





## Naval Sea Systems Command


### Small Business Innovation Research (SBIR) Small Business Technology Transfer (STTR)

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## What Is SBIR?





Small  
Business  
Innovation  
Research

- Established by Congress in 1982 to incorporate small business technological innovation into Government supported Research and Development programs.
- Small Business Administration manages the SBIR Program through 13 participating agencies.
- Navy has 5 major players - NAVSEA, NAVAIR, NAVWAR, MCSC, ONR
- SBIR \$\$ + Small Business Innovation = Better, faster, cheaper products and processes for the Navy
- Small Business Technology Transfer (STTR) is a sister program that utilizes Federally Funded Research and Development Centers (FFRDCs)

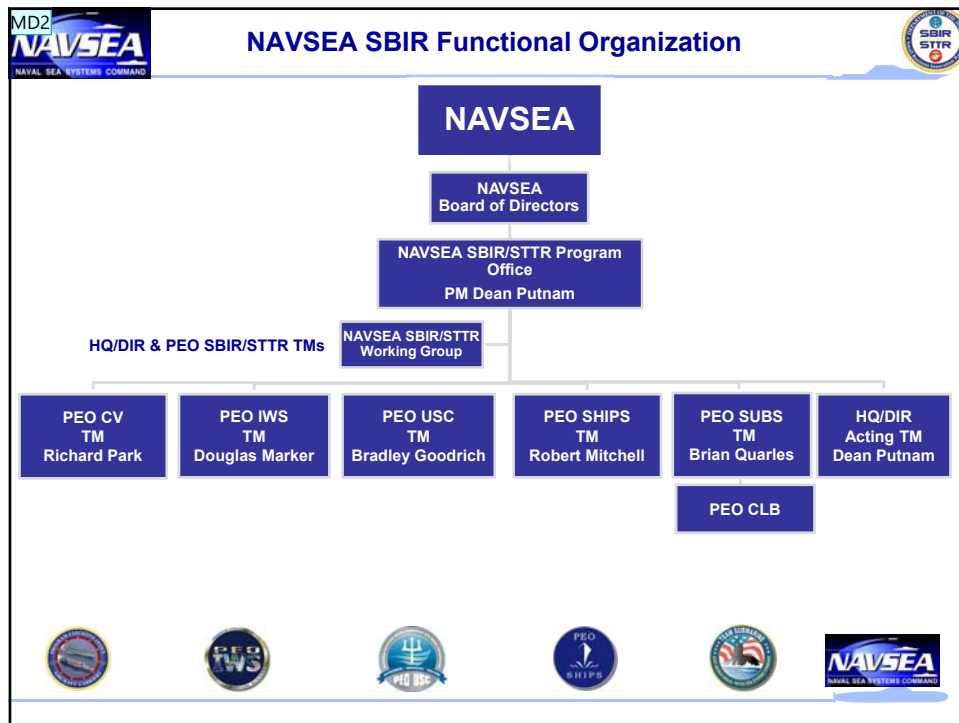
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Slide 1

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MD1	Mcnamara, Dick, 10/30/2019
KW1	Kathryn Williams, 10/30/2019
KW2	Kathryn Williams, 10/31/2019



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### Slide 3

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#### MD2

DanQuarles is the new Deputy TM in PEOSUBS

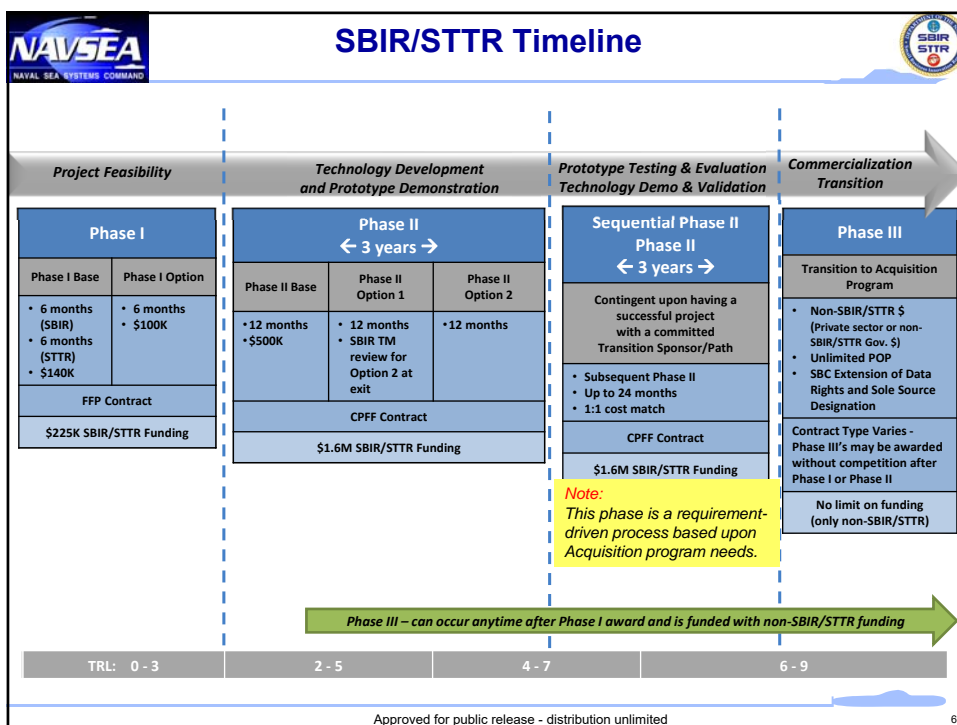
PEOCLB is part of team Sub so eliminate the ? after PEOCLB in box

I would make PEO CLB nbe a loke a shadow box behind the PEOSUB box

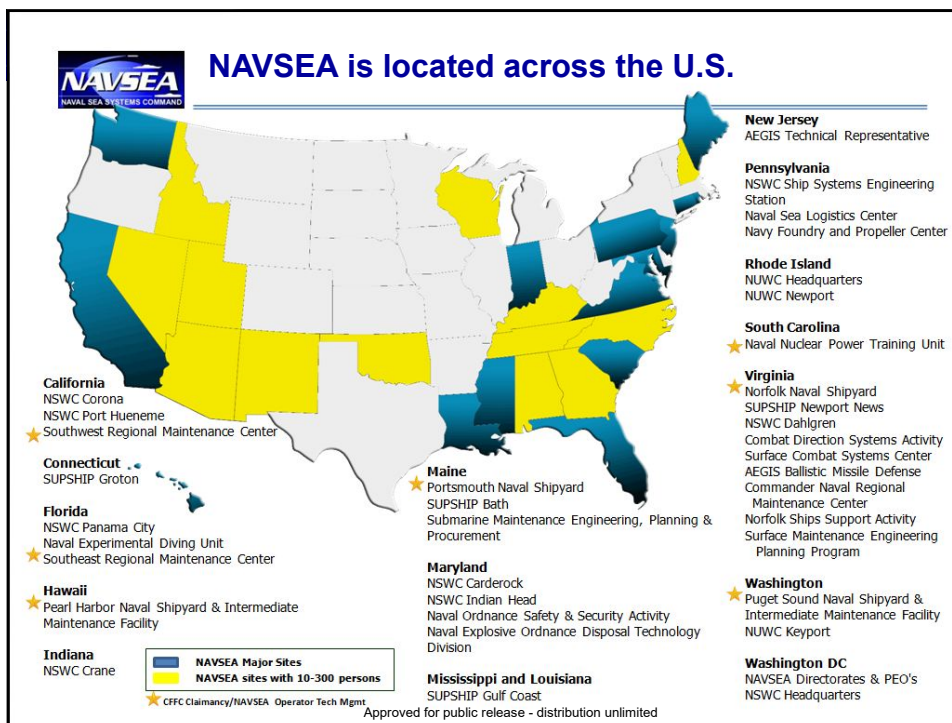
Mcnamara, Dick, 10/30/2019



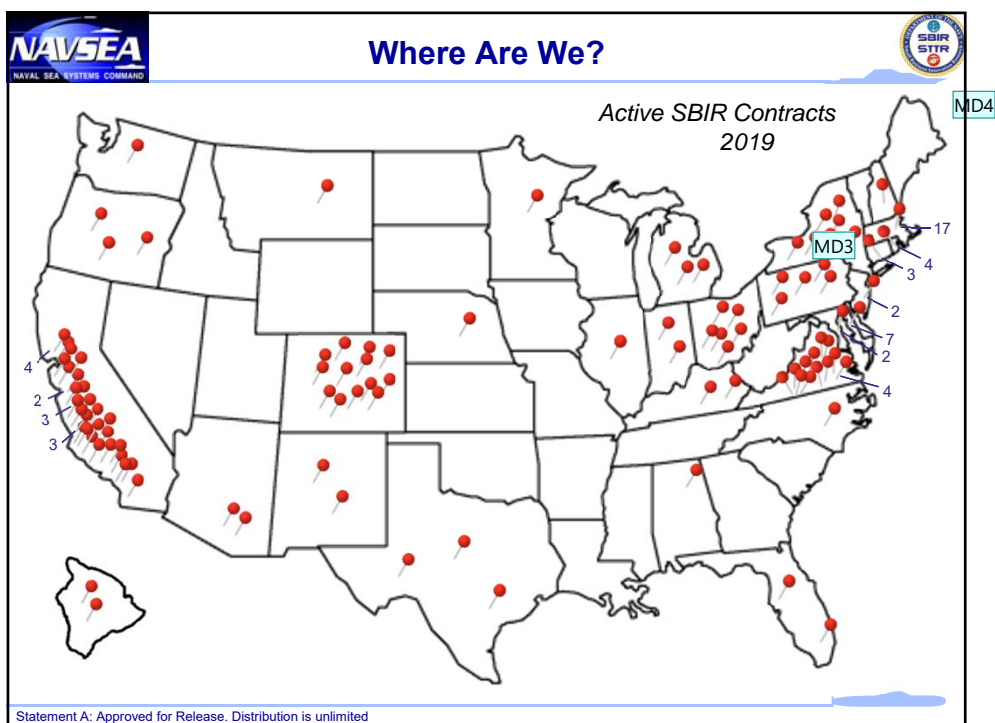
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## Slide 8

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**MD3** Mcnamara, Dick, 10/30/2019

**MD4** i would show a chart of NAVSEA field activities and labs before this chart if we have one to demo  
NAVSEA is nearby and your backyard

Mcnamara, Dick, 10/30/2019



## Why Small Businesses Participate



1 Largest source of Federal R&D funds for small businesses

2 SBIR invests more than VC community in pre-seed and early stage technology


3 Company retains data rights for 20 years from award date.

4 Follow-on Phase III awards can be sole sourced


5 Company may maintain ownership of equipment purchased under Phase I and II with government approval

6 Builds credibility of company's research & learning government contracting processes

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## Data Rights




- **SBIR/STTR Data Rights are Unique**
  - Applies to all SBIR/STTR awards that fall within the statutory definition of Phase I, II, or III, as described in § 4 of the SBA Policy Directive.
  - Restricts the Federal Government's use and release of properly marked SBIR/STTR Data only during the SBIR/STTR Protection Period; after the protection period, the Federal Government has a royalty-free license to use for Government Purposes.
  - The Government must protect those right for 20 years at the beginning of award of Funding Agreement
  - SBIR data right are defined in FAR and DFAR 252.227-7018
  - An SBC retains title and ownership of all SBIR/STTR Data it develops in the performance of an SBIR/STTR award and retains all rights not granted to the Government. These rights of the SBC do not expire.
  - Data that is delivered must be marked with the appropriate SBIR/STTR Data Rights legend or notice, in accordance with agency procedures.
- **The law says the Government to the greatest extent practicable should award follow on work to the SBIR firm**
  - This statute justifies sole source follow-on contracts
  - The requirement for competition has been satisfied in Phases I and II
  - The Federal Government may terminate the Funding Agreement under certain conditions.
- **Future company value is based on the Intellectual Property and Data rights – so protect them!**
  - There is no limit on the value or number of Phase III contracts.
  - Phase III funds come from a Program Office (NOT SBIR "seed" funding)


**Data Rights Belong to the Small Business!**


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## Getting Started






<https://www.navysbir.com/gettingstarted.htm>

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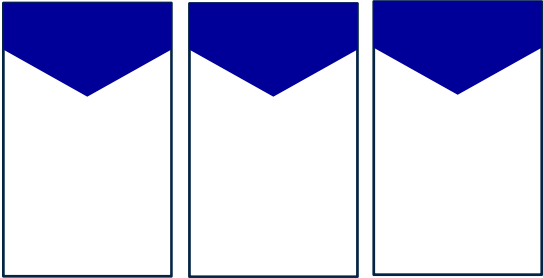


## Traditional Solicitation Schedule



As the SBIR program implements changes for acceleration and agility, pilot programs provide opportunities that do not follow this traditional schedule.

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\*Dates subject to change\*

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## Slide 12

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**MD5**      verify these dtes

I belive they moved right for 20.1

Mcnamara, Dick, 10/30/2019






## What Next?

- **Check for Broad Agency Announcements and Research Topics**
  - Topics are released three times a year for the Department of Defense
    - Next Opportunity to participate is August and December
  - Information Sites:
    - Information on the SBIR/STTR programs can be found at [www.sbir.gov](http://www.sbir.gov)
    - Information specifically for the Department of Defense: [www.sbir.defensebusiness.org](http://www.sbir.defensebusiness.org)
    - Information specifically for the United States Navy: <http://www.navysbir.com>
    - Information specifically for the NAVSEA SBIR Program: <https://www.navsea.navy.mil/Business-Partnerships/SBIR-STTR/>
- **Write and Submit a Proposal**
  - Phase I proposals are limited to 20 pages, including resumes for key personnel.
    - ~15 Pages of Actual Technical "Meat"
  - Narratives are provided in debriefs to unsuccessful companies.
  - Proposals are scored on three criteria areas:
    - Technical Merit
    - Quality of Personnel
    - Commercialization Potential

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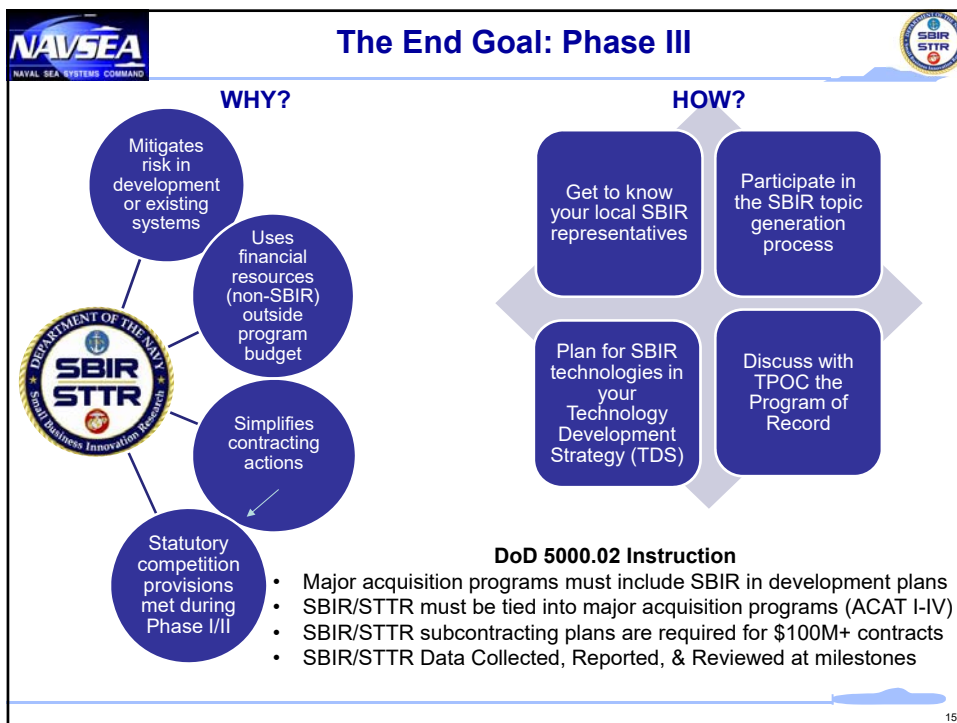
## Keys to Writing Winning Proposals

- 1 Each Service and agency is different. Read and follow announcement instructions
- 2 Know your customer. Make sure your approach is relevant
- 3 Take advantage of the pre-release. Contact the TPOC to ask questions
- 4 Emphasize your innovative approach. Articulate how it compares to the state of the art
- 5 Clearly and concisely answer who, what, when, where, how, and importantly, why
- 6 If there are technical barriers...address them!
- 7 Don't underestimate commercialization. State your plan NOW!
- 8 Provide a detailed work plan and schedule with tasks that flow smoothly
- 9 Ensure that the proposed solution is reasonable, realistic, and feasible
- 10 Check spelling and grammar. Proposals can be difficult to read due to poor grammar

READ AND FOLLOW ANNOUNCEMENT INSTRUCTIONS

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**NAVSEA**  
NAVAL SEA SYSTEMS COMMAND

**The End Goal: Phase III**



Phase III innovation creates jobs, increases productivity, and spurs economic growth and competition. MOST importantly, it gives the technological edge to our warfighter;  
**an edge that can save lives.**

**M** **SBIR success is a win for EVERYONE!** 

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# Questions



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