

A black and white photograph of a group of people in a modern office or conference room. They are gathered around a yellow Boston Dynamics robot. Some people are wearing face masks. The robot is in the foreground, and the people are in the background, some looking at the robot and others talking to each other.

# Army STTR RI Colloquium: Finding the Right Partners

*Guidance on finding your partners for the Upcoming 24.B Solicitation*

# Housekeeping

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*Guide to Airmet, Events, and Key Resources*



*Hello!*

**Matthew Bigman**



**Mr. Tylar Temple**

**Program Manager,  
Army STTR**

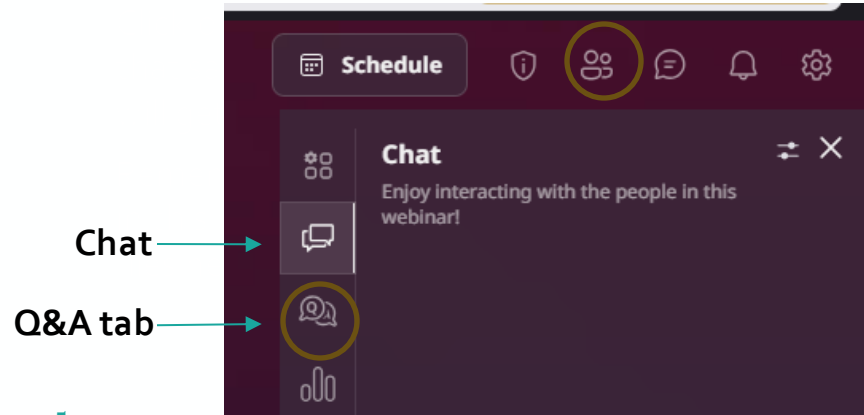
# Welcome to the Webinar

## Objectives:

- Get a brief introduction to the Army STTR program
- Suggestions and upcoming resources for finding Small Business Partners and having a smooth 24.B solicitation
- Resources for Research Institutions and their partners

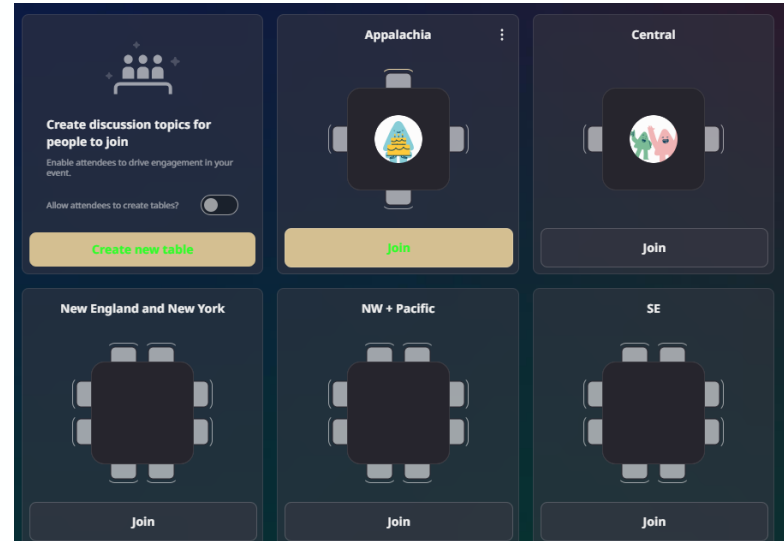
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- Submit questions in our Q&A tab on the right side
- Feel free to use the chat or search bars to find networking partners



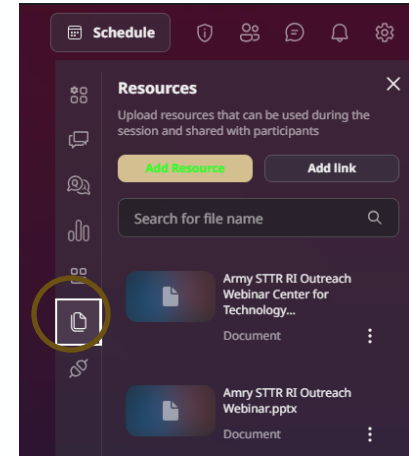
# Join us for networking after the event

- Check out profiles and tables
- Find partners you need to apply to STTR
- Connect to peers in the field
- Exchange contact information



# Resources

- Slides are available in the resources tab to the right
- Visit [Armysttr.com](https://armysttr.com) for our mailing list and the latest updates
  - Early “Sneak peak” on topics (Likely April 2<sup>nd</sup>)
  - Links to the BAA Submission portal and other resources
  - Success Stories and Previous Winner Information
  - Previous event recordings, interviews, and slides
  - **Coming for 2024: RI Partnering**
    - Yearly list of RIs divided by resources and topics of interest
- **Please note that this is general information about Phase I proposals, and is not meant to replace the guidance in the official DoD 24.B BAA**
  - Visit The Broad Agency Announcement (BAA) Page for release and final details <https://www.dodsbirsttr.mil/submissions/baa-schedule/active-baa->



SIBR/STTR Awardees

## Success Stories

Below are success stories from just a few of the Army's outstanding previous STTR awardees.

**DeepRadio: Deep Learning for Wireless Communications and Security**

Intelligent Automation, Inc. (IAI) developed DeepRadio technology per embedded implementation of deep neural networks as a storage- and characteristic radio frequency (RF) spectrum environment in real-time spectrum dynamics. DeepRadio uses deep learning to detect and classify RF signals in real-time and is used in the STTR award.

# Official STTR Program Inquires

- General BAA Questions:
  - DoD Wide Information: <https://www.dodsbirsttr.mil/submissions/learning-support/faqs>
  - Army Instructions:
    - [usarmy.rtp.devcom-arl.mbx.sttr-pmo@army.mil](mailto:usarmy.rtp.devcom-arl.mbx.sttr-pmo@army.mil)
    - 919-549-4200
- General STTR Program Questions:
  - Program Wide Information <https://www.sbir.gov/tutorials>
  - Army Specific:
    - [www.armysttr.com](http://www.armysttr.com)
    - [usarmy.rtp.devcom-arl.mbx.sttr-pmo@army.mil](mailto:usarmy.rtp.devcom-arl.mbx.sttr-pmo@army.mil)
    - 919-549-4200
- DoD SBIR/STTR Website:
  - DoD Submission Site
    - <https://www.dodsbirsttr.mil>
  - Technical Issues
    - [DoDSBIRSupport@reisystems.com](mailto:DoDSBIRSupport@reisystems.com)



# Army STTR Overview

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*What is Army STTR?*

# STTR/SBIR is Funding

- Federal agencies with extramural R&D budgets exceeding \$100million are required to allocate 3.2% to fund small businesses through the SBIR (Small Business Innovation Research) program.
- Federal agencies with extramural R&D budgets exceeding \$1 billion are required to allocate 0.45% to fund small businesses through the STTR (Small Business Technology Transfer) program.
- Phase I is up to \$204,000 dollars per program
- Only 11 federal agencies do SBIRs, even less do STTRs

STTR programs can provide the seed funding you need to bring scientific innovations from the bench to the warfighter..

# Army STTR

The Army Small Business Technology Transfer (STTR) program encourages small, high-tech U.S. businesses (fewer than 500 employees) in partnership with research institutions to provide innovative research and development solutions in response to critical Army needs. By capturing the tremendous and varied talents of the U.S. small business community and research institutions, the STTR program benefits the Department of Defense (DoD), the private sector, and our national economy.

Each year, the Army STTR program develops a set of research topics that represent the Army's current and anticipated warfighting technology needs. These topics are included in the Army portion of the DoD SBIR/STTR Broad Agency Announcements (BAA). Proposals are developed by a small business in partnership with a nonprofit research institution (RI). Proposals must respond to a specific topic in the BAA. The STTR program does not accept unsolicited proposals.

[Check out our previous webinar videos for more information!](#)

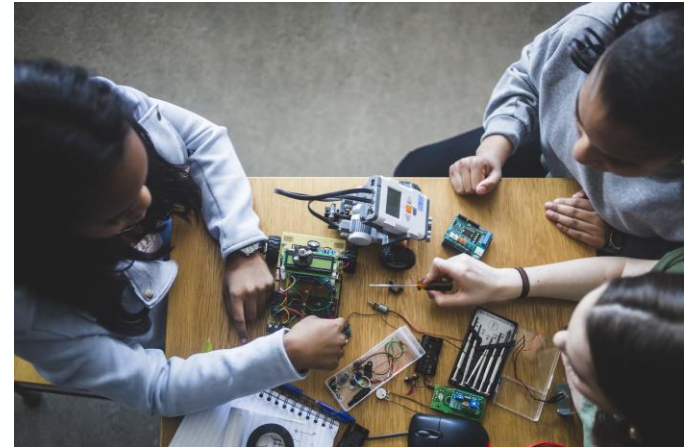


*STTR bridges the gap between  
small business and US research*

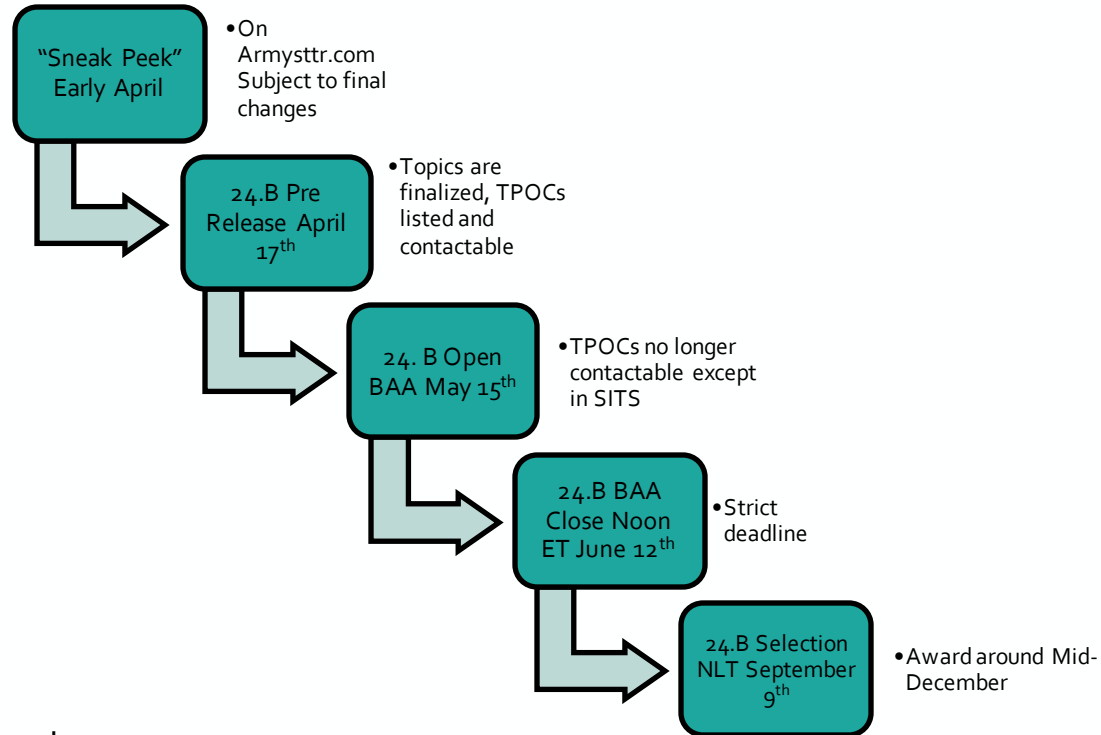
Army is mission driven. It has a problem it wants solved and believes that the technology is on the cusp, with dual use commercial applications. And it wants your Research Institution to help.

# For a Research Institution

- Funding in cutting edge research areas of interest for the government and dual use commercialization technologies
- Technology spin off opportunities for your research
- Gateway to the to the US Army, providing valuable viewpoints, insights, and community
- Experience for your graduate students and young faculty with commercialization
- Exposure to small business, prime contractors, and federal research environments
- The kind of development metrics state officials love from their public institutions
- History of performance with the US Government



# Army STTR Schedule Overview



○ All dates subject to change

# Networking and Outreach for RI

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*A compilation of Advice and Best Practices*

# Basic STTR Partnering Requirements

- The **small business** performs at least 40% of the work, and the **partner Research institutions** at least 30%
  - Remaining work may be done by either party or outsourced
- The **small business** is the prime, must register at [sma.gov](https://www.sma.gov) and have a CAGE code for DSIP
- The **small business** must be over 50% US-citizen-owned or permanent resident aliens (or Native-tribe-owned), and the RI should be a US based institution (also a joint venture rules)
- For an STTR award, the SBC and RI must, prior to award, sign an intellectual property agreement identifying the sharing of rights to data
- **Research institutions** can be the following:
  - US Nonprofit college or university
  - Domestic nonprofit scientific/research organization
  - Federally Funded R&D Centers (FFRDC, contractor operated)





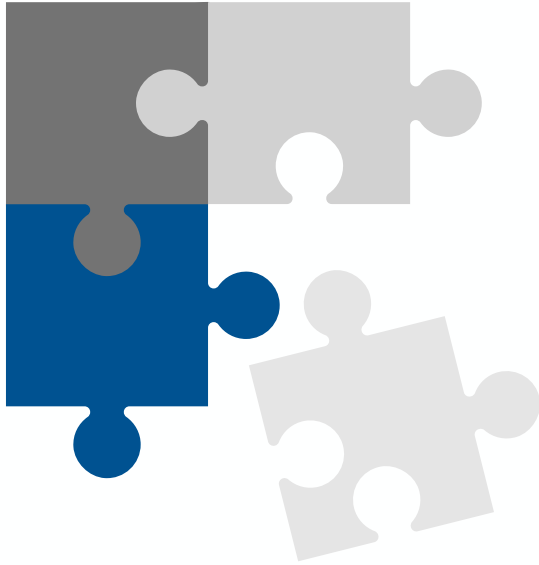
# Considerations for Partnering Success

A Phase I award helps you focus on the feasibility, technical merit, and commercial potential of your research project.

- Mutual Solution Support
- SB has a plan, but is willing to work as a partner
- SB is entrepreneurship minded growth with focus on commercialization
- Has capabilities or access you lack and a plan to intergrate with you
- Topic approach is interesting for you to work on
- Is open to helping your institution grow and learn in the STTR environment
- Adds a unique competitive element



# Considerations for Partnering Success



- You need ample time to do contracting and paperwork
  - The STTR deadline is strict
- Your SB partner's *size and name* do not matter; their *capabilities and how they are expressed* do
- The SB or the RI do not have fixed roles, save for the primary contracting
  - Ex: One Success Story had RI used as test bed and data collection for SB's monitoring technology
- Look at co-funding you may have access to
- The SB is the prime, but an indicator for Phase II success seems to be teams who are partners
- Be clear with SB partner what you are looking for: Spinoff SB, IP licensing, or straight research
- Know your schools administrative and IP requirements and tell your SB partner early
  - Can often lead to collapse of agreements at the last minute
- Keep in mind the SB is the primary submitter of the paperwork; be patient with them and give them the time they need to submit

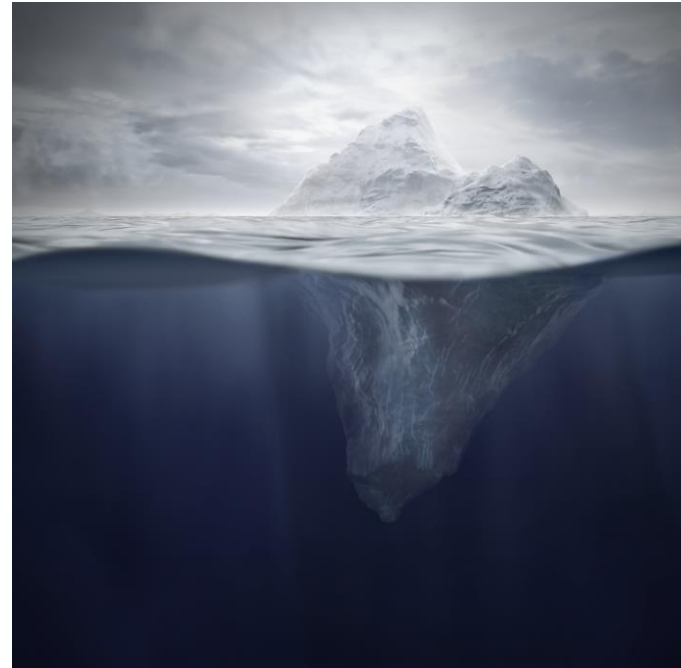
# Finding Your Partner

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*Showing your Fit*

# Know Yourself

- What role do you want?
  - Consultant: Provide Advice and expertise
  - Fee for Service/Subaward: Access to equipment/facilities, experience for team members
  - Collaborator: Full partner
  - Entrepreneur: Make your own
- What are the mutual benefits?
  - How do you leverage each other's resources, expertise, and networks to achieve your goals?
  - How does the university benefit?
    - Budgets include university direct and indirect costs



# Know Your Administration

- What are your rules?
  - Conflicts of Interests
  - **IP Sharing and Planning**
  - Allowance or reduced appointments available?
  - Does this effect tenure?
  - Do you need indirect costs
  - Do they know what a SBIR/STTR is?
- What are your process?
  - Can your admin offices move fast?
  - What permissions/paperwork do you need?
  - How do you generate enthusiasm in the project?



# Know Your Partner

- Due diligence?
  - Know the people and tech?
  - Are they legitimate leaders?
  - Can they be organized?
  - How do they want to handle the IP
- Where are they going?
  - Do they have a Phase II and commercialization plan?
  - Are you a part of it if you want to be?
- How is the fit?
  - Does their culture help your team grow?
  - Do they enable your research objectives?
  - Can you communicate well in a high pressure, fast environment?





## *Know the Topics*

Your Research Institution may not have a good fit. But if there is one, understand what the Army is looking for and how you can make yourself appealing.

## Know your Topic

- Look at topic reference's authors and their networks
- Look at how the topic fits your work Read the topic
- Think about meeting objectives and Phase 1/2 needs
- BAA has key details you need to find your partner

### A23B-T009 Small Unmanned Aerial System for Surveying the Electromagnetic Spectrum

**Objective:** Develop a UAS mountable sensor and transmit package that will provide a standalone low-cost survey, including geolocation, of the electromagnetic spectrum without the need for corporate support.

**Phase I:** Develop a system design for a Class I or Class II UAS platform or platforms to map electromagnetic signal emitters including signal type and geolocation. The system should meet threshold values of a payload capacity of up to 10lbs and a minimum operational time of 15 minutes with a minimum observational range of 1 km and an objective payload weight of 5 lbs., operation time of 30 minutes, and observational range of 5km. This should include a spectrum sensing algorithm for use on a UAS and a corresponding system hardware architecture. The objective for spectral sensing should be between 3MHz-6 GHz, able to sense RF power below -90 dBm and produce an accuracy of < 100 meter of signal emitter location.

#### References:

Martian, A. Real-time spectrum sensing using software defined radio platforms. *Telecommun Syst* 64, 749–761 (2017).  
<https://doi.org/10.1007/s11235-016-0205-z>  
Zhao, Xiaoyue & Pu, Fangling & Wang, Hangzhi & Chen, Hongyu & Xu, Zhaozhuo. (2019). Detection, Tracking, and Geolocation of Moving Vehicle from UAV Using Monocular Camera. *IEEE Access*. PP. 1-1. 10.1109/ACCESS.2019.2929760.



## Some Methods for Tracking Down Partners

For the Research Institution

- RI are in demand for STTR
- Make your topic interest known
  - Be knowledgeable on BAA and why you can benefit an SB
- Online databases of eligible companies such as Crunchbase
- Alumni office
- Federal and State Small Business Administrations and Development Centers, Incubators, Entrepreneurial Support Organizations
- Networking/Collider events
- Make your own small business (this can be labor and time intensive)



# Making your own Small Business

- IP rights
- Non-diluted start-up funding
- University support
- Great opportunity to shepherd your research
- Supporting Success Stories
- IP, even from your work, can be complicated
- Time and effort
- Conflict of Interest between academic duties and business interests
- Financial Risks
- Limited time and topic access

# https://www.armysttr.com/networking

Army STTR

[Home](#) [Process](#) [STTR Topics](#) [Success](#) [Events](#) [Submission](#) [Support](#) [Links](#) [Search](#) [in](#)

## RI-SB Connection

**Filter By:**

Research Institution

Choose an option...

Topic of Interest

Choose an option...

Add Keyword

Enter Keyword

 **Reset All Filters**

Research Institution

Topic of Interest

Interest/Skills

# More Resources

- Phase Zero and State Matching Programs
- Economic Development Authorities
- University Outreach Offices
- Incubators and Accelerators
- Federal Lab Consortium
- USPTO

## Helpful Links

<https://www.sbir.gov/local-assistance>

<https://www.sbir.gov/support-organizations>

<https://www.sbir.gov/accelerators>

<https://federallabs.org/flc-business/about-flc-business-77c1c2a816321eb2ce47b44233b73840>

<https://www.uspto.gov/learning-and-resources/startup-resources>

FAST organizations conduct outreach, training, and mentoring for potential SBIR/STTR applicants and awardees, with a focus on increasing successful applications from underserved communities.



# Networking During our Virtual Events

- Check out profiles (and build your profile) of active participants
- Visit tables related to research/geographics matching your needs
- Use the chat and private messages to reach out to people
- Have a story and a pitch
- Ask promising leads for their contact information
- Plan some topical icebreakers Ex:
  - Which topics in this research area interest your team?
  - What did you think about topic author's (thoughts)?
  - What's something that surprised you about Army needs (relevant to the topic)?
  - What's your "moonshot" plan for this area/topic if you could do one?
  - What breakthrough would make this topic infinitely easier to address?
  - What excites you the most about this topic or area?
- **Let VT-ARC know what you need for better virtual networking in the post event Survey**

# Initial Steps

- Sign up for Armysttr.com
- Talk with your administration
- Read past BAAs and solicitations
- Check out STTR events
- Watch for the topic “sneak peek” around April 2<sup>nd</sup>
  - RI Network opens with sneak peak
- Prerelease April 17<sup>th</sup>
- Industry Day April 24/25
  - Micro Networking in-between the above
- Fill out the survey

# THANK YOU FOR ATTENDING!

Please complete the event survey



<https://www.surveymonkey.com/r/R5Z8JB6>

Let us know how we can help you!



Sign up on Armysttr.com



[www.Armysttr.com](http://www.Armysttr.com)

Follow for upcoming events and information/updates for the 24.B cycle



# Army STTR 101

*Guidance and Preparation for the Upcoming 24.B Solicitation*



# Housekeeping

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*Guide to Airmet, Events, and Key Resources*



*Hello!*

# Matthew Bigman

You can find me at:  
[Matt.bigman@vt-arc.org](mailto:Matt.bigman@vt-arc.org)



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**Mr. Tylar Temple**

**Program Manager,  
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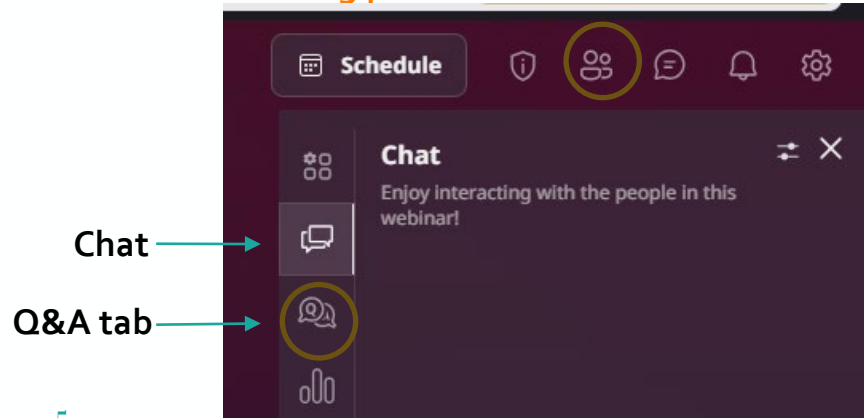
# Welcome to the Webinar

## Objectives:

- Learn about Army Research Priorities and how they will potentially drive topic selection for the 24.B Army STTR program
- Get a brief introduction to the Army STTR program
- Learn about the resources we provide on your road to STTR success

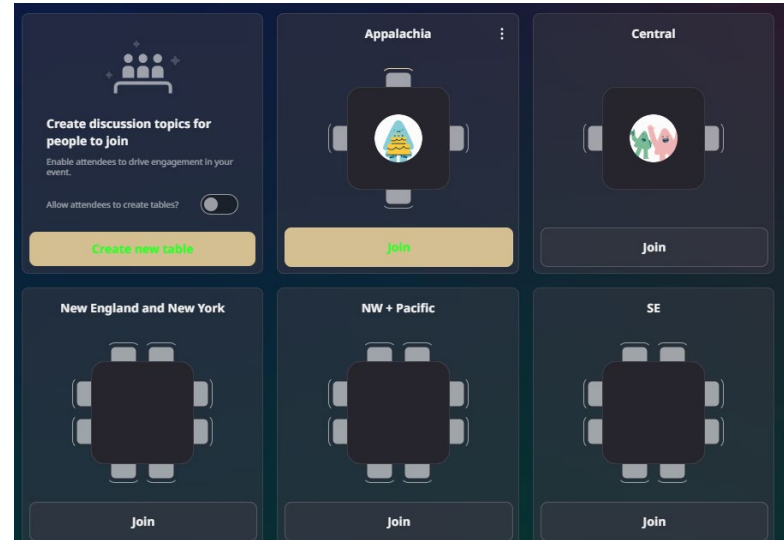
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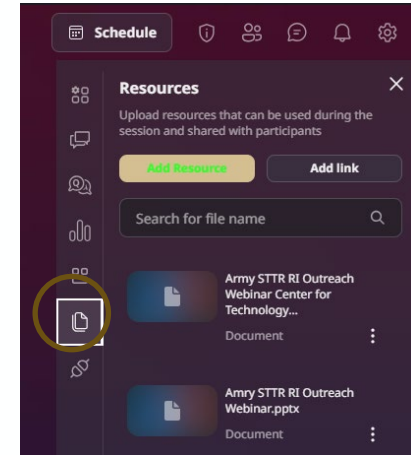
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# Resources

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  - Yearly preview of the topics a few weeks prior to prerelease
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  - **Coming for 2024: RI database**
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    - 919-549-4200
- DoD SBIR/STTR Website:
  - DoD Submission Site
    - <https://www.dodsbirsttr.mil>
  - Technical Issues
    - [DoDSBIRSupport@reisystems.com](mailto:DoDSBIRSupport@reisystems.com)

# Army STTR Overview

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*What is Army STTR?*





# STTR/SBIR is Funding for your Success

- Federal agencies with extramural R&D budgets exceeding \$100million are required to allocate 3.2% to fund small businesses through the SBIR (Small Business Innovation Research) program.
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Investing in **your** solution, and the freedom to run the business according to **your** vision



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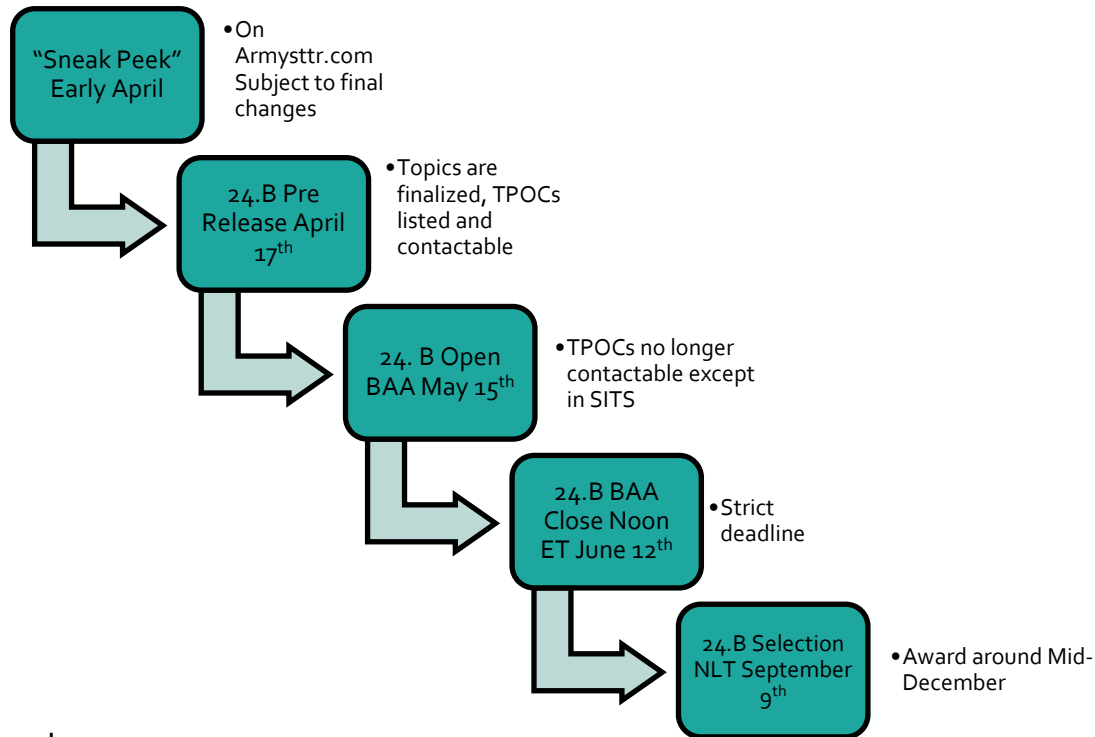


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*STTR bridges the gap between  
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Army is mission driven. It is has a problem it wants solved and believes that the technology is on the cusp, with dual use commerical applications

# Army STTR Schedule Overview



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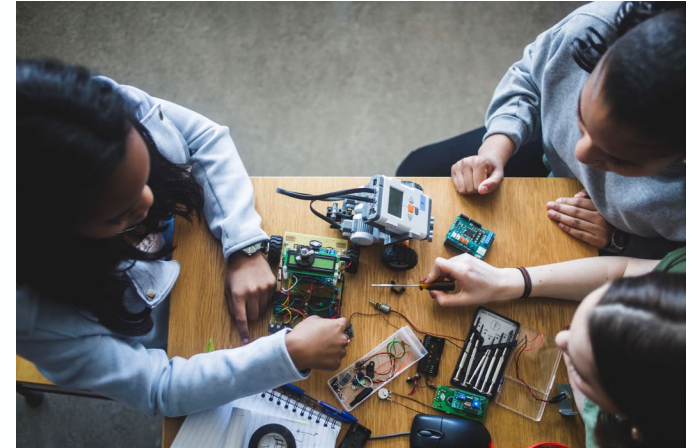
# For a Small Business

- Non-dilutive funding
  - America's Seed Fund awards non-dilutive funding—owners do not give up equity or ownership—to develop your technology and chart a path toward commercialization through the SBIR and STTR programs
- You choose how the IP is split with your research partner
- You illustrate to other investors you have the confidence and interest of the US Army
  - Segway to the DoD and US Government, defense primes
- Access to the US Army perspective and mission to accelerate your commercialization
  - Form lasting partnerships and insights
- Up to \$204,000 dollars over six months
- Pathway to Phase II funding of up to \$1,363,000 dollars for additional R&D derived from 24.B
- Focus on, and sole source, commercialization rights with any federal contract matching your technology



# For a Research Institution

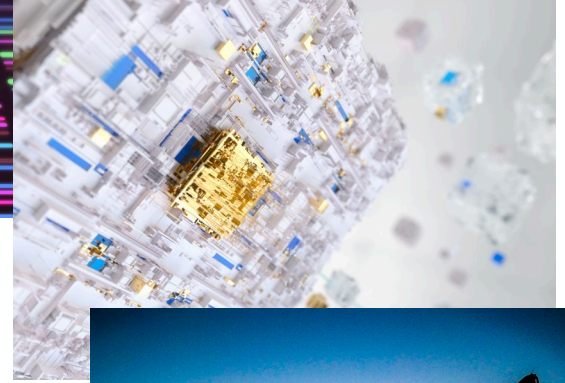
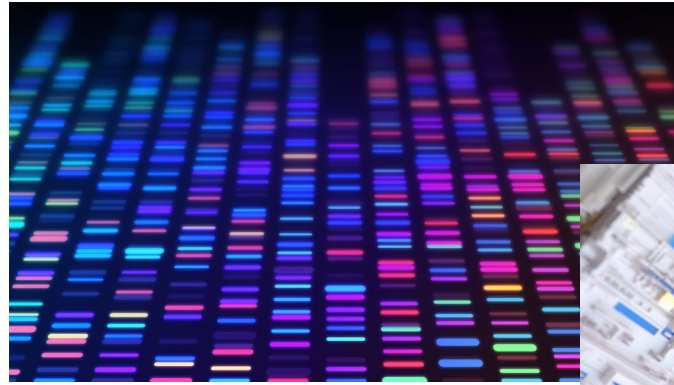
- More funding and IP opportunities in cutting edge research areas of interest for the government and dual use commercialization technologies
- Technology spin off opportunities for your research
- Access to the US Army viewpoint and experience working with the US Army
- Experience for your graduate students and young faculty with commercialization
- Exposure to small business, prime contractor, and federal research environments
- The kind of development metrics state officials love from their public institutions
- Funding





# What do you need to apply for an STTR

- ◆ A proposed solution to an Army Solicited STTR Topic
- ◆ A US Based Small Business (SB) Concern (51% US citizen or permanent resident owned and operated) who acts the prime
  - ◆ You must register at [sbir.gov/registration](http://sbir.gov/registration) and meet all SBA requirements
  - ◆ You must register at [sam.gov](http://sam.gov) and get a CAGE code for DSIP
- ◆ Partnership with a U.S. non-profit Research Institution (RI)
  - ◆ University, FFRDC, or other non-profit RI
- ◆ Budgeting for both the business (at least 40%) and research institution (at least 30%)
- ◆ **Willingness and time to carefully read the BAA, address the application questions, and fill out all the requirements with a solid plan**



# Topics

*Finding the What*







# Topics

- 20-24 preselected topics each year
  - On average, 2 awards per topic for Phase I
- Technical Points of Contact (TPOC) submit topics for selection months ahead of 24.B cycle
  - Topics are often related to key Army Research Priorities
  - Mix of conventional topic areas and some more niche areas of interest
  - No open solicitations in the STTR program
- Topics are searchable by keywords, priorities, technical areas
  - Include Phase 1 Objectives
  - Include references to related science and research
- During the pre-solicitation, you can learn more about the topics with direct contact with TPOCs or Industry Day/Topic Events
  - Once the BAA officially opens, only questions submitted in SITS will be allowed
- Final information or clarifications will be posted at the DSIP BAA:  
<https://www.dodsbirsttr.mil/topics-app/>



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*The BAA is the final say on a topic*

TPOCs want solutions to the objectives they outlined

# The BAA

## ○ Topic Name

- A23B-T022 Soldier Personnel Protective Equipment from High Energy Lasers

## ○ RT&L Focus Area(s):

**RT&L Focus Area(s):** Directed Energy

## ○ Technology Areas

**Technology Area(s):** Human Systems, Materials

## ○ ITAR Requirements

**Objective:** A lightweight and wearable Soldier PPE able to neutralize high energy laser threats upon impact and, incidentally, able to alert the wearer of the presence of such threats

## ○ Objective

**Description:** High energy laser (HEL) threats are expected to be deployed in the future battlefield. They exhibit many compelling features including speed-of-light engagement, a deep magazine, and limited protection against the highest powers. The threat mechanism is via optical damage and intense thermal damage. These qualities behoove the development of PPE for Soldiers. A solution to this problem does not have to provide complete protection against HELs, even partially protection can buy Soldiers enough time to evade or engage the threats. In addition, the wavelength could be in the near infrared (NIR), such as with a Nd:YAG laser, making it undetectable visually via scattered light. A PPE system was developed for industrial users of high energy lasers [1]. The PPE proposal here could involve a wearable for the Soldier or a shield-like product. HELs can have irradiances greater than 10 W/cm<sup>2</sup> or powers greater than 500 W. Even materials with extremely small amounts of absorption in the visible or NIR, such as noble metals, will lead to optical power absorption, heating and thermal runaway as the material gets damaged. Damage leads to further absorption as the material's absorption coefficient increases. Energy can be reflected away and/or spread around to a larger volume to prevent damage.

## ○ Description

## ○ Phase I Milestones

## ○ Phase II Milestones

## ○ Phase III Dual Use Applications where applicable

## ○ Scientific References

## ○ Keywords

## ○ List of TPOCs and their contact info



# The Partnership

*Finding the Who*





“

*“No matter how brilliant your mind or strategy, if you’re playing a solo game, you’ll always lose out to a team.”*



# The Partnerships

- You need both a Small Business **and** Research Institution to do the STTR, no exceptions
  - Both US owned (51%) and operated
  - 40% of budget for small business
  - 30% of the budget for research institution
- ~2 months to find the right match from the topic release
  - Find a partner(s)
  - Figure out your costs, timeline, approach, and IP
  - Set expectations for the team
  - Have the small business write the proposal and get the RI inputs
  - **Get this approved by partner's contracting offices**
  - Submit



# Networking and Outreach

## Starting now

- Network
- Alumnus/Alumni
- Professional Organizations
- Entrepreneurship Support Orgs
- Attend networking events
- Find a breadth of potential partners
- Identify strengths and weaknesses
- Have a plan

## Starting after the topics release

- Identify the right partner and get their business/contracts office involved early
- Talk to each other
- Attend our networking events
- Figure out IP requirements
- Find co-funding options in your states



# Partnering Considerations

## What do you need?

- ◆ What's missing?
- ◆ What are the gaps in topics and proposal?
- ◆ What resources do you need?
- ◆ Experience or hunger?
- ◆ What can you afford?

## What can you give?

- ◆ What makes you uniquely great?
- ◆ Why are you a great partner?
- ◆ What resources can you share?

## Logistics?

- ◆ Funding and IP plan
- ◆ Mutual understanding, expectations, requirements, motivations and formalizations
- ◆ What does Phase II look like?





# The Proposal

*Finding your Voice*





*People make the proposals work*

The Proposal is hard; but if you have a solution the topic you want your solution to compete, not your proposal



# The Proposal

- 2 months or less to write and coordinate with your partners
  - Clear with contracts
  - Limited Space
  - 10-page limit for Phase I for the Technical Volume
- Strict rules and requirements for each section
- **Strict deadline of noon ET June 12<sup>th</sup>, 2024**
  - Does not matter if the website is down, or one minute late
- More proposals than funding, do not be eliminated by a small error
- 24.A and 23.B can provide early hints
- Roughly 40-50 successful STTRs for the Army each year



# Proposal Advice

- Have a story
  - Live, breathe, and eat your technology solution
  - Think about research needs and customer (Phase II/III) needs
- Draft early, review and revise often
  - Get contracts involved as soon as you have a topic, solution, and partner
  - Show it your mean friend, tech savvy friend, and non-tech friend
  - Reach out to some of the *More Resources* slide options for additional reviews
  - Talk to TPOCs, attend events
  - Cut judiciously, be ruthless and fight for space
    - Use all the allotted space you need
- Read the BAA
  - Start tasking out sections early
    - Address everything required
  - Ask questions and clarifications
  - Figure out what the TPOC is looking for
- Seek Phase Zero funding and advice opportunities
  - Identify gaps in experience
    - Take course now
  - Useful skills for other government prospects
- If you don't succeed, look for similar topics in other programs, and consider the feedback provided
  - Multiple members of the Army will review proposals and provide feedback



*Have a plan for Phase II*

# More Resources

- Phase Zero and State Matching Programs
- Economic Development Authorities
- University Outreach Offices
- Incubators and Accelerators
- Federal Lab Consortium
- USPTO

## Helpful Links

<https://www.sbir.gov/local-assistance>

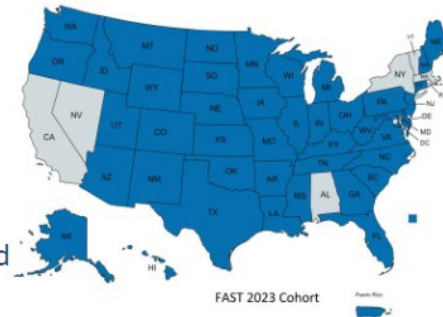
<https://www.sbir.gov/support-organizations>

<https://www.sbir.gov/accelerators>

<https://federallabs.org/flc-business/about-flc-business-77c1c2a816321eb2ce47b44233b73840>

<https://www.uspto.gov/learning-and-resources/startup-resources>

FAST organizations conduct outreach, training, and mentoring for potential SBIR/STTR applicants and awardees, with a focus on increasing successful applications from underserved communities.



# Initial Steps

- Register at [sbir.gov/registration](https://sbir.gov/registration)
- Register at [sam.gov](https://sam.gov)
- Register at <https://www.dodsbirsttr.mil/submissions/login> and listserv
- Sign up for [Armysttr.com](https://armysttr.com)
- Read past BAAs and solicitations
- Look for partners
- Check out STTR events
- Watch for the topic “sneak peek”
- Fill out the survey to let us know what else we can do

# THANK YOU FOR ATTENDING!

Please complete the event survey



<https://www.surveymonkey.com/r/Y75ZL3Y>

Let us know how we can help you!



Sign up on Armysttr.com



[www.Armysttr.com](http://www.Armysttr.com)

Follow for upcoming events and information/updates for the 24.B cycle