

***2021 HHS Small Business Program Conference:
Diverse Perspectives SEEDing Impactful Innovations***

Compete Like a Pro: Path to a Fundable Phase I

**TODAY'S
SPEAKERS**

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Top Three Essential Tips

- 1. Read the Funding Opportunity Announcements (FOAs) and follow the SBIR / STTR Instructions in the SF424 (R&R) SBIR / STTR Application Guide**
- 2. Identify which NIH Institutes, Centers and Offices align best with the topic of you project (visit their websites to help figure this out)**
- 3. Reach out to Program Officers to discuss your project;**
 - Specific Aims Page [Background / Abstract, Aims / Quantitative Milestones, Outcome]**
 - List of Questions**

Online Resources

➤ <https://sbir.nih.gov/>

➤ <https://orip.nih.gov/small-business>

Animated Videos:

Tips to Create a Small Business Company

NIH Small Business Grant Support: Overview

Flyer and Fact Sheets:

Resources for Small Business Applicants

➤ <https://grants.nih.gov/grants/how-to-apply-application-guide/format-and-write/write-your-application.htm>

➤ <https://report.nih.gov/>

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Electronic Grant Application Submission

- SBIR/STTR applications must be submitted electronically.



Registrations are required; START EARLY

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

<http://era.nih.gov/applicants/index.cfm>



Common Application Problems



- No Significance: Unimportant problem, unconvincing case for commercial potential or societal impact
- Inadequately defined test of feasibility
- Lack of innovation
- Diffuse, superficial or unfocused research plan
- Questionable reasoning in experimental approach
- Failure to consider potential pitfalls and alternatives
- Lack of experience with essential methodologies
- Unfamiliar with relevant published work
- Unrealistically large amount of work proposed

FOCUS ON THE PRODUCT

