SBIR/STTR Vision 2020

As we begin a new decade we thought some quick tips, reminders and suggestions might help jump start your SBIR/STTR thinking. Here's what the group came up with:

1. We can't say it enough: **Start Early**. These tasks *often* take longer than expected:
   - Planning your project
   - Registering your company
   - Securing your PI
   - Forming collaborations
   - Getting university paperwork going
   - Requesting Letters of Support
   - Preparing your budget
   - And for BBCetc clients, sending your drafts to BBCetc with enough time to get thorough feedback so you can prepare a strong proposal
2. Familiarize yourself with the submission portal and the submission process *before* you plan to submit. If circumstances lead to a last-minute submission, you will be better prepared to navigate the system, rather than having to learn *and* submit your proposal at the last minute.
3. Make sure you get your AOR (authorized organization representative) authenticated on Grants.gov when you do registrations. If you have not submitted an SBIR in a while, make sure your AOR is still active/authorized. You will want this done right when you register. If not, it will be an issue when you try to submit.
4. If you're a BBCetc client, use the Trello tools BBCetc provides!
5. Think outside the box. Explore other agencies that may be interested in your product or core technology. Look up current and past awards and solicitations to see if you can apply your tech to something you did not previously consider.
6. Re-think your competition - could they in fact be potential collaborators or strategic partners?
7. If you have the bandwidth, do some customer discovery to explore additional market opportunities for your technology. Even if you've already gone through this exercise and even if you have a target market and customers, challenge yourself to do some exploratory research for new markets and new customer opportunities for your next SBIR.
8. For NIH submitters, start thinking and planning your Phase II Commercialization Plan during Phase I.

As always, if you need help, contact us.