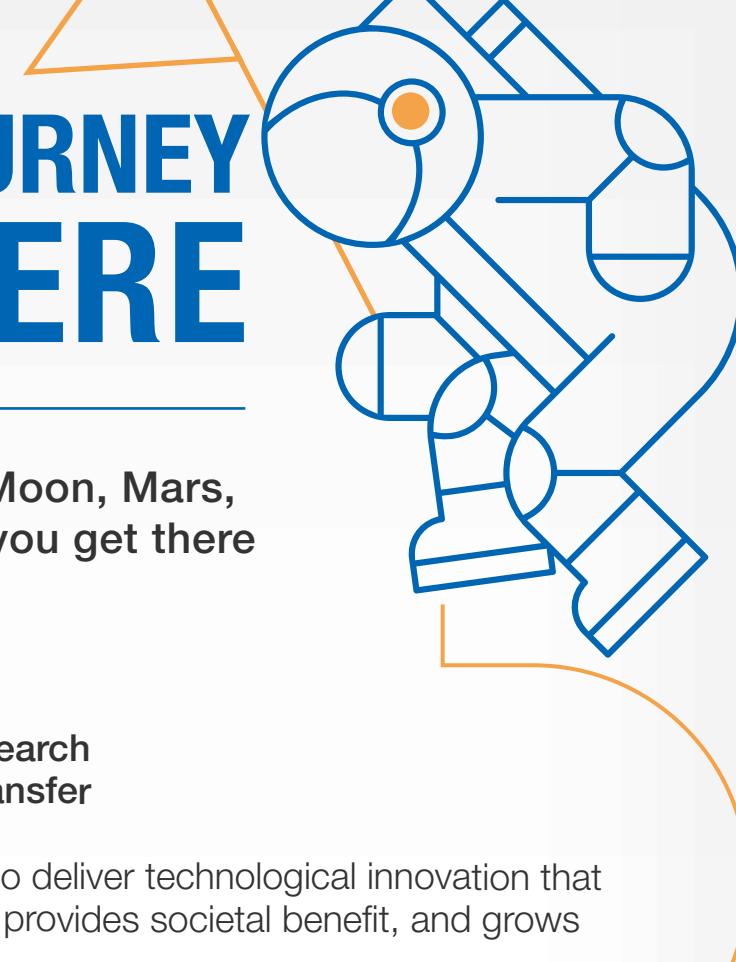


# YOUR NASA JOURNEY STARTS HERE

Whether your destination is the Moon, Mars, or the Marketplace – let us help you get there



## STEP 1: Get familiar

SBIR = Small Business Innovation Research

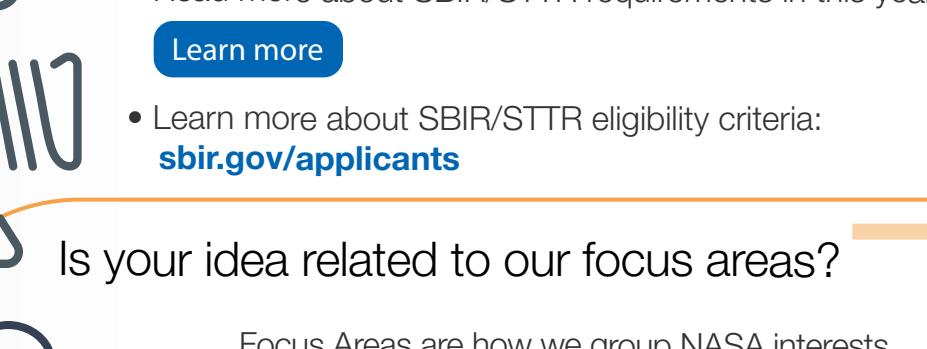
STTR = Small Business Technology Transfer

We empower small businesses to deliver technological innovation that contributes to NASA's missions, provides societal benefit, and grows the US economy.

[Learn more](#)

### Your SBIR/STTR journey

You begin with Phase I to establish a proof of concept. After that you're eligible for Phase II to continue developing your innovation. The final goal is to take your idea to Phase III, commercialization or infusion in a NASA or other mission.



Learn more:  
[sbir.nasa.gov](http://sbir.nasa.gov)  
[sbir.nasa.gov/guide](http://sbir.nasa.gov/guide)

### What's the difference between SBIR & STTR?

The primary difference is that an STTR project requires the small business to be teamed with a non-profit research institution.

- Read more about SBIR/STTR requirements in this year's solicitation:

[Learn more](#)

- Learn more about SBIR/STTR eligibility criteria:  
[sbir.gov/applicants](http://sbir.gov/applicants)

### Is your idea related to our focus areas?



Focus Areas are how we group NASA interests and related technologies for the solicitation. We aim to make it simple for you to understand related needs across our agency and identify subtopics where your research and development capabilities may be a good match.

  
This icon signals focus areas related to the Moon to Mars campaign!

[Read more](#)

## STEP 2: Submit a proposal

- ① Register your company: [sbir.gov/registration](http://sbir.gov/registration)
- ② Receive unique SBC ID after registration
- ③ Use SBC ID to create a login for the NASA Electronic Handbook (EHB) proposal submission system
- ④ Register your company here: [sam.gov/SAM](http://sam.gov/SAM)

**Do these steps early so that there are no delays with your application.**



### Create your EHB Login

All applicants are required to submit proposals in the EHB.

[Create login](#)

You may refer to the Learning & Support resources on the login page.



### Double-check before you submit

Review the SBIR/STTR Phase I checklist

[Learn more](#)

For support, contact the NASA SBIR/STTR Helpdesk: 301-937-0888 or [sbir@reisystems.com](mailto:sbir@reisystems.com). M-F, 9am – 5pm ET.

**SUBMIT**

**JAN 8**

**5:00 PM ET**

We're giving you a round of applause and hope you'll do the same for all the hard work you put into your proposal.

We appreciate your patience as we carefully and thoroughly review each proposal. **Selections will be announced via email and on our website in 2021.** You can also expect a debrief sharing proposal strengths and weaknesses within 60 days of the announcement – this will help you prepare for next year!

If you have questions about the NASA SBIR/STTR Program, visit [sbir.nasa.gov](http://sbir.nasa.gov) or contact us at [sbir@reisystems.com](mailto:sbir@reisystems.com).