finale). Other eligible expenses include trips to trade shows and local interviews throughout the program.

## What is the SBIR Phase 0 Application Process?

Please apply through our online application (link below) first. The online application is an executive summary, which includes a brief description of your technology and commercial impact as well as details of the team and technology disclosure status.

After this, the NYCRIN team will review applications and screen teams/companies. If the initial screening goes well, the NYCRIN team will nominate teams/companies to be phone interviewed by a second call with NSF I-Corps and SBIR staff to ensure quality and consistency into the national I-Corps program. If the second call goes well, your team/company will be given next steps.

## What are the benefits?

- **Concentrated time** to focus on commercialization activities
- **Build relationships** with experienced entrepreneurs and investors who can help you bring your product to market
- **Identify commercial potential** for your technology to increase probability of **grant success** and/or raising **venture capital**
- Teams/Companies prepared to be **entrepreneurially competitive**
- Success stories include: new start-up businesses, licensing agreements, SBIR/STTR awards, business models suitable for review by third-party investors

## Other Considerations:

- The national cohort is a rigorous course and very time-intensive. Teams, particularly the entrepreneurs, must commit a minimum of 15 hours/week.
- The national cohort is 7 weeks in length and attendance for the entire team is mandatory at all events. Teams must be on-site for the 3-day kickoff (Week 1), the weekly online WebEx meetings (Weeks 2-6) and the 2-day finale (Week 7).

## Upcoming Cohorts:

Below are the upcoming cohort's dates and locations where you may be placed.

<b>Spring Cohort #1 Los Angeles, CA</b> Kickoff (on-site): April (arrive 10) 11-13 Web sessions (online): Wednesdays 1-4pm ET – April 18, 25, May 2, 9, 16 Lessons Learned (on-site): May 21-22	<b>Spring Cohort #2 San Francisco Bay Area, CA</b> Kickoff (on-site): April (arrive 15) 16-18 Web sessions (online): Mondays 1-4pm ET – April 23, 30, May 7, 14, 21 Lessons Learned (on-site): May 31 – June 1
<b>Spring Cohort #3 San Antonio, TX</b> Kickoff (on-site): April (arrive 24) 25-27 Web sessions (online): Thursdays 1-4pm ET – May 3, 10, 17, 24, 31 Lessons Learned (on-site): June 7-8	<b>Spring Cohort #4 Indianapolis, IN</b> Kickoff (on-site): April (arrive 29) 30-May 2 Web sessions (online): Tuesdays 1-4pm ET – May 8, 15, 22, 29, June 4 Lessons Learned (on-site): June 11-12

**Applications are accepted on a rolling basis. Apply online at**  
<http://www.nycrin.org/sites/apply/sbirphase0/>

E-mail [info@nycrin.org](mailto:info@nycrin.org) with any questions