

Proposal Writing after SBIR Reauthorization



LinkedIn Live April 2, 2026



This Webinar Will

Bookkeep to
advertised content!

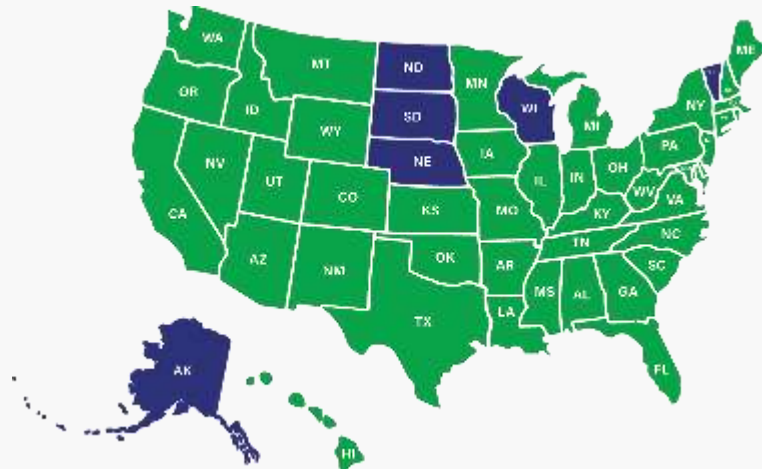
- Provide an understanding of S.3971, “Small Business Innovation and Economic Security Act”
 - *Prior webinar reviews Act line-by-line here:*
<https://techopp.com/resources/webinar-archive/>
- SBIR/STTR Reauthorization Act impact on Small Business
- Bid/No-Bid Decision & Non-Topic Agency processes
- Questions to ask the Topic Author and why this interaction is important
- Proposal Preparation Tactics: efficient process
- Preparing the Technical Volume: macro to details
- Commercialization and Technology Transition Strategies
- Summary and Key Take-aways

Submit your questions
in the comment
section. We will address
them at the conclusion.

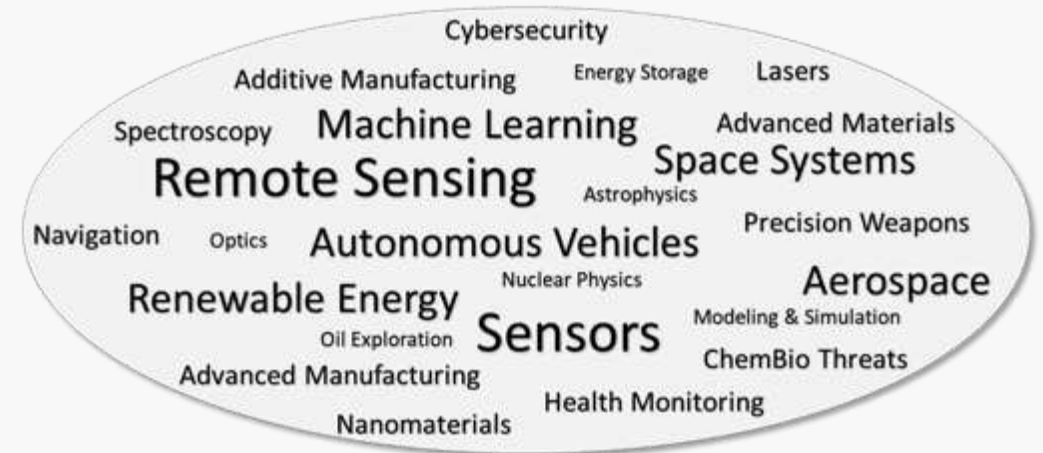
Introduction to TechOpp

Our Mission

Small Business focus



Over 400 Clients | 44 States

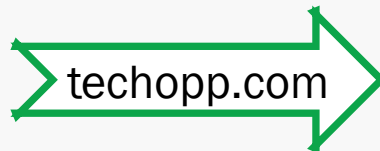


Spanning the STEM Spectrum

What we do:

- Capture Management
- Proposal Development
- Proposal Training
- Approved TABA Vendor
- Project Management
- Technology Transfer
- Technology Infusion
- Strategic Marketing
- Business Development

Enable Small Business
Success



Coach your team to improve p-win by 4X

TechOpp Consulting
Where Technology Meets Opportunity™

Home Services Resources About Us News & Events Contact

Develop New Technologies

- Technical and Business Assistance
- Proposal Development
- Project Management
- Strategic Marketing
- Technology Infusion
- Tech Transfer
- Training
- Business Development

Moving Technology from Ideas to Products

We help our clients transition new technologies from ideas to products by targeting the right opportunities, securing funding, establishing partnerships, and engaging with the customer to understand the application requirements. We invest in your success.

What We Do

- Secure R&D Funding**
We help our clients secure federal, state, and private investments and maximize ROI by targeting opportunities with a high probability of success. We provide **Proposal Development** support for SBIR/STTR and other federal programs.
- Commercialize New Technologies**
We provide **Technical and Business Assistance (TABA)** support to SBIR/STTR awardees from all participating agencies. We enable technology transition to specific applications by clearly defining the market niche, operational requirements, our client's competitive advantage, and assembling the right team to overcome barriers to entry.
- Develop Your Business and Team**
Our unique business development support includes **Project Management** for large contracts and employee development through **Training** and mentoring. We enable your technical team to focus on the technical work while we develop your business.
- Monetize Intellectual Property**
Our **Tech Transfer Resources** accelerate the commercialization of university inventions by enabling new spin-offs and licensing to existing companies who can transition that IP to a product. We identify relevant funding opportunities to facilitate continued development.
- Establish Critical Partnerships**
We facilitate **Technology Infusion** by integrating technology developers with end-users and funding sources. This collaboration enables a detailed understanding of specific application requirements, concepts of operation, and focused technology development.
- Execute Marketing Strategy**
Through **Strategic Marketing**, we maximize product awareness using targeted channels and measured results. Our diverse team provides scalable and flexible execution of your marketing strategy.

Convenient SBIR/STTR links

- Note: website addresses have short “shelf life!”

Dept. of Defense (DoD): [SBIR](#) — [Solicitations](#)

Dept. of Health and Human Services/National Institutes of Health (HHS/NIH): [SBIR](#) — [Solicitations](#)

Dept. of Energy (DoE): [SBIR](#) — [Solicitations](#)

National Science Foundation (NSF): [SBIR](#) — [Solicitations](#)

National Air and Space Administration (NASA): [SBIR](#) — [Solicitations](#)

Dept. of Homeland Security (DHS): [SBIR](#) — [Solicitations](#)

Dept. of Education: [SBIR](#) — [Solicitations](#)

Dept. of Transportation (DoT): [SBIR](#) — [Solicitations](#)

Dept. of Agriculture (USDA): [SBIR](#) — [Solicitations](#)

Environmental Protection Agency (EPA): [SBIR](#) — [Solicitations](#)

National Oceanic and Atmospheric Administration (NOAA): [SBIR](#) — [Solicitations](#)

National Institute of Standards and Technology (NIST): [SBIR](#) — [Solicitations](#)

Bottom Line up Front

If we build it, they will come



Only in the movies...





SBIR/STTR Reauthorization Act



Reauthorization

New Releases Coming

- S.3971 has passed both houses of Congress
 - *To be presented to the Executive Branch for signature, veto or no action*
 - *With no action, bill becomes law in 10 days with Congress in session*
- Agencies will release solicitations soon after bill becomes law
 - *Very little in the bill influences drastic solicitation changes*
 - *We anticipate proposal submission requirements to be unchanged*
 - *However, it is critical to “read the solicitation” carefully*
 - One caveat—the number of topics a small business may bid
 - *This will be limited beginning in October 2026*
 - *You have one last chance to submit multiple proposals*
- TechOpp will update our “Strategy Guides” for every agency
 - *Submission guidance for Phase I/II and other unique solicitations*
 - *Provided free to small businesses who choose TABA and TechOpp*



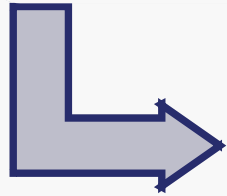
Congress and Agency Responsibilities

Legislation to Directives to Policy

Congressional Reauthorization Act

- Establishes congressional direction
- Prescribes funding

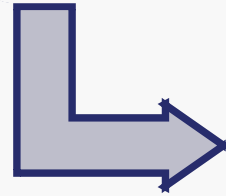
Passed legislation



Small Business Act

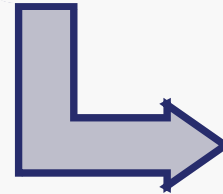
- Actual legislation
- Edit to incorporate Act

The focus of LinkedIn webinar



SBA: SBIR/STTR Policy Directive

- Single directive by SBA
- Advises all Agencies



Agency-Specific: Regulations & Procedures

- Specific implementation for each Agency
- Inconsistent

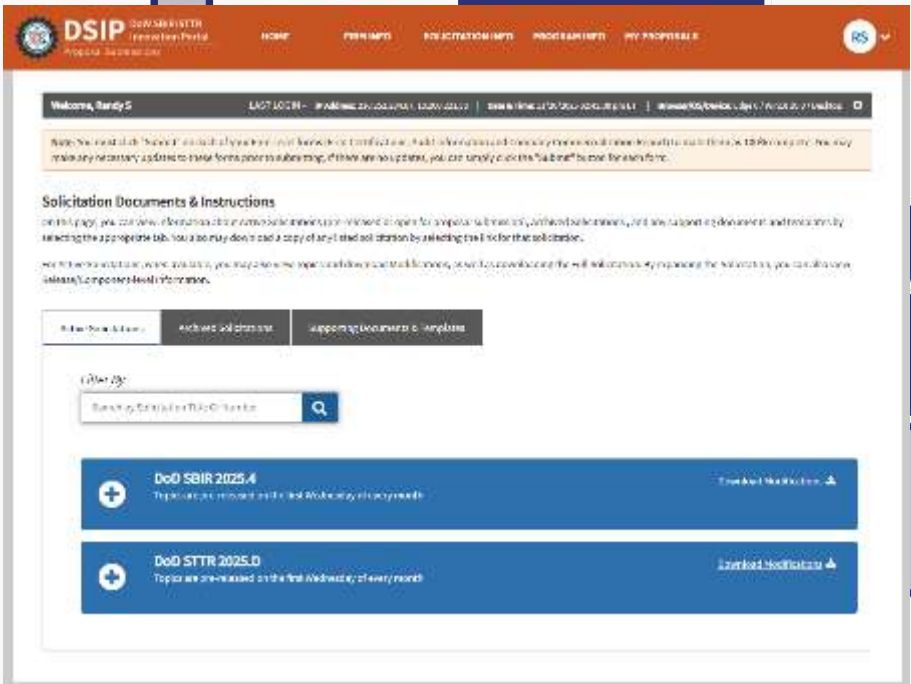


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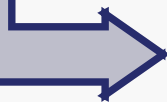
legislation incorporate Act

SBIR/STTR Policy Directive

- Single directive by SBA
- Advises all Agencies

Agency-Specific: Regulations & Procedures

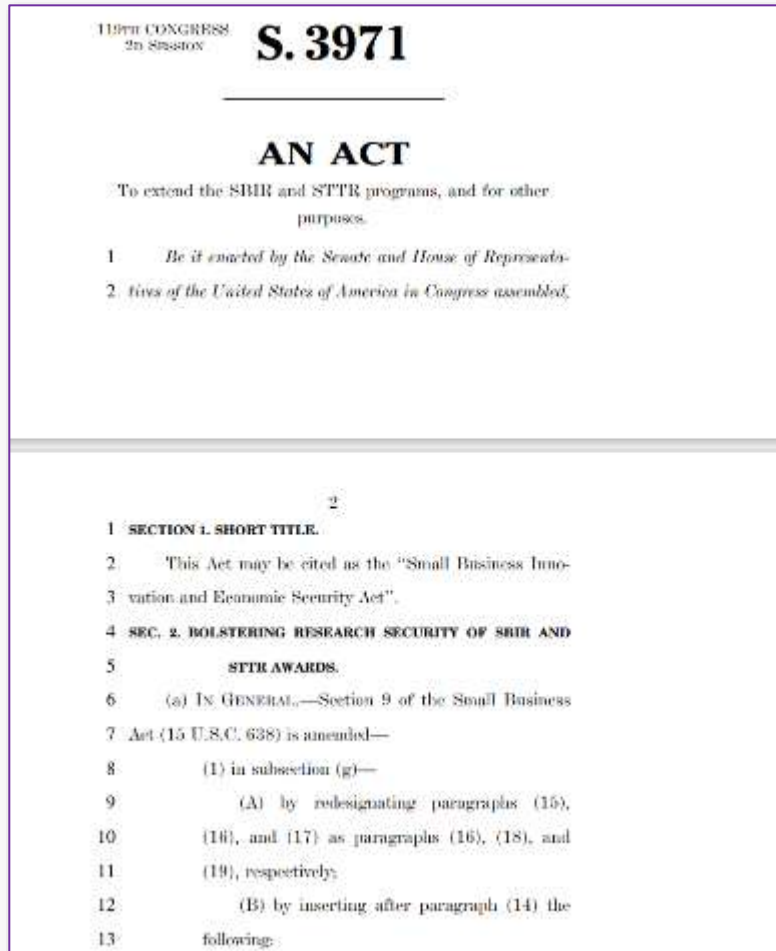
- Specific implementation for each Agency
- Inconsistent





Legislation

SBIES Act



- Small Business Innovation and Economic Security Act
 - *Jointly introduced by Sen. Ernst and Sen. Markey in the Senate*
 - Chairpersons of the Senate’s Small Business and Entrepreneurship Committee
- Passed the Senate March 4, 2026
- *Passed the House of Representatives March 17, 2026*
- Next to the President for signature
 - *Once presented, in 10 days will become law*
 - *“Clock” begins when Congress returns*

Full Text: <https://www.congress.gov/bill/119th-congress/senate-bill/3971?s=1&r=8>



Legislation

SBIES Act

119TH CONGRESS
2nd Session

S. 3971

AN ACT

To extend the SBIR and STTR programs, and for other purposes.

1 Be it enacted by the Senate and House of Representatives
2 of the United States of America in Congress assembled

2

1 SECTION 1. SHORT TITLE.

2 This Act may be cited as the "Small Business Inno-
3 vation and Economic Security Act".

4 SEC. 2. BOLSTERING RESEARCH SECURITY OF SBIR AND
5 STTR AWARDS.

6 (a) IN GENERAL.—Section 9 of the Small Business
7 Act (15 U.S.C. 638) is amended—
8 (1) in subsection (g)—
9 (A) by redesignating paragraphs (15),
10 (16), and (17) as paragraphs (16), (18), and
11 (19), respectively;
12 (B) by inserting after paragraph (14) the
13 following:

3. [S.3971](#) — 119th Congress (2025-2026)
Small Business Innovation and Economic Security Act
 Sponsor: [Ernst, Joni \[Sen.-R-IA\]](#) (Introduced 03/03/2026) Cosponsors: (1)
 Latest Action: House - 03/17/2026 Motion to reconsider laid on the table Agreed to without objection. (All Actions)
 Tracker: Introduced → Passed Senate → Passed House → To President → Became Law

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Small Business Act

Amendments per
SBIES Act

SMALL BUSINESS ACT

[Public Law 85-536; Approved July 18, 1958]

[As Amended Through P.L. 119-74, Enacted January 23, 2026]

[15 U.S.C. 631 et seq.; 72 Stat. 384 et seq.]

Currency: This publication is a compilation of the text of Public Law 85-536. It was last amended by the public law listed in the *As Amended Through* note above and below at the bottom of each page of the pdf version and reflects current law through the date of the enactment of the public law listed at <https://www.govinfo.gov/app/collection/comps/>

Note: While this publication does not represent an official version of any Federal statute, substantial efforts have been made to ensure the accuracy of its contents. The official version of Federal law is found in the United States Statutes at Large and in the United States Code. The legal effect to be given to the Statutes at Large and the United States Code is established by statute (1 U.S.C. 112, 204.)

AN ACT To amend the Small Business Act of 1953, as amended.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That title II of the Act of July 30, 1953 (Public Law 163, Eighty-third Congress), as amended, is hereby withdrawn as a part of that Act and is made a separate Act to be known as the "Small Business Act".

SEC. 1. [15 U.S.C. 631 note] This Act may be cited as the "Small Business Act".

SEC. 2. [15 U.S.C. 631] (a) The essence of the American economic system of private enterprise is free competition. Only through full and free competition can free markets, free entry into business, and opportunities for the expression and growth of personal initiative and individual judgment be assured. The preservation and expansion of such competition is basic not only to the economic well-being but to the security of this Nation. Such security and well-being cannot be realized unless the actual and potential capacity of small business is encouraged and developed. It is the declared policy of the Congress that the Government should aid, counsel, assist, and protect, insofar as is possible, the interests of small-business concerns in order to preserve free competitive enterprise, to insure that a fair proportion of the total purchases and contracts or subcontracts for property and services for the Government (including but not limited to contracts or subcontracts for maintenance, repair, and construction) be placed with small-business enterprises, to insure that a fair proportion of the total sales of Government property be made to such enterprises, and to maintain and strengthen the overall economy of the Nation.

(b)(1) It is the declared policy of the Congress that the Federal Government, through the Administrator of the Small Business Administration, acting through the Associate Administrator for Inter-

February 11, 2026

As Amended Through P.L. 119-74, Enacted January 23, 2026

- TechOpp took the S.3971 and incorporated the proposed changes into the Small Business Act
- We then commented on each revised section of the Small Business Act to include those elements of interest to the Small Business Community
- We presented a LinkedIn Live webinar which is archived [here](#):
 - Full presentation
 - Slide deck for download



Line by Line Assessment

SPIES Act

Page by page summary of the SBIES Act's Changes to the Small Business Act
SBIES is the draft version downloaded Feb 26, 1026
Small Business Act is as amended through P.L. 119-74, Jan 23--2026

Section 9 is where the changes are incorporated and begins on page 174 of the SBA

Page	Section	Change	Small Business Impact
181	(20)	Defines "agency acquisition workforce"	N/A
184	(15)	Agency requirement to "evaluate whether a small business concern presents a security risk..."	N/A
184	(16)	Not make an award if the head of the Federal Agency determines a security risk with the small business	Significant list of "lists" to avoid
185	(17)	Federal agency will advise small business of determination and the basis	N/A



Line by Line Assessment

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Note: comments are aligned with the edited Small Business Act



Proposal Submission Limitations

SBIES Act

Page	Section	Change	Small Business Impact
229	(x)(2)	Establishes due diligence program in each Agency to assess cybersecurity practices, foreign affiliations, Investment relationships, licensing agreements, business relationships with foreign countries of concern	Carefully consider staff's affiliation with foreign countries, especially PI and owners
231	(aaa)(1)	Beginning in FY27, <u>Agency Director shall establish a limit on the maximum number of Phase I and Phase II proposals a SBA may submit in a single FY, either by FY, solicitation or topic.</u>	Begins in Oct 2026. Makes bid/no-bid decision more critical
231	(aaa)(2)	Agency can offer a waiver to (aaa)(1) on a topic-by-topic basis at the time of the solicitation	Read topic carefully
231	(2)(G)	Waivers maximum of 5% of topics released in any FY	Waivers will be limited
231	(4)	Proposal limits (see above) will be established 90 days prior to topic release	Gives SBC some "headlights"

Bid/No-Bid Decision



DoD PhI Award Statistics

FY22 Data is the latest posted

That means you submit 5 proposals to win 1!

Phase	Report Field	Air Force	Navy	Army	Marine Corps	Total Reported
Phase I	Solicitations Released (#)*	3	3	4	6	6
	New Proposals Received (#)	3,091	2,422	1,081	1,640	8,234
	New Awards (#)	732	426	123	266	1,547
	Selection Rate (%)	24%	18%	11%	16%	19%
	Total Obligations (\$)	\$38,570,104	\$74,401,856	\$30,304,472	\$44,466,755	\$187,743,188
Phase II	New Proposals Received (#)	1,043	254	174	317	1,788
	New Awards (#)	512	233	63	238	1,046
	Selection Rate (%)**	49%	92%	36%	75%	59%
	Total Obligations (\$)	\$502,958,250	\$324,163,560	\$149,787,882	\$307,819,782	\$1,284,729,474

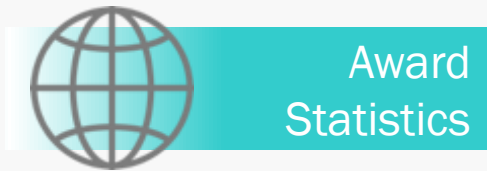
AFWERX

Navy Initial Ph2

Majority of Phase II's are awarded

We can help you improve on the National Average!

TechOpp consulted Phase I proposals win at 60%





DoD 25.4 R12 Topic List

23 topics currently released

Number of Topics: 23

Topic #	Title	Open ⓘ	Close ⓘ	Release #	Solicitation ⓘ Instructions	Component ⓘ Instructions	Q&A
✓ A254-049 Pre-Release	Affordable Ka-Band Metamaterial-Based Electronically Scanned Array Radar for Test and Training	04/15/2026	05/13/2026	12	DoD SBIR 2025.4	ARMY	7
✓ A254-P050 Pre-Release	Li-ion 6T Battery Focused Open Topic	04/15/2026		12	DoD SBIR 2025.4	ARMY	19
✓ CBD254-005 Pre-Release	Complex Geometries for Extended Wear Respirators Towards Regenerable Particulate Matter Protection	04/15/2026	05/13/2026		DoD SBIR 2025.4	CBD	6
✓ CBD254-006 Pre-Release	Novel Sampling Tickets for Surface Enhanced Raman Spectroscopy (SERS) of Chemical and Biological (CB) Threat Materials	04/15/2026	05/13/2026	12	DoD SBIR 2025.4	CBD	10
✓ CBD254-007 Pre-Release	Integrated Deployable Microsensors for Chemical Detection	04/15/2026	05/13/2026	12	DoD SBIR 2025.4	CBD	15
✓ CBD254-008 Pre-Release	Far Forward Manufacturing of CBRN Sensors	04/15/2026	05/13/2026	12	DoD SBIR 2025.4	CBD	7

Dates will be updated

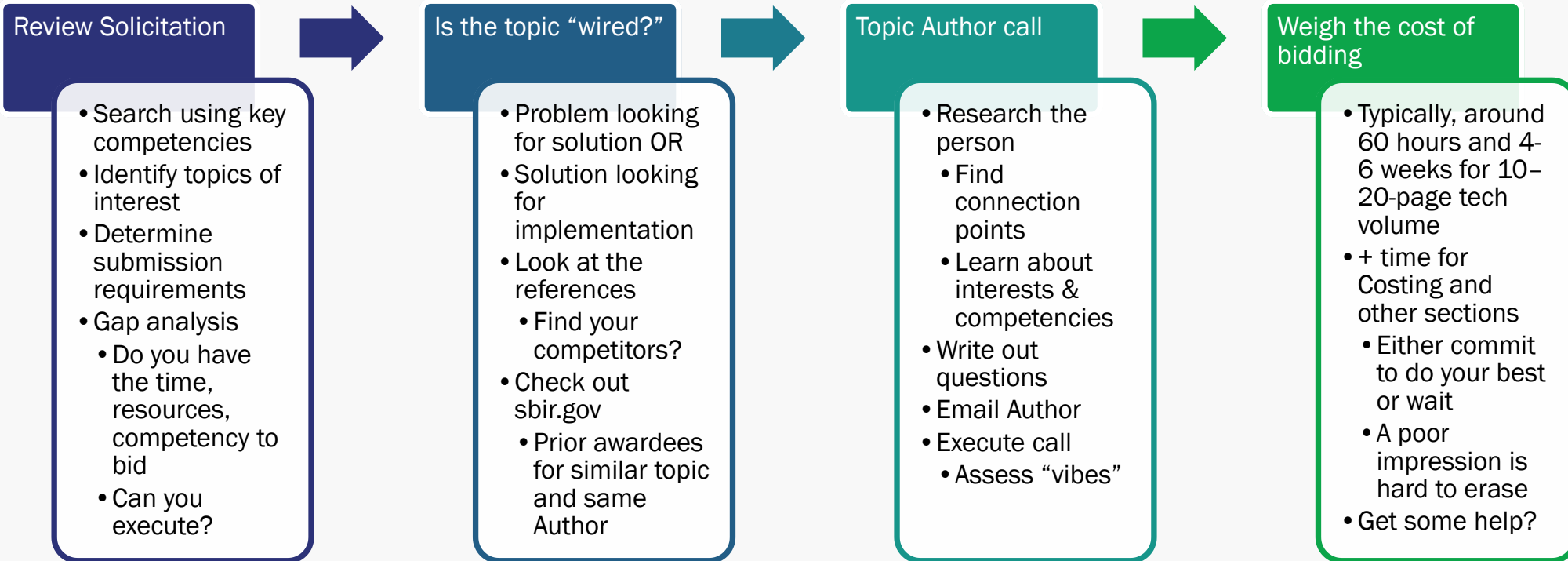




Decision Process

Topic Release Agencies

Start Early!



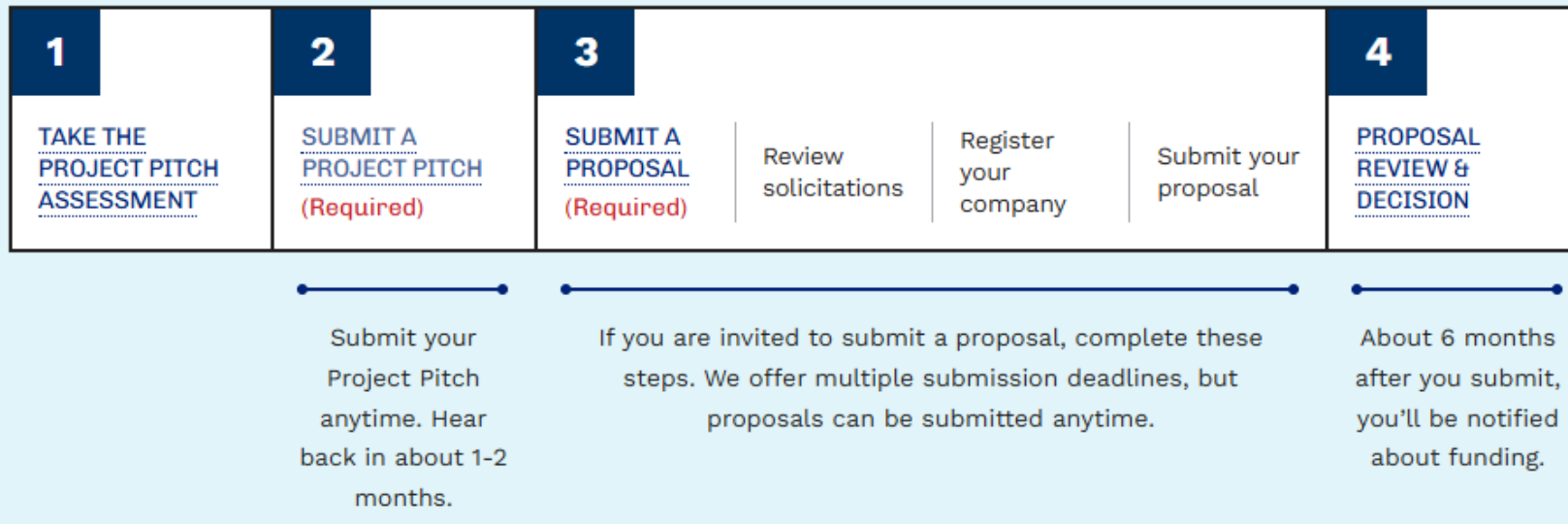


Proposing to the non-topic Agencies

NSF & NIH

- NSF has a unique process as defined [here](#)

Process Overview

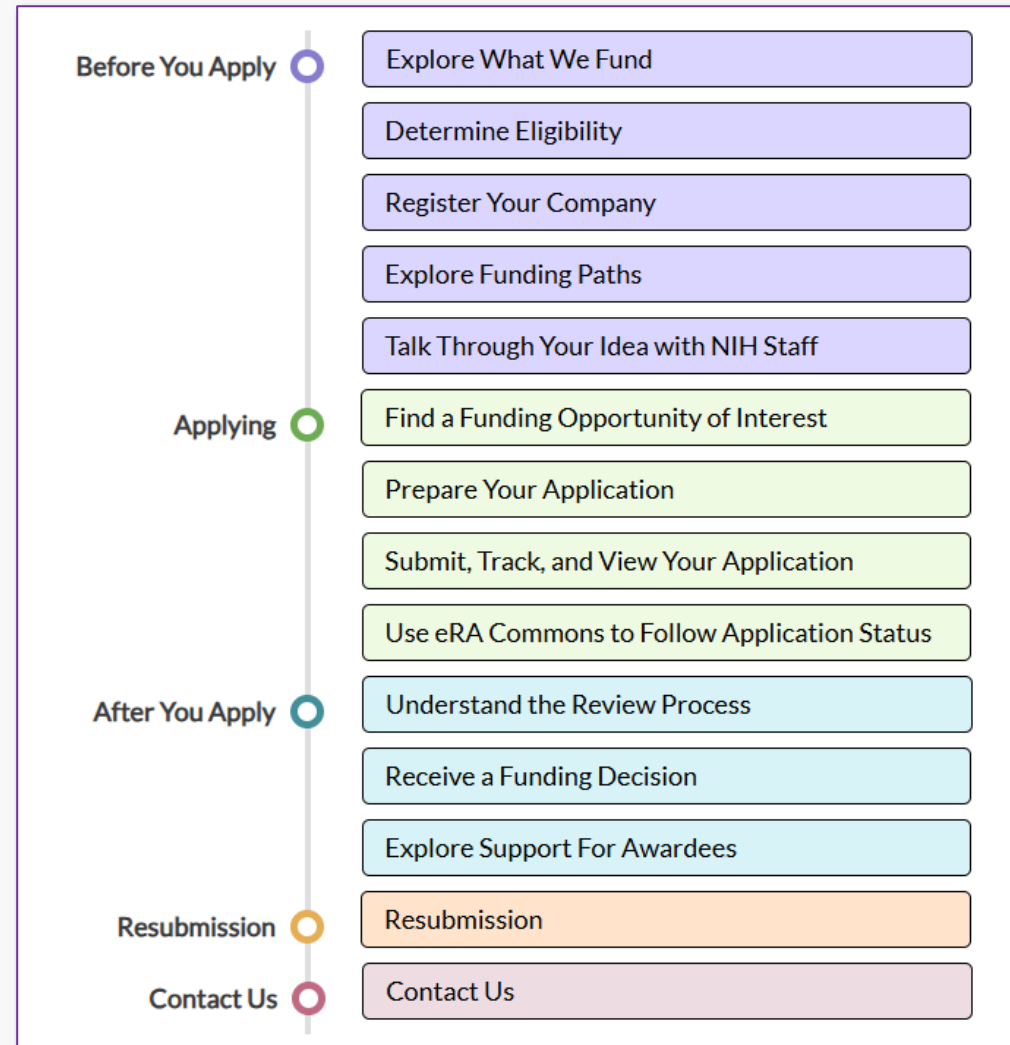




Proposing to the non-topic Agencies

NSF & NIH

- NIH's process is defined [here](#)
 - Note the “Talk Through your Idea with NIH Staff”
 - Do not submit “cold”
 - Do your homework first



Topic Author



Bidding Preparations

Key Efforts often overlooked but critical for **Topic Agencies**

- Research topic technology and topic author/agency/division
- Research competition, success rates with topic author/agency
- Talk to Topic Author—
 - *Assess “vibes” and openness to your ideas*
 - *Thoroughly understand the Use Case and identify the End User*
- Gap Analysis for Phase I execution—identify and find partners
- Someone focus on planning the proposal document—the deliverable
 - *Format, compliance, compelling message, ease of evaluation, executive summary... attention to detail*
 - *Storyboard (template) to the requirements as soon as possible*
- Another person focus on the problem and solution (Use Case)



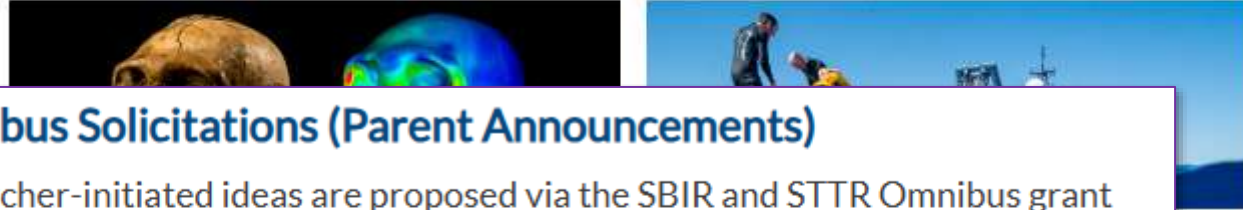


Bidding Preparations

Key Efforts often overlooked but critical
-Topic Agencies

- Researcher
 - Dig
 - Rese
- Follow pro
- Someone
- Another person

What we support



Omnibus Solicitations (Parent Announcements)

Researcher-initiated ideas are proposed via the SBIR and STTR Omnibus grant solicitations. These funding opportunities do not specify a topic, though they link to identified topics of interest for each participating awarding component. Most small business applications are submitted to the Omnibus solicitations.



Read the [Program Description](#) to understand the awarding components, their topics of interest, and topics that require additional funding to reach the marketplace, please refer to our list of SBA-approved waiver-eligible [topics](#).

Standard Application Due Dates are September 5, January 5, and April 5. Due dates that fall on weekends or Federal holidays are moved to the next business day.

[Learn about research infrastructure.](#)

[Learn about education and training](#)



Bidding Preparations

Key Efforts often overlooked but critical for **Non-Topic Agencies**

- Research Agency's Mission
 - *Dig down to sub-elements and associated Program Managers*
 - *Research PM's background, research papers and tee up introduction*
 - Not a “sales call” but a call to learn of their interests
 - Align their interests with your core competencies—float an idea—note their response
 - Discuss Use Cases and identify the End Users—benefits possible if you are successful
- Follow process for initial submission—unique to each Agency
- Someone focus on planning the proposal document—the deliverable
- Another person focus on the problem and solution (Use Case)



Why Talk to the Topic Author?

For Topic Release Agencies

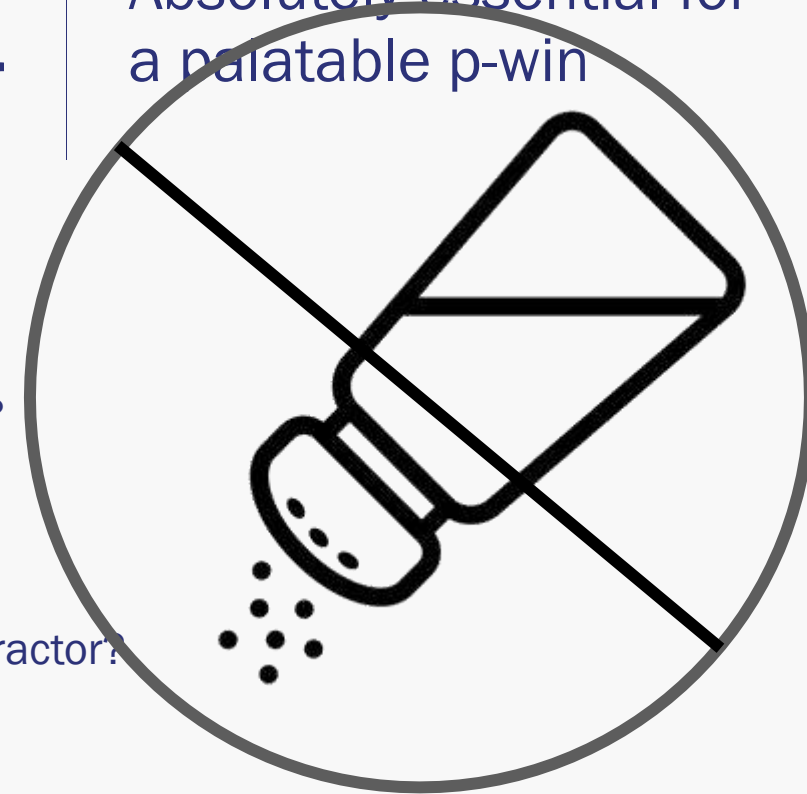
- Key to making bid/no-bid decision
- Spot entrenched competitor / wired topic
- Better understand of ALL requirements
- Determine vision for transition
 - *Genesis of the topic*
- Introduce yourself
 - *Don't submit "cold"*
 - *But don't "sell" in this call*





Questions for the Topic Author

Absolutely essential for a palatable p-win



- What is the genesis of the topic?
 - *Problem from field operations?*
 - What is the problem and the ideal solution?
 - Is there a program of record with acquisition funds awaiting the solution?
 - *General advancing the State of the Art*
 - What is the technical challenge?
 - Why is it hard to achieve the desired performance?
- Will the solution be sold directly to the agency or through a Prime Contractor?
 - *Who are the primes?*
 - *Is it important to partner with them in Phase I or Phase II?*
- What is an ideal outcome for the Phase I project?
- What is an ideal outcome for the Phase II project?
- Do you see a non-DoD application that we should consider in our commercialization plan?

Proposal Development

Write Less | Win More

Proposal Development Basics





What is a proposal?

Hint: Sales

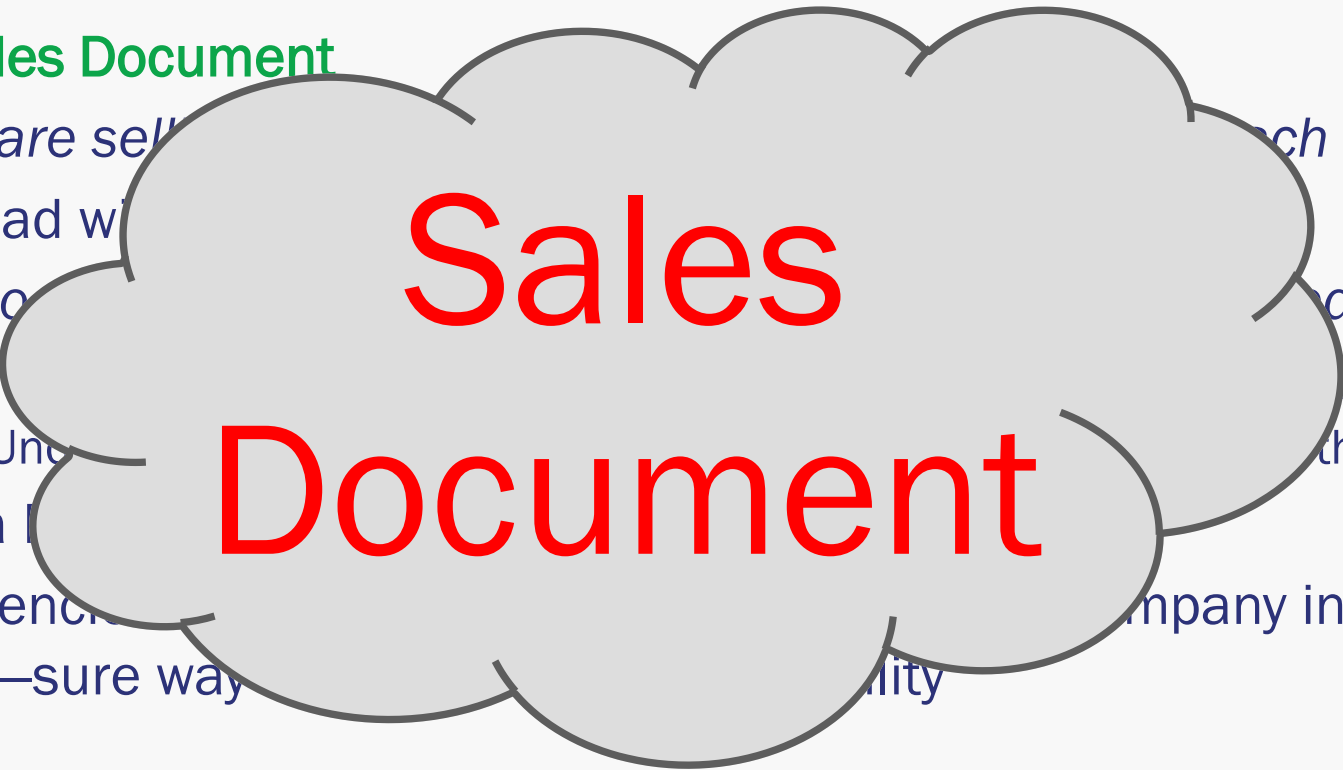
- It is a **Sales Document**
 - *You are selling your company and your technical approach*
- Do not lead with you, your company or your solution
 - *A good salesperson always starts with the customer's need*
 - Focus on the customer requirements, not just the what but the why
 - Understanding of the End User and how your solution impacts them is key
- It is not a Research Paper, a Textbook, Wikipedia
- Bid to agencies who know you—don't introduce your company in the proposal—sure way to lower your win probability



What is a proposal?

Hint: Sales

- It is a **Sales Document**
 - You are selling
 - Do not lead with price
 - A good proposal should answer the question: why should I hire them is key
 - Focus on the value you can provide
 - Understand the client's needs
- It is not a contract
- Bid to agencies is a common way to get a proposal—sure way to get a company in the market





Proposal Basics

Applies to all proposals

- **Proposals are not read—they are evaluated**
 - *Make it easy for the Evaluator to find the criteria*
 - *Focus on the criteria wording and mimic that in your text*
- Compliance with instructions is the first gate
 - *Non-compliance = Rejection*
 - *Follow instructions precisely in order, using their language*
- Understand how your solution impacts the End User
 - *Emphasize operational improvements possible*
 - *Learn this from talking to Topic Author and/or Prime Contractors*



Proposal Basics

Applies to all proposals

- **Proposals are not read—they are evaluated**
 - *Make it easy for the Evaluator to find the criteria*
 - *Focus on the criteria wording and mimic that in your text*

- Compliance with instructions
 - *Non-compliance*
 - *Follow instructions*

- Understand how you are being evaluated
 - *Emphasize open*
 - *Learn this from*



language

Time Contractors



Proposal Lifecycle

Roadmap to selecting and managing multiple Phase I proposals





Weigh the cost of bidding

Give it your best shot
or do not bid

- A rule of thumb for a Phase I 20-page technical volume
 - *Senior person labor hours ~ 60 from start to finish*
 - *Additional hours for Cost Volume and other deliverables*
 - *Some hire Proposal Development Consultant to reduce in-house expenses and lost opportunity costs*
 - Can reduce senior person labor expenses by 1/3—40 versus 60 hours
- Commit to creating the document early in the cycle
 - *Avoid last-minute stress/mistakes*
 - *Afford thorough review and “fine tuning”*
 - *If you cannot commit, do not bid—a poor impression is hard to erase!*



Phase I Evaluation Criteria

DoD Scorecard

- Selections will be based on best value to the Government considering the following factors which are listed in descending order of importance:
 - a. The soundness, technical merit, and innovation of the proposed approach and its incremental progress toward topic or subtopic solution.
 - b. The qualifications of the proposed principal/key investigators, supporting staff, and consultants. Qualifications include not only the ability to perform the research and development but also the ability to commercialize the results.
 - c. The potential for commercial (Government or private sector) application and the benefits expected to accrue from this commercialization.
- Cost or budget data submitted with the proposals will be considered during evaluation.

Remember him?





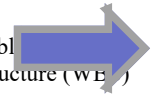
“Markers” for the Evaluator

Another tool to make criteria easy to find

- Place throughout the doc
 - *Guide Evaluator*
 - *Make sure answer is there*
 - *Link to earlier table*
- Be consistent
 - *Are all criteria included?*
 - *Did you use their language?*

1.1 Work Plan

- TOC Suggestion: List and summarize specific tasks in a table (there are 6-7 tasks in a Phase I). Use a Work Breakdown Structure (WBS) to organize your tasks.
- TOC Suggestion: Summarize the project visually in a GANTT chart ordered by WBS. This should be the “real tool” used to manage the project, not just a pretty picture.
- TOC Suggestion: We like to open each task with an introductory paragraph that succinctly describes the “who, what, why, where, when and how” questions. Emphasize the soundness, technical merit and innovation of the proposed approach.
- TOC Suggestion: Emphasize “HOW” each task will get done, not just what is being done but *how* it is being done. Be as quantitative and explicit as possible; include incremental progress towards the solution.
- TOC Suggestion: Include a deliverable for every task; something tangible the TPOC will receive. Also note the Technical Objective the task is addressing.
- TOC Suggestion: It’s almost impossible to include too much detail, so be as detailed as possible.

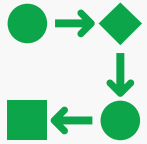


Evaluation Criteria #1.
Incremental progress towards solution

Table 1: Summary of Phase I Task Plan—*good planning improves probability of success*

What Tasks are Planned	How the work will be conducted	Where the work will be conducted	Schedule of major events	Task deliverable	Technical Objective Achieved
Confirm CONOPS	Kickoff meeting with sponsor; assess stakeholder requirements and prioritization led by Acme’s Project Manager	Meeting at Acme’s location in Bangor Maine with remote access	Discuss project outcomes from baseline stakeholder inputs	CONOPS and requirements baseline	#1 Address complexities of user environment
Finalize Project plan	Review proposed plan and adjust within contractual limitations	Project team meet at Acme Bangor Maine with remote access	Finalize project plan: Work Breakdown Structure (WBS), Schedule, Responsibility Assignment Matrix (RAM)	Project Plan document	N/A, planning

Proposal Preparation



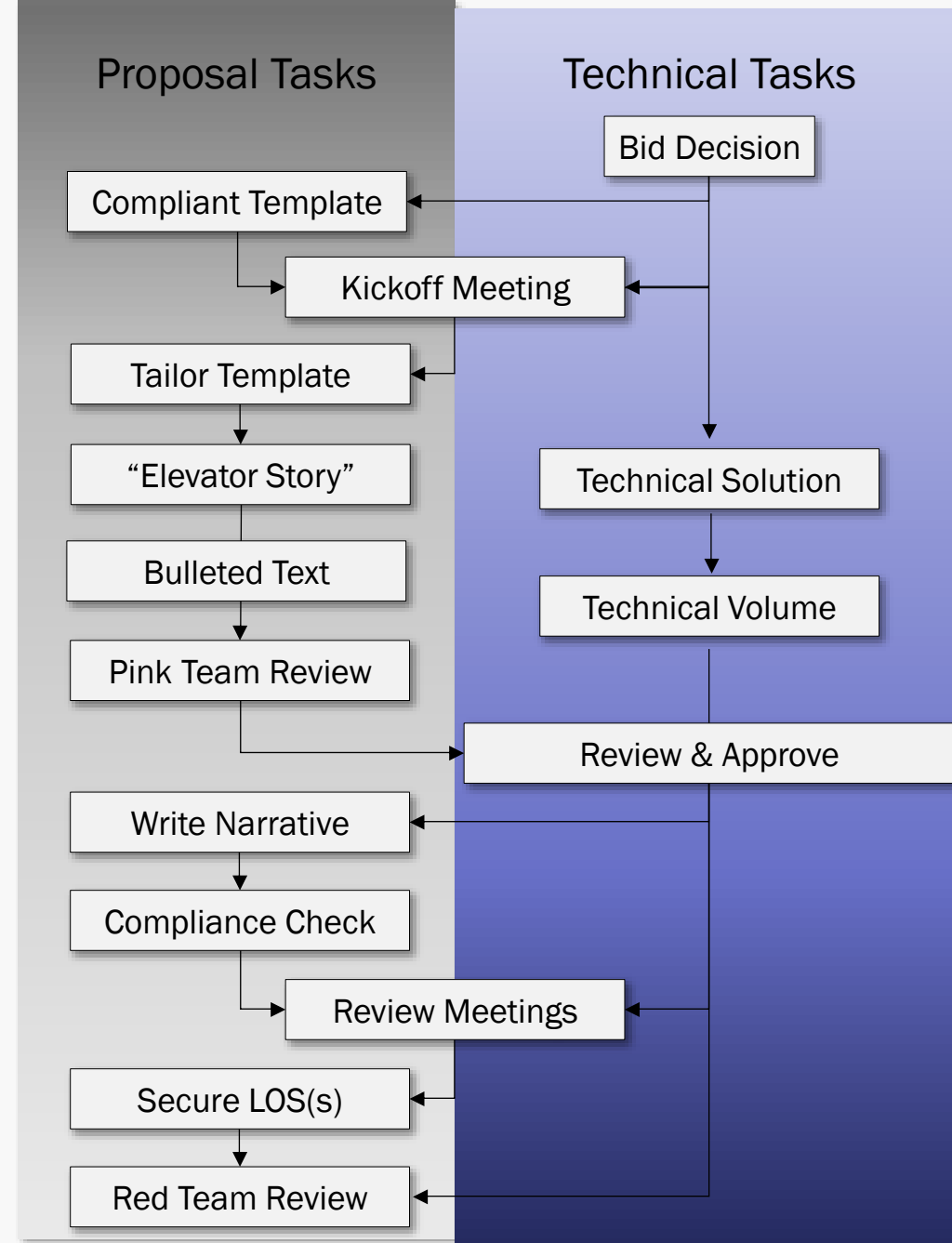
Efficient Proposal Prep

Don't write until the correct time

- Proposals are not fun—it is hard work with much attention to detail
 - *Prepare yourself*
 - *Be willing to commit time and energy to do your best*
- Only compete when you can win
- Wait until the end to write your proposal narrative
- Vet and recruit the perfect technology transition partner
- If you cannot win this topic, write your own

Write at the end

- Plan your proposal document
- Create compliant template
- Define & Refine your “Elevator Story”
- Bullet points to be made in each section
- Review the “Macro”
- Only then write the narrative





Strategy Guides

TechOpp prepares and offers to our clients

- Compliant outline with page counts
- Suggestions for content and presentation format
- Emphasize the Evaluation Criteria—make it easy to evaluate
- Provided free to small businesses who choose TechOpp for TABA (see TABA slide herein)

Firm Name	Phase I Contract Number	Topic Number
1 Description of Proposed Phase II Technical Effort		
<i>Note—remove these instructions in your final document [NAVY Instruction: Address the following sections in this proposal, paying particular attention to the description of the proposed Phase II work plan. (NTE 5 pages)]</i>		
1.1 Phase II Technical Objectives [1/2 page]		
<i>[NAVY Instruction: Enumerate the specific objectives of the proposed Phase II work. Explain how these objectives are designed to solve the research problem addressed in the topic and represent advancement over the work completed in Phase I. Clearly distinguish between the objectives of the Phase II Base period and those of any Phase II Option(s).]</i>		
<ul style="list-style-type: none"> • TOC Suggestion: The technical objectives should be focused on a specific, measurable technical goals for the Phase II project such as weight, power, cost; a specific metric applicable to the problem being solved. These are technical, not programmatic goals and, if met, will result in a demonstratable prototype (beta software) of the solution. • TOC Suggestion: Note the technical objectives achieved in Phase I. Show how the Phase II list represents advancement of the work completed in Phase I. Highlight any objectives in the Phase II Option period. • TOC Suggestion: List the desired outcome and describe how the technical objectives support that outcome. For example, the desired outcome is a 25% reduction in weight and the technical objective is to improve the processes used to create the raw materials that will enable the weight reduction goal. • TOC Suggestion: Look at each requirement / goal listed in the solicitation topic and specifically call out how your technology will address that requirement and technical approach. A 3-colum table is a good presentation format; be precise. • TOC Suggestion: Objectives should occupy 1/2 page. 		<p data-bbox="2109 539 2356 591">[Summarize your offer here]</p> <ul style="list-style-type: none"> • Challenge (end user) • Solution • Benefit 1 (end user) • ... • Benefit n

11 Prior, Current, or Pending Support of Similar Proposals or Awards

[DOD Instruction: If a proposal submitted in response to this BAA is substantially the same as another proposal that was funded, is now being funded, or is pending with another Federal Agency, or another or the same DoD Component, you must reveal this on the Proposal Cover Sheet and provide the following information:

- a) *Name and address of the Federal Agency(s) or DoD Component to which a proposal was submitted, will be submitted, or from which an award is expected or has been received.*
- b) *Date of proposal submission or date of award.*
- c) *Title of proposal.*
- d) *Name and title of principal investigator for each proposal submitted or award received.*
- e) *Title, number, and date of BAA(s) or solicitation(s) under which the proposal was submitted, will be submitted, or under which award is expected or has been received.*
- f) *If award was received, state contract number.*
- g) *Specify the applicable topics for each SBIR proposal submitted or award received.*

Note: If this does not apply, state in the proposal "No prior, current, or pending support for proposed work."

- TOC Suggestion: Provide only the requested information in a table or state "no prior, current, or pending support for proposed work."
- TOC Suggestion: This section should be ½ page

12 DOD Formatting Instructions: [Remove Prior to Submission] based on SBIR 23.2 Program Broad Agency Announcement (BAA) Amendment 1**a. Format of Technical Volume (Volume Two)**

- (1) **Type of file:** The Technical Volume must be a single Portable Document Format (PDF) file, including graphics. Perform a virus check before uploading the Technical Volume file. If a virus is detected, it may cause rejection of the proposal. **Do not lock or encrypt the uploaded file. Do not include or embed active graphics such as videos, moving pictures, or other similar media in the document.**
 - TOC Suggestion: Create the PDF early enough in your process to check it out on-screen as well as a printed copy. Conversion to PDF is not without occasional issues.
- (2) **Length:** It is the proposing firm's responsibility to verify that the Technical Volume does not exceed the page limit after upload to DSIP. Please refer to Component-specific instructions for how a technical volume is handled if the stated page count is exceeded. Some Components will reject the entire technical proposal if the proposal exceeds the stated page count.
 - TOC Suggestion: refer to the component-specific instructions for page count limitations
 - See section 5.3 of the BAA
- (3) **Layout:** Number all pages of your proposal consecutively. Those who wish to respond must submit a direct, concise, and informative research or research and development proposal (no type smaller than 10-point on standard 8-1/2" x 11" paper with one-inch margins). The header on each page of the Technical Volume should contain your company name, topic number, and proposal number assigned by the Defense SBIR/STTR Innovation Portal (DSIP) when the Cover Sheet was created. The header may be included in the one-inch margin.

Do you want this document
in MS Word (unprotected)
format? Choose discretionary
TABA and TechOpp as your
provider.

Email

matt.rose@techopp.com

Commercialization and Technology Transition



Program Description

DoD SBIR/STTR
program

- The programs seek to stimulate technological innovation, so DoD maintains technological superiority and military readiness to deter U.S. adversaries' through
 - *Increasing private sector's federal R&D commercialization to increase competition, productivity, and economic growth.*
 - *Stimulating a partnership between innovative SBCs and research institutions (STTR) leveraging ground-breaking ideas and technologies.*
 - *Enabling SBCs to explore their technological potential and incentivize commercialization profits.*

TABA enables commercialization



Technical and Business Assistance

Agency-funded commercialization assistance

- Extra funds for commercialization offered by many agencies
 - *TABA has been discredited from some subpar performers*
 - *The funds should be beneficial to outsource commercialization efforts*
 - *This allows your team to focus on TRL advancement*
- See specific Agency solicitation for requirements—Section 1.9 of annual Army BAA
- You must request TABA to add a commercialization expert to your team
 - *Funded by the Agency in many cases @ \$6,500/Phase I*
 - *This is in addition to the Phase I grant amount in most cases*
 - *Must include request with Phase I proposal*
- Need to specify the TABA Provider—qualifications apply
 - *TechOpp qualifies—just send us your topic number*
 - *We will send a Letter of Commitment and instructions—gratis*



TABA Changes

S.3971 Act

Page	Section	Change	Small Business Impact
200	(1)	Each federal agency... “shall authorize recipients... to select, if desired, TABA. Also adds cyber security assistance as a new TABA assistance	TABA now for all Agencies
200	(1)(E)	Adds “screening for potential foreign involvement” as a new TABA assistance	Note “foreign involvement in technology development”
200	(2)(B)	STAFF: small business can hire or subcontract TABA training assistance	Funding for TABA training
200	(3)(A)	Agency “shall authorize... Phase I... TABA of \$6,500 either in addition to Phase I or included in Phase I. TABA vendor is selected by small business	No more Agency TABA. Discretionary in total
200	(3)(B)	Agency “shall authorize... Phase II... TABA of \$50,000 either in addition to Phase I or included in Phase I. TABA vendor is selected by small business	No more Agency TABA. Discretionary in total



TABA Specifics

What to expect from
TABA

- Brainstorm with project team for market ideas and **commercialization** strategy
- Interview Agency TPOC for Programs of Record (POR) suggestions
- Prepare Market Survey with market sizes, growth % and principals
 - *Identify specific companies/POR and Decision Makers therein*
 - *Reach out to create business relationships—learn End User use case specifics and discuss partnering for PII*
- Objective: Acquire transition partner for Phase II + Solidify a Phase III **Commercialization** Strategy (for the Phase II proposal)

Summary



Significant Discriminators

These can take you
into the Winner's Circle

- Most proposals are technically dense, attempting to convince the Agency that the technology is credible
- Few proposals emphasize benefits to the End User—real operational knowledge from your research into the challenge
- Many proposals do not have the Evaluation Criteria terminology anywhere in the text—frustrates the Evaluator
- Unsubstantiated Claims are just as frustrating and quickly pile up to get your proposal eliminated from the competition—be factual
- Attention to Detail re: compliance is also a typical stumbling block—follow the instructions precisely



Key Take-Away's

Appropriate for
proposal to any Agency

- Read the solicitation carefully to determine submission requirements
 - *Be completely compliant to the instructions*
 - *Follow their outline, fonts, margins, page counts*
- Proposals may not be “read” but they are definitely “evaluated”
 - *Carefully review the Evaluation Criteria—specific words*
 - *Map to the prescriptive outline—identify criteria therein*
- Make it very clear how you will spend the Agency’s funding
 - *What is the projected outcome of your R&D—specific deliverable*
 - *The Work Plan is to include not just “what” but “how”*



Key Take-Away's

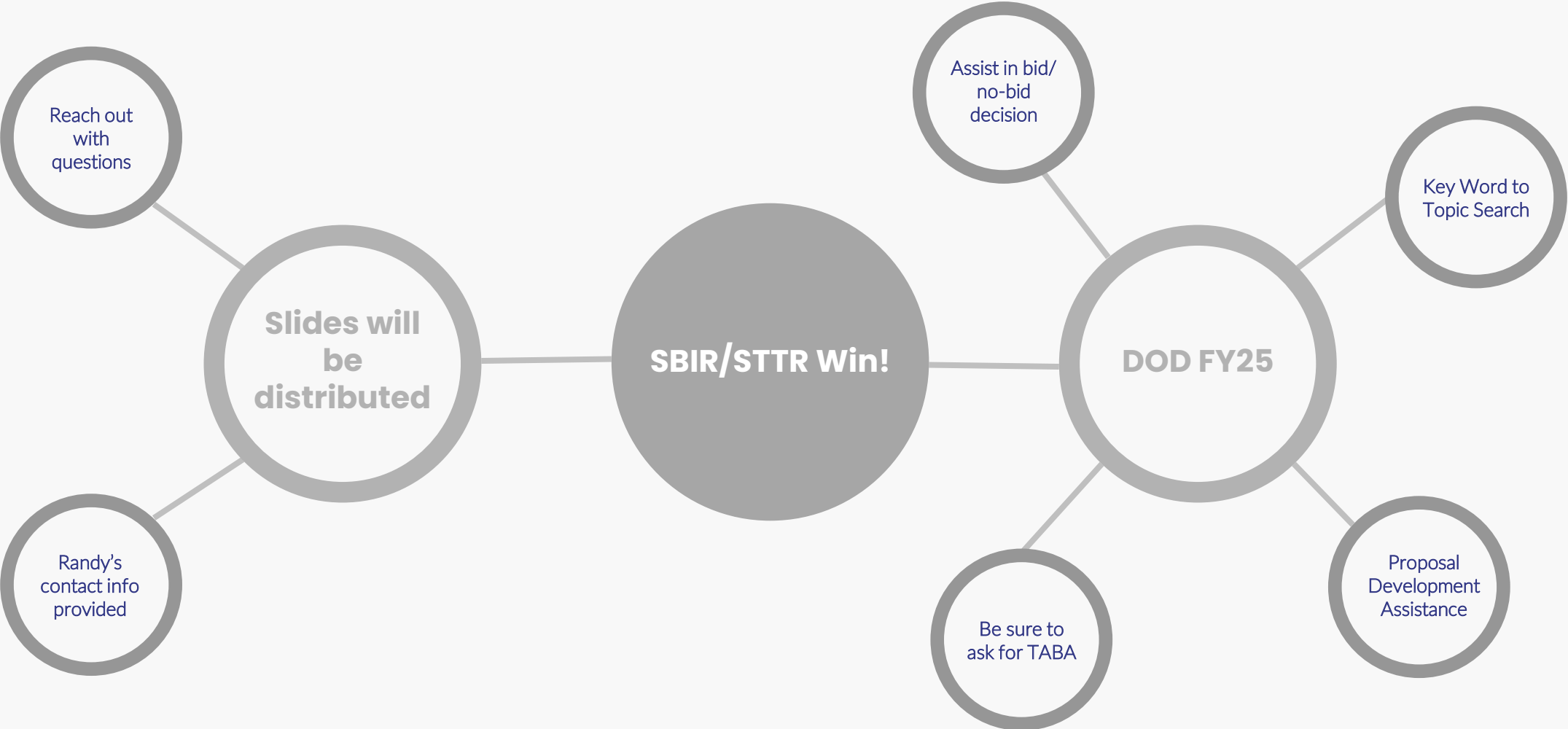
Appropriate for
proposal to any Agency

- Understand the identified operational “Use Case” thoroughly
 - *How is the operation done today?*
 - *What are the End User’s Key Performance Parameters?*
 - *How will your R&D improve the KPP’s empirically?*
- Emphasize Commercialization as ROI on Agency’s investment
 - *Initial Use Case often an Agency Program of Record*
 - *Alternate Use Cases may increase sales/footprint*
 - *Implication is that greater sales reduces unit cost for everyone*
- This round is your last chance to bid without restriction on the number of proposals you can submit
 - *“Catch-22” for many small businesses who have reduced staff recently*
 - *Outsourcing proposal development may be necessary*

Q&A

Next Steps

Make the most of your time investment





Thank You

Randy Simpson, COO

Randy.Simpson@techopp.com

540.744.5854