Navy SBIR/STTR Program Overview
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Two Messages

- Everything you need to know about Navy SBIR/STTR
  - Navy Organizations
  - Phases, funding amounts, requirements
  - Do’s and Don’ts

- Secrets of success
  - Transition of your technology is your responsibility
  - What is Transition? (depends on who you ask)
  - Increasing your odds
Navy SBIR/STTR Opportunity

### DoD Budgets

<table>
<thead>
<tr>
<th>DoD Budgets</th>
<th>FY11</th>
<th>FY12 (est)</th>
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<tbody>
<tr>
<td>SBIR</td>
<td>$1,041M</td>
<td>$987M</td>
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<tr>
<td>STTR</td>
<td>$117M</td>
<td>$123M</td>
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### Navy-wide

- **Topics**: 262
- **Phase I Awards**: 726
- **Phase II Awards**: 293
• Federal Wide Program - $2.0+ Billion
• SBIR- Small Business Innovative Research Program
  – 2.6% of RDT&E in FY2012, rising to 3.2% for FY2017
• STTR- Small Business Technology Transfer Program
  – .3% of RDT&E in FY2012, rising to .45% for FY2016
• Programs Fund Innovative, High Tech Research with Small Businesses
DoN SBIR/STTR Goals, Structure, Strategy

• Goals
  – Use small business to develop innovative R&D that meets a DoN Need
  – Transition that technology to a DoN platform/system
    • Topics and awards based on R&D priorities and SBIR funding allocation.
      – The PEO gets back 90% of its SBIR/STTR tax.
    • Over 80% of Navy Topics are selected by PEO/PM/FNC office and address one of their specific needs -- not just "sponsored by".

• Good Sources of Information
  • www.zyn.com/sbir (best source to look for any Fed. Topic)
  • www.sba.gov - "Contracting - Working with the Government"
SBIR/STTR Participating Agencies

- DOD SBIR/STTR
- HHS SBIR/STTR
- NASA SBIR/STTR
- DOE SBIR/STTR
- NSF SBIR/STTR
- DHS SBIR
- USDA SBIR
- DOC SBIR
- ED SBIR
- EPA SBIR
Learn about:

- SBIR/STTR Phases (funding, timelines, requirements, etc.)
- Solicitation Schedules
- Links to SYSCOM sites
- Program POCs
- Submitting Proposals
- Getting Started
- Getting Paid
Each SYSCOM has own Phase II guidance (typical amounts shown)
SBIR/STTR ‘Topics’ are posted quarterly on the DoD SBIR website at: www.dodsbir.net

- **Phase I** – Awards help determine technical merit, feasibility of the Innovation and small business performance

- **Phase II** – Awards mature the innovation by building and testing a prototype. Options are based on strong Phase III transition potential

- **Phase II.5** – Funding continues the Phase II development with strong transition opportunities and agreements with an acquisition program

- **Phase III** – Transitions the SBIR/STTR technology into a DoD application thru non-SBIR/STTR funding and other support from ONR S&T Program Offices, Navy SYSCOMs, etc...
Transition Perspectives

• Navy’s Focus
  – Technology into the hands of the warfighter
  – Return on investment
  – Tap into the agility and innovation of SBCs

• TPOC’s Focus
  – Technology transition to a SPECIFIC program or need
    • Future Naval Capability
    • Innovative Naval Prototype
    • Acquisition Program of Record
  – Several ongoing projects each with a single transition path
• Transition Sponsor’s Focus (varies)
  – Technology development culture
    • Investment areas
    • S&T or R&D
    • Technologies, components, or systems
  – Technology Readiness
    • Maturity supports insertion timeline
  – Manufacturing Readiness
    • Producible in sufficient quantities
  – Affordability
• Your Focus
  – Get product to market!
    • Short term (i.e., next phase)
    • Long term (sales, licensing, being acquired)
  – Seek multiple applications/paths
    • Other Programs, SYSCOMS, Services, Agencies, Primes, Adjacent Markets
  – Don’t place all your bets on one horse
    • Needs change, wars end, funding dies
• Created in FY2011 Defense Act, provided $440M in R&D funds to accelerate the fielding of innovative technologies into high priority military systems.

• FY2011 RIF funding priority goes to small business, for projects that:
  – Enhance military capabilities
  – Reduce development, acquisition or sustainment costs
  – Reduce technical risk
  – Improve testing and evaluation outcomes

• Up to $3M per project; completion within 24 months of award.

• FY2012 RIF will make $200M available for a nearly identical program, with FY2013 RIF funding probable.

• RIF process entails expedited and streamlined submission, evaluation and selection process.

Don’t Forget Partnering

www.navysbirsearch.com

Free!
Tips for Success

• Communicate with your TPOC
  – Project status, contract status and PoP (80% expended)
  – Understand project requirements and changes
  – Understand and support the transition path
• Don’t undermine your TPOC’s transition efforts
• Communicate with your Contracting Officer
  – Read and understand your contract
  – Don’t let your contract expire (no-cost extensions)
• Your SBIR/STTR contractual work has a higher priority than anything else
• Just Getting Started?
  – Research topics consistent with your business strategy
  – Current and past solicitations identify Navy technology needs
  – Know Navy structure
  – Submit proposals for solicitations you can solve
  – Prepare to be innovative
• Already have a Phase I?
  – Know your target platform/system for insertion
  – Build strategic partnerships (Primes, Universities, Acquisition Managers, Program Managers)
  – Plan commercialization path early with TPOC
Try to Stay Engaged

- How the customer explained it
- How the project leader understood it
- How the analyst designed it
- How the programmer wrote it
- What the beta testers received
- How the business consultant described it

- How the project was documented
- What operations installed
- How the customer was billed
- How it was supported
- What marketing advertised
- What the customer really needed
• Don’t get discouraged
  – It’s not you, it’s us – You may be doing great stuff - sometimes requirements change, needs go away, funding gets cut.......so always try again
• The Navy SBIR website is a great starting point
• Transition is in the eye of the beholder
• There are various transition opportunities
• Utilize your Transition Agent (TPOC)
• Don’t lose focus on your current effort
BACK-UP

Additional SBIR/STTR Info
The Navy Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Program provides opportunities for Small Businesses to develop innovative technologies that address high-priority ‘Navy’-specific needs:

*Navy SBIR/STTR Program Director: Mr. John Williams (also the Program Director for ONR’s SBIR/STTR Program), john.williams6@navy.mil
*ONR SBIR Program Manager: Ms. Tracy Frost, tracey.frost@navy.mil
*ONR STTR Program Manager: Ms. Steve Sullivan, steven.sullivan@navy.mil

Note: SBIR, STTR requires partnering with Colleges and Universities and encourages partnership with larger firms to help ensure technology Transition onto Navy platforms
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The goal of the Navy/ONR SBIR Program is to use Small Businesses to foster innovative research and development that addresses a Navy need and commercialize that technology into a Navy platform or weapon systems:

*Transition Assistance Program (TAP): Assists Phase II companies in developing transition tools (e.g. abstract, quad chart, etc.) and then offers a final showcase of products at the ‘NAVY OPPORTUNITY FORUM’ with attendees from Navy Acquisition program offices and inquiry.
*Navysbirsearch.com Database: This online database allows companies to make partnering connections and explore the Navy’s current technology investment areas. It includes SBIR award information, success stories, summary reports, points of contact, etc...