



America's SEED Fund: Powered by NIH

Dig into NIH's SEED Fund

Stephanie Fertig, MBA
HHS Small Business Program Lead

SEED (Small business Education & Entrepreneurial Development)
Office of the Director | Office of Extramural Research | National Institutes of Health





[FAQs](#) | [NIH Staff](#) | [Contact & Help](#)

SMALL BUSINESS
FUNDING

SUPPORT FOR
SMALL BUSINESSES

PROGRAMS FOR
ACADEMICS

PORTFOLIO

ABOUT SEED

APPLY

Access \$1.2 Billion In Small Business Funding From NIH's Seed Fund:

*Small Business Innovation Research (SBIR) and
Small Business Technology Transfer (STTR) Programs*

OPEN FUNDING OPPORTUNITIES

*Plus entrepreneurial and product development support for
academic and small business innovators*



Explore Resources by Role



Small Business Applicants

Start Your Funding Journey

Review the differences between SBIR and STTR, see current funding opportunities, and find guidance on how to apply.



Current SBIR and STTR Awardees

Grow Your Business

Move your cutting-edge technology one step closer to market via technical and business assistance programs and hands-on support



Academic Innovators

Explore the Nationwide Network

Find out if your institution is part of NIH's academic network and how public-private partnerships pave the way for promising scientific discoveries.



Small Business Program Website

**One-on-One Event
Next Week: July 25-29**

**Meet with Program Staff
from NIH, CDC and ACL**

<https://seed.nih.gov>

To enhance the health and well-being of all Americans, by providing for effective health and human services and by fostering sound, sustained advances in the sciences underlying medicine, public health and social services.



National Institutes of Health
SBIR and STTR \$1.2B



Centers for Disease Control and Prevention
SBIR \$11 million



Food and Drug Administration
SBIR \$2 million



Administration for Community Living
SBIR \$3 million



*To seek fundamental knowledge about the nature and behavior of living systems and the **application of that knowledge to enhance health, lengthen life, and reduce illness and disability.***

The Small Business Program helps NIH accelerate discoveries from bench to bedside

Congressionally Mandated Programs

\$1.2 Billion Dedicated Funding via Set-aside from NIH's R&D Budget



\$1.1 billion

SMALL BUSINESS INNOVATION RESEARCH (SBIR) PROGRAM

Set-aside program for small business concerns to engage in federal R&D -- with potential for commercialization



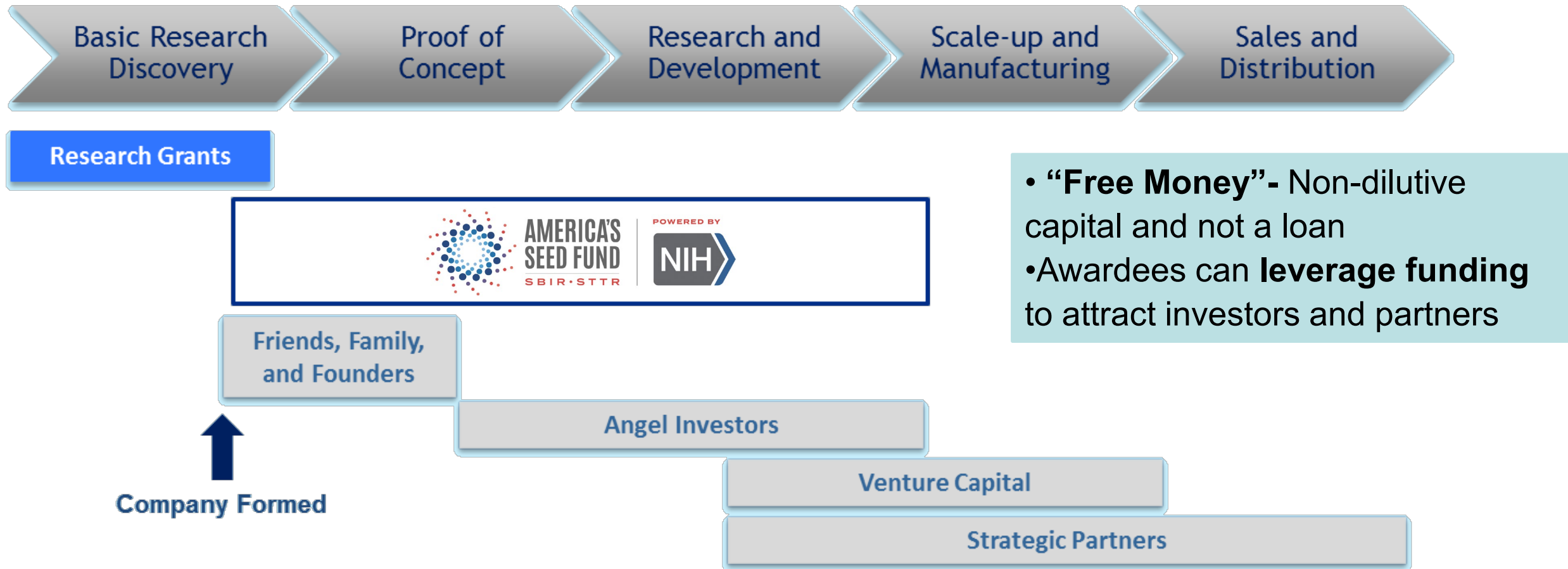
\$150
million

SMALL BUSINESS TECHNOLOGY TRANSFER (STTR) PROGRAM

Set-aside program to facilitate cooperative R&D between small business concerns and US research institutions -- with potential for commercialization



The largest sources of early-stage capital for life sciences in the US



It is easier (and better) for a company to just get investors and avoid all the work and time to apply for an NIH grant!

Myth Busted

Companies that have developed their product with non-dilutive small business program money are very attractive to investors and strategic partners.



SUCCESS STORIES

Explore companies that received NIH SBIR or STTR funding for early-stage R&D.

NIH is actively turning discovery into health by helping academic innovators and small businesses develop innovative technologies that improve health and save lives.



Google

Mexico

Keyboard shortcuts Map data ©2021 Google, INEGI Terms of Use

Displaying results 1 to 10 of total 76

Results per page 10

Company / Institution	Story	State - District
Nanovis, LLC	Nanotechnology Promotes Faster Bone Growth Around Spinal Implants	IN - 3

University of Minnesota
Research Evaluation and
Commercialization Hub

[Caring for the Caretakers: Addressing First Responder Burnout with an Online Toolkit](#)

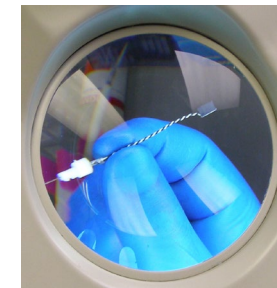
MN - 5

<https://seed.nih.gov/portfolio/stories>



Small Business Success Stories

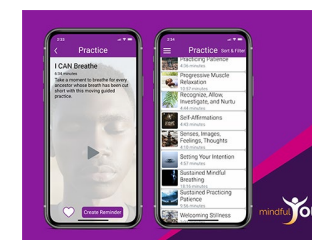
Kansas Biomedical Company Advances Brain Disorder Research



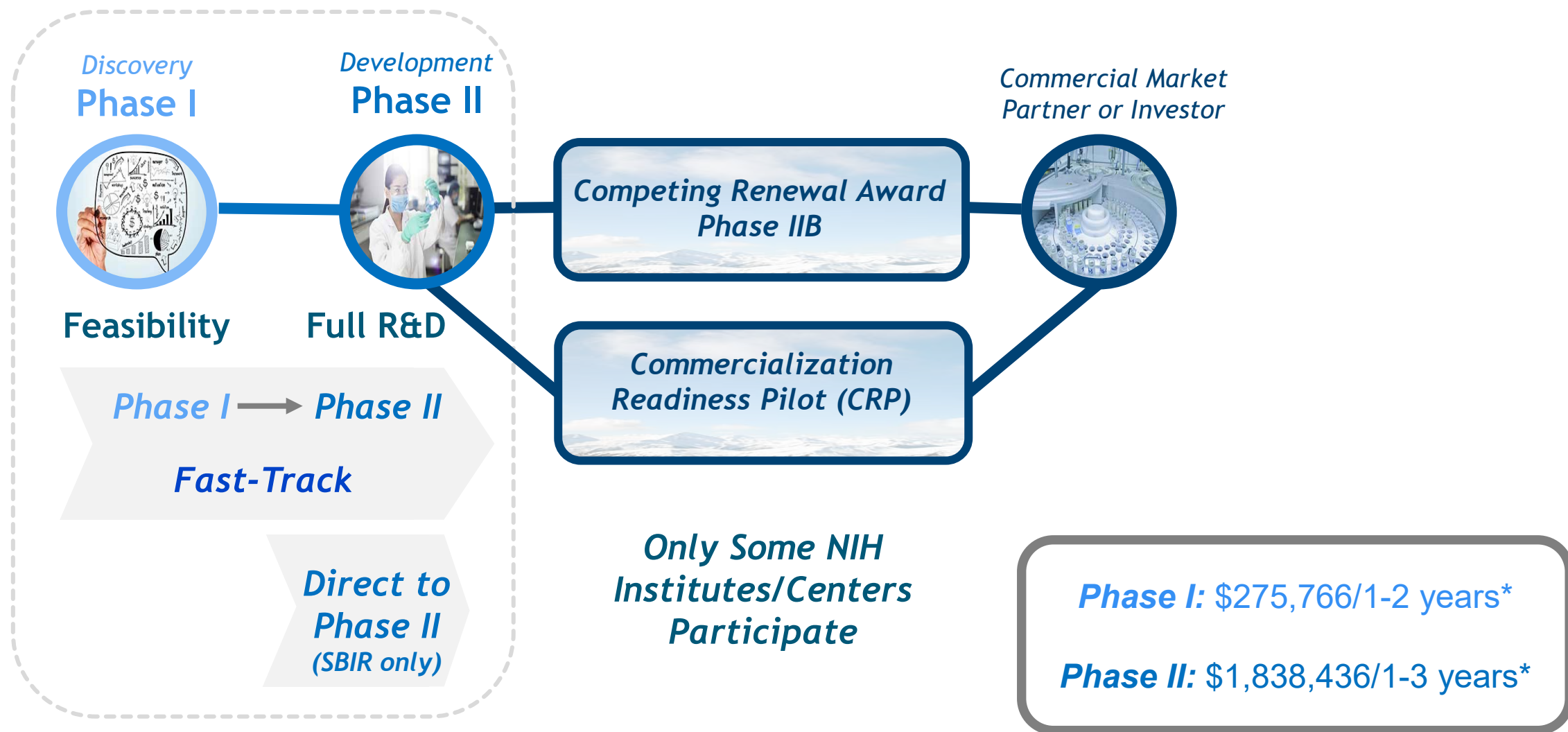
Rural Maine Company Goes Deep in the Brain to Treat Movement Disorders



Digital Learning Company Supports Parents, Teachers, and Underserved Communities



Phased Programs



It is much harder to get a NIH Fast-Track or Direct to Phase II, so don't even bother applying for those

Myth Busted

Although most new projects are Phase I, we support many Fast-Tracks and Direct to Phase II.

Speak with a program officer to determine the best path for your project



- Organized as for-profit US business
- Small: 500 or fewer employees, including affiliates
- Work must be done in the US (with few exceptions)
- Individual Ownership:
 - Greater than 50% US-owned by individuals and independently operated <OR>
 - Greater than 50% owned and controlled by other business concerns that are greater than 50% owned and controlled by one or more individuals, an Indian tribe, ANC or NHO (or a wholly owned business entity of such tribe, ANC or NHO) <OR>
 - **SBIR ONLY:** Be a concern which is more than 50% owned by multiple venture capital operating companies, hedge funds, private equity firms, or any combination of these



**Determined at
time of award**

Funding Opportunities

<https://seed.nih.gov>



[FAQs](#) | [NIH Staff](#) | [Contact & Help](#)

Search



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**Majority of the funding
goes to investigator-
initiated grant applications**

**Standard receipt dates:
September 5, January 5,
April 5**

***New Omnibus
Solicitations have been
Issued!**



General Grant Omnibus Solicitations

Clinical Trial Not Allowed:

SBIR ([PA-22-176](#)) and STTR ([PA-22-178](#))

Clinical Trials Required:

SBIR ([PA-22-177](#)) and STTR ([PA-22-179](#))

Read the “Program Descriptions and Research Topics” Section in the Solicitation

Targeted Solicitations

Specific Grant Solicitations:

<https://seed.nih.gov/small-business-funding/>

SBIR Contract Solicitation:

[Pre-Solicitation](#) was just released!

READ CAREFULLY!

Not all Institutes/Centers participate

Not all targeted solicitations have specific set-asides or review



I should apply to a specific program announcement because targeted funding opportunities have their own dedicated funding.

Myth Busted

Most NIH awards (~80%) are made to applications submitted to the omnibus (general) solicitations.



SBIR and STTR Critical Differences



**Award is always
made to the small
business**

	SBIR	STTR
Partnering Requirement	Permits partnering	Requires a non-profit research institution partner (e.g., university)
Work Requirement	Guidelines: May outsource 33% (Phase I) 50% (Phase II)	Minimum Work Requirements: 40% small business 30% research institution partner
Principal Investigator	Primary employment (>50%) must be with the small business	PI may be employed by <u>either</u> the research institution partner or small business



Since SBIR is a bigger program, I have a better chance of getting an SBIR awarded.

Myth Busted

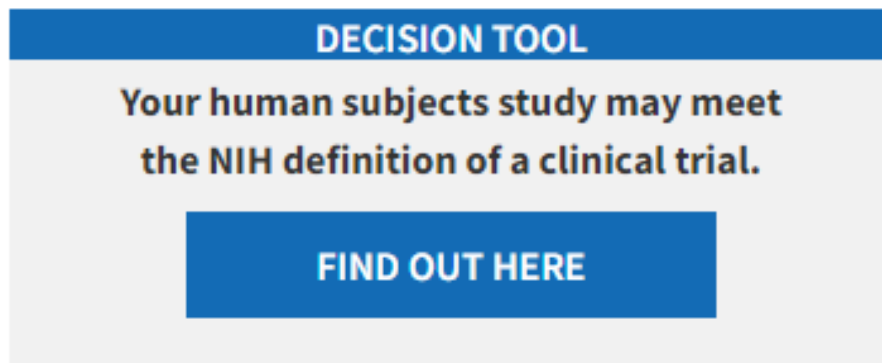
The size of the program does not correlate with the chance of getting an award.

For example, smaller programs (i.e. STTR) or NIH Institutes may have far fewer applications.

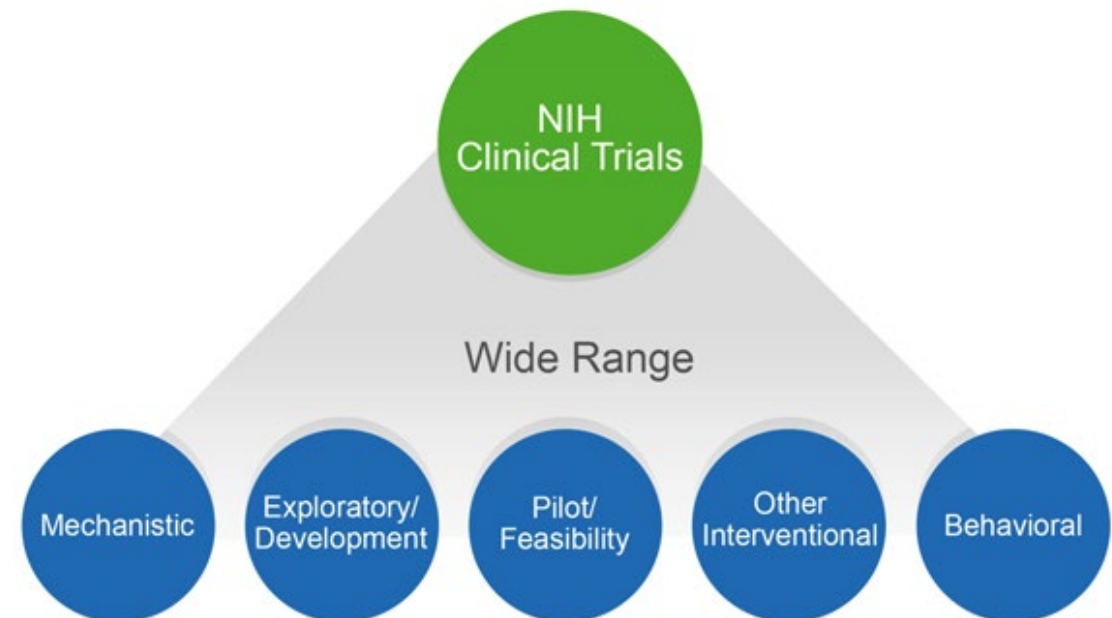


NIH Definition of a Clinical Trial

A research study in which one or more human subjects are prospectively assigned to one or more interventions (which may include placebo or other control) to evaluate the effects of those interventions on health-related biomedical or behavioral outcomes.



<https://grants.nih.gov/policy/clinical-trials.htm>



My project is low risk and only has a few human subjects, so it is not a clinical trial.

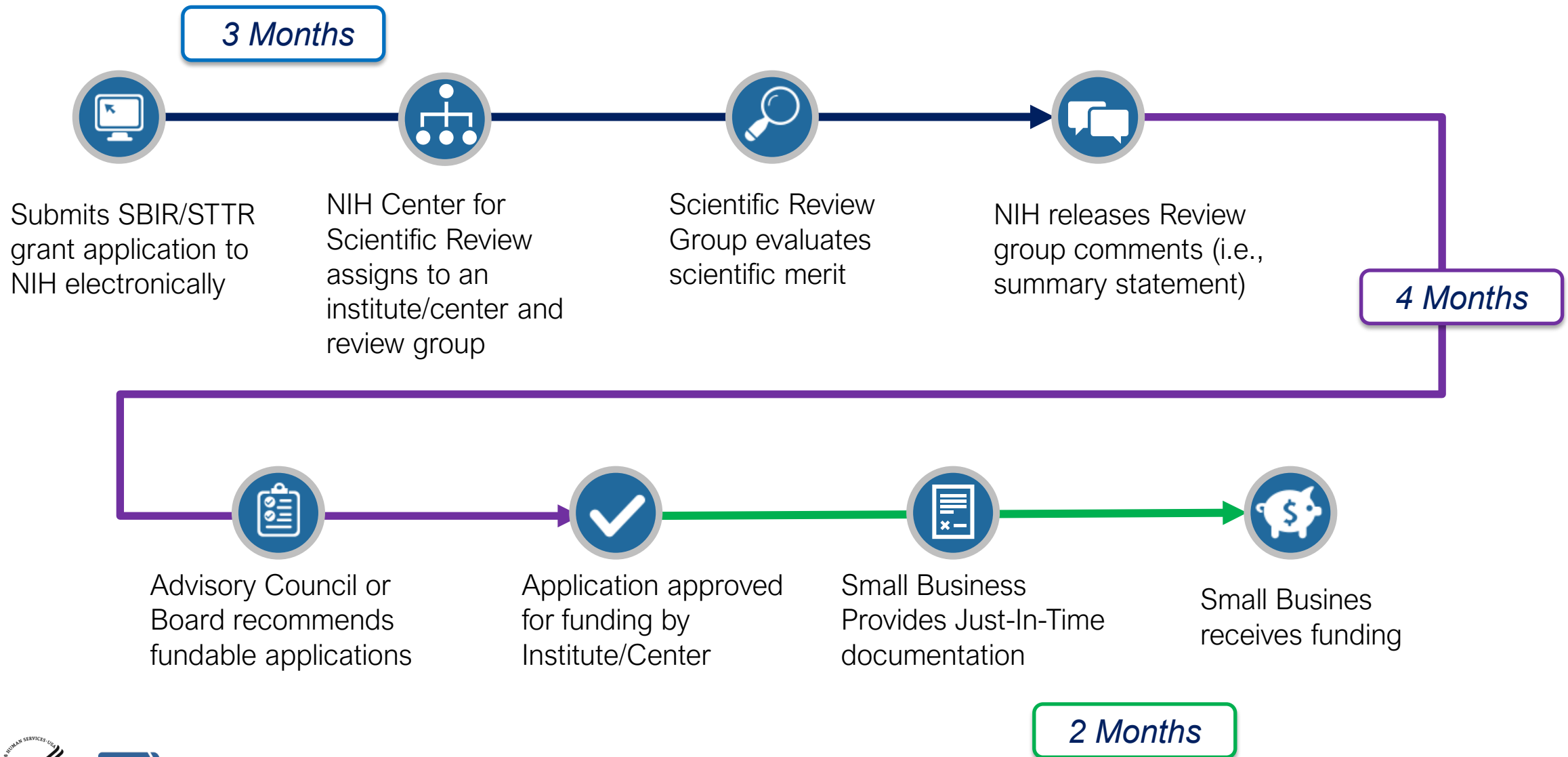
Myth Busted

The NIH definition of a clinical trial is not the same as the FDA's and is not based on risk or number of subjects.

Not all NIH Institutes accept applications with clinical trials, so it is important to talk with a program officer!



NIH Application & Review Process: Submission



Grant applications **and** SBIR contract proposals must be submitted **electronically**.

- Grants submit via **ASSIST** (recommended) or Grants.gov Workspace
- For contracts, submit proposals with [electronic Contract Proposal Submission](#) (eCPS) website

REQUIRED REGISTRATIONS

- System for Award Management (SAM)
- Grants.gov
- eRA Commons (Company and all PD/PIs)
- SBIR.gov



**Two-Factor
Authentication is
Required**

login.gov

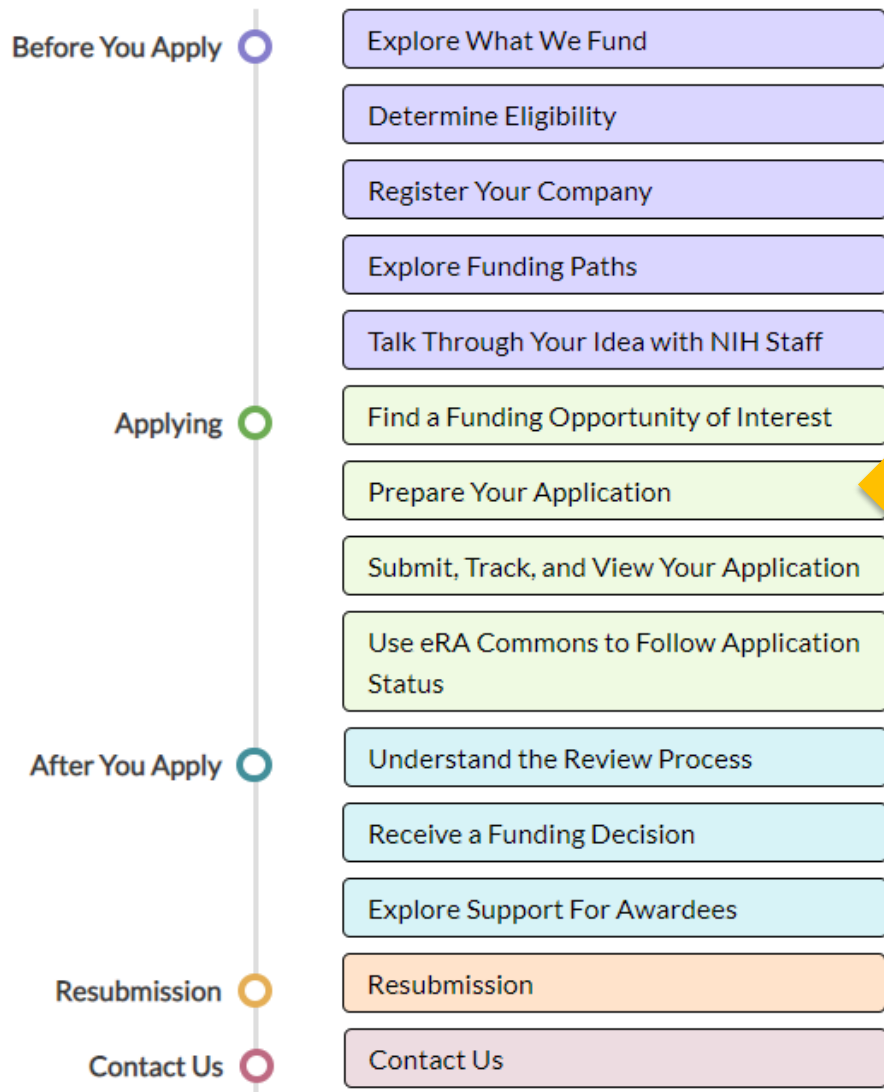
Use the same login.gov
account for eRA, Grants.gov,
and SAM



HOW TO APPLY

Find step-by-step instructions to apply for SBIR and STTR grants along with contact touchpoints at each step.

Resources



Links to:
[Application Instructions](#)
[Annotated Form Set](#)
[Sample Applications](#)

<https://seed.nih.gov/small-business-funding/how-to-apply>

Novice applicants to the program are almost never successful at getting awards.

Myth Busted

~1/4 of all SBIR and STTR awards go to new investigators.

NIH strongly encourage new applicants - particularly from under-represented innovators or parts of the country.

NIH Applicant Assistance Program

<https://seed.nih.gov/small-business-funding/aap>



Most Important Piece of Advice



The screenshot shows the NIH SEED website. At the top left is the NIH SEED logo with the tagline "Helping Innovators Turn Discovery Into Health". To the right are links for "FAQs", "NIH Staff", and "Contact & Help", along with a search bar. Below the header is a navigation bar with links: "SMALL BUSINESS FUNDING", "SUPPORT FOR SMALL BUSINESSES", "PROGRAMS FOR ACADEMICS", "PORTFOLIO", "ABOUT SEED", and a green "APPLY" button. The main content area features a large image of a woman looking up, with the text "Access \$1.2 Billion In Small Business Funding From NIH's Seed Fund: Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs". Below this is a blue button that says "OPEN FUNDING OPPORTUNITIES". At the bottom of this section, it says "Plus entrepreneurial and product development support for academic and small business innovators".

Talk to a Program Officer at least a month before the application deadline!

List of SBIR Program Managers:

<https://seed.nih.gov>

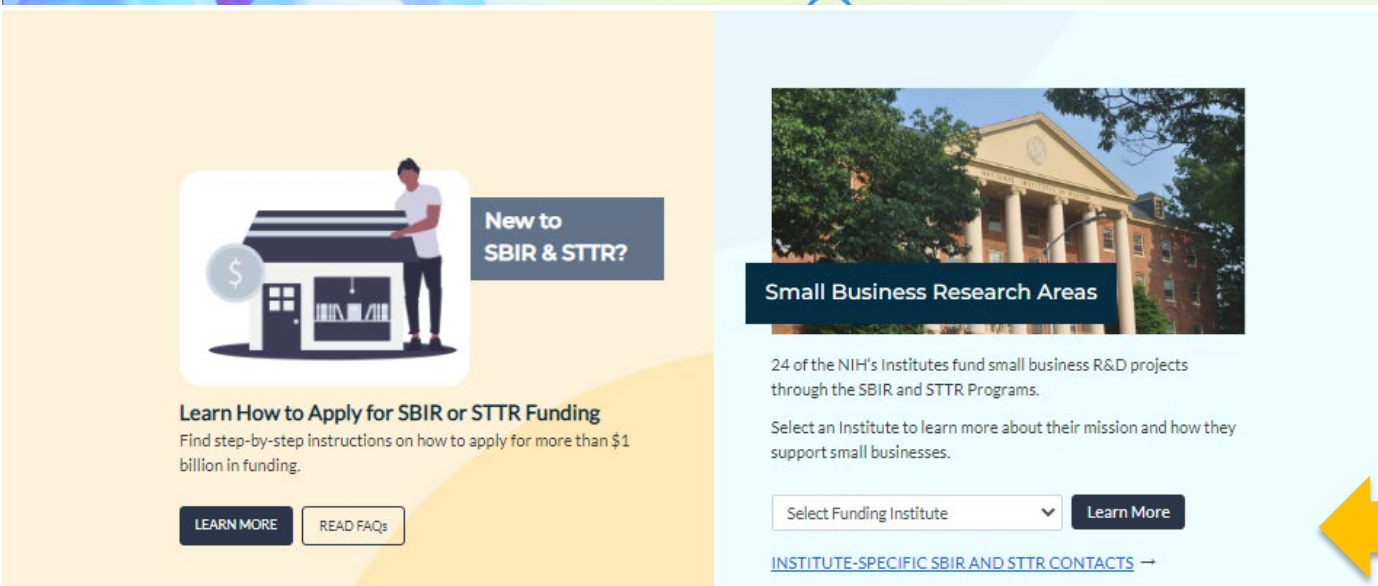
Research Portfolio Online Reporting Tools (RePORT): <https://report.nih.gov/>

Not sure who to contact?

<https://public.era.nih.gov/commons/public/servicedesk/initseed.era>

or

Email: SEEDinfo@nih.gov



This section of the website is titled "New to SBIR & STTR?". It features an illustration of a person standing next to a building with a dollar sign. Below the illustration, it says "Learn How to Apply for SBIR or STTR Funding" and "Find step-by-step instructions on how to apply for more than \$1 billion in funding." There are two buttons: "LEARN MORE" and "READ FAQs". To the right, there is a section titled "Small Business Research Areas" with a photo of a building. It states "24 of the NIH's Institutes fund small business R&D projects through the SBIR and STTR Programs." and "Select an Institute to learn more about their mission and how they support small businesses." Below this is a dropdown menu labeled "Select Funding Institute" and a "Learn More" button. At the bottom, there is a link: "INSTITUTE-SPECIFIC SBIR AND STTR CONTACTS".



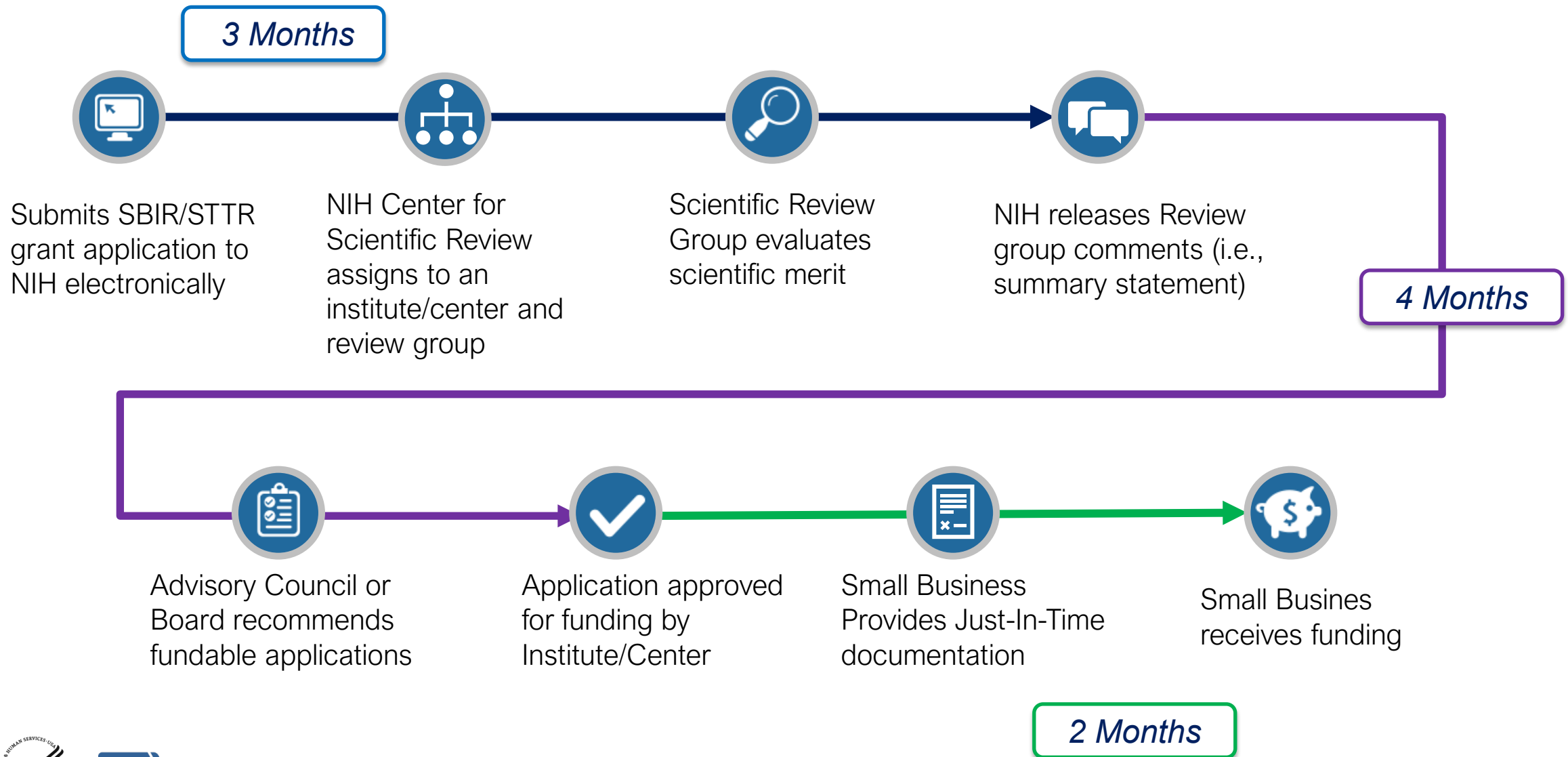
Applications are submitted to a specific Institute, so I need to choose the Institute and Study Section for my application.

Myth Busted

Applications are submitted to NIH and then assigned to a specific Institute and Study Section. You can request a specific Institute or Study Section, but you don't have to!



NIH Application & Review Process: Peer Review



Overall Impact Score

Scored Review Criteria (score 1-9)

- Significance (Real Problem/Commercial Potential)
- Investigators (Investigator and Team)
- Innovation (New or Improved?)
- Approach (Research Design, Feasible)
- Environment (Facilities/Resources)

Additional Review Criteria (not scored individually)

- Application Phase Specific Considerations
- Protection of Human Subjects
- Inclusion of Women, Minorities & Children
- Vertebrate Animals
- Biohazards

Additional Review Considerations (not factored into the overall score)

- Foreign Components
- Select Agent Research
- Resource Sharing Plans
- Authentication of Key Resources
- **Budget and Period of Support**

Center for Scientific Review

<https://public.csr.nih.gov/>



My application didn't get discussed or funded the first time. It's a waste of time to try again.

Myth Busted

Many companies are funded after incorporating feedback into their resubmission.

Tips: Read the summary statement carefully.

Contact your program officer to discuss.

Offer to be a reviewer.



Be Prepared to Resubmit!



Mary Potasek, Ph.D.

President and Co-founder
NCI Awardee

<https://www.simphotek.com/>



Laverne Morrow Carter, Ph.D.

Founder & President, REESSI
NIMHD SBIR Awardee

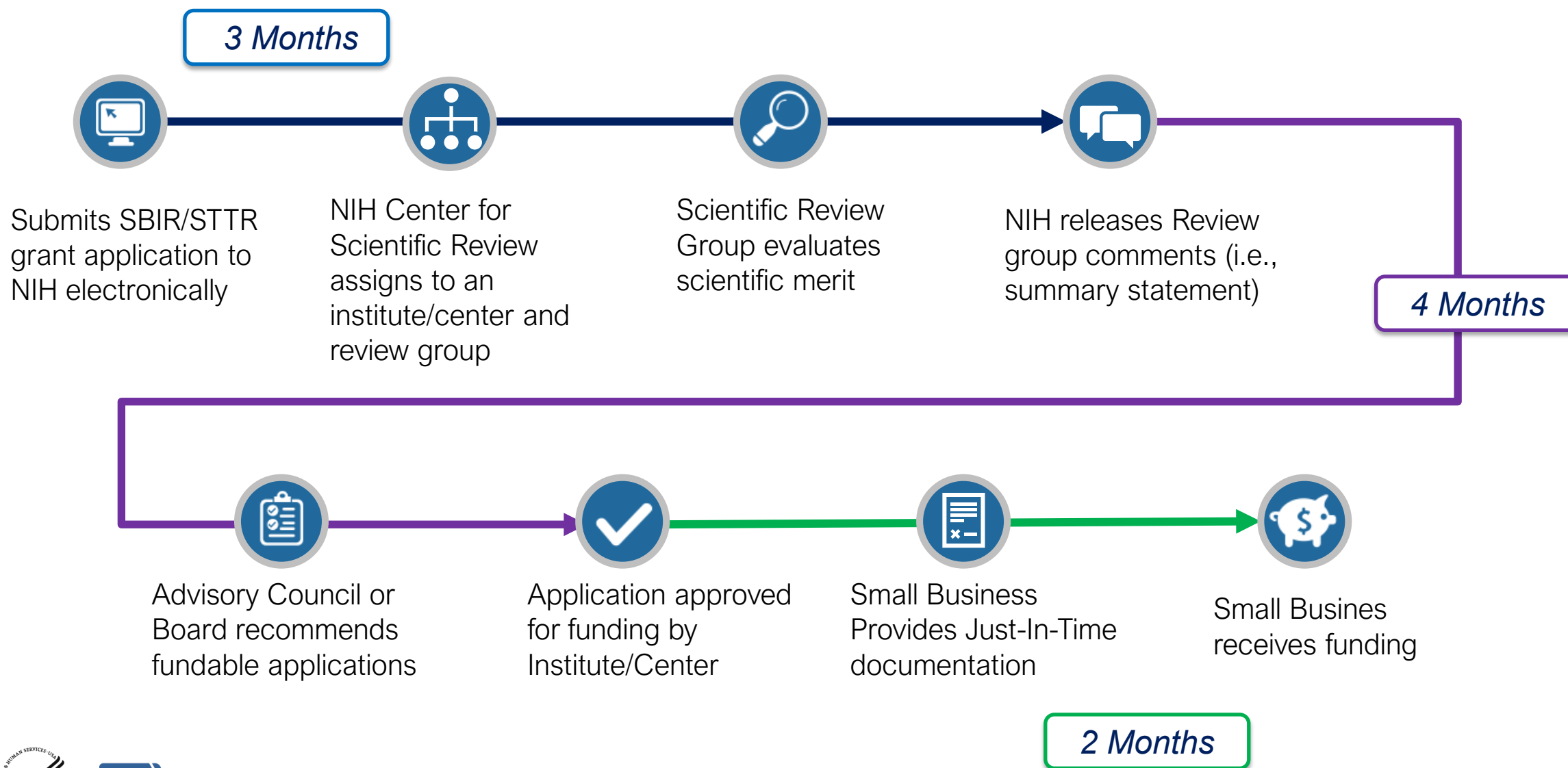
<http://www.reessi.com>

“SBIR is a tough route, and people should be aware of that. The reviewers are not concerned about feelings. But take the criticism seriously, correct the things that need correcting and be prepared to resubmit. Don’t give up because of a depressing review.”

“[SBIR] has been a long, trying, but worthwhile journey...from multiple submissions that were not discussed...to applications that scored below the funding levels...to concurrent applications (one Phase II and a Phase I) emerging from the rigorous peer review process with impact scores in the “Excellent” range.”



NIH Application & Review Process: Advisory Council and Due Diligence



Scientific review group (i.e. study section) determines if you are going to get Funded.

Myth Busted

NIH staff use score and summary statement when developing the funding plan

Advisory Council/Board has access

BUT final funding decision is made by the Institute/Center Director



The Small Business Programs only provide money.

Myth Busted

The Small business Education and Entrepreneurial Development (SEED) Office provides technical and business assistance, education, partnering/investment opportunities, and commercialization support.



Regulatory & Business Development Consultants



Intellectual
Property

Entrepreneurs-in-Residence

Regulatory/Reimbursement

Entrepreneurial Support Programs



Concept to Clinic:
Commercializing Innovation (C3i)



Partnering and Investment Opportunities



Powered by  AdvaMed



ANGEL CAPITAL ASSOCIATION



Technical and Business Assistance (TABA)

Phase I

TABA Needs Assessment*

Provides a third-party, unbiased assessment of areas that are critical to success in the competitive healthcare marketplace

Phase II

TABA Consulting Services*

Available to limited number of awardees in the areas of Intellectual Property, Market Analysis, Regulatory Affairs, or Reimbursement Planning.

Phase I

Phase II

TABA Funding

Provides funding in grant to use your own vendors for Technical and Business Assistance

<https://seed.nih.gov/support-for-small-businesses/>



PA-21-345

Administrative Supplement to Promote Diversity in Research and Development Small Businesses

Purpose: Enhance the diversity of the research and entrepreneurial workforce

- Small Businesses with active small business awards (SBIR/STTR)
- Recruit and support individuals from diverse backgrounds



Career Level:

- Undergraduate
- Graduate
- Degree Holders
- Postdoctoral
- Developing Independent Career



Amount:

\$5,000- 100,000*

*Depending on candidate career level



79 Awards to Date



Rolling Deadline



NIH bureaucrats are unapproachable and I should minimize my discussions with them.

Myth Busted

The SEED Office and NIH program officers, scientific review officers, and grants managers are here to help!



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Read our NIH
SBIR/STTR Success
Stories



NIH Guide for
Grants and
Contracts



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seed.nih.gov



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Secrets of a Successful Submission



Tatiana Cohen, PhD

Center for Scientific Review (CSR)
Scientific Review Officer



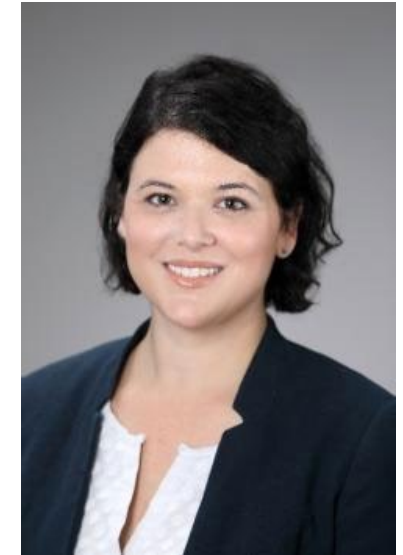
Toyin Ajisafe, PhD

Child Health (NICHD)
Program Director



Miguel Contreras, PhD

Research Infrastructure (ORIP)
Program Director



Emily Caporello, PhD

Neurology (NINDS)
Program Director

