Robert L. Smith
Director
Department of Navy (DON)
Small Business Innovation Research (SBIR)
Small Business Technology Transfer (STTR)
Three Phase Process

**Phase I**
Feasibility Study
Determine the scientific or technical merit of an idea or technology.

~170 Topics
2,200+ Proposals
~450 Awards

**Phase II**
Tech Development & Demonstration
Build and test prototypes. All Phase I awardees may compete for Phase II funding.

~225 Awards

**Phase III**
Commercialization/Transition
Transition technology into commercial products/services.
Non-SBIR/STTR (Government and/or private sector) funding.
Statutorily authorized non-competitive award process.

$500M+

DISTRIBUTION STATEMENT A. Approved for public release: distribution unlimited.
DISTRIBUTION STATEMENT A. Approved for public release: distribution unlimited.
Establish a Program

Agencies with an extramural R&D budget exceeding a specific value are required to set aside a percentage of their R&D budgets for SBIR and STTR programs.

Publicize Needs

DoD needs are in the form of topics available publicly through a Broad Agency Announcement (BAA).

Receive Proposals

Small business concerns (SBCs) submit proposals to the agency directly. DoD manages proposal submission through a submission portal.

Evaluate & Award

Agencies must evaluate, select, and make competitive awards based on technical merit, personnel, and commercialization potential.

Report Activity

Agencies maintain topic, proposal submission, and award data; and report to DoD quarterly and SBA annually.
DON Needs... Topics

- Topics are the Navy’s way to identify needs to which small businesses submit proposed (innovative) solutions

- Topics:
  - Start the whole SBIR/STTR process
  - Are developed by the Government, not industry
  - Are traditionally narrow in scope but can be broad (to solicit a range of solutions)
  - Must –
    - Seek a solution to a defense need
    - Allow proposing SBCs significant flexibility in formulating their approach
    - Identify commercialization potential
    - Not be duplicative
    - Be clearly written and provide sufficient detail
### When Do SBCs Participate?

<table>
<thead>
<tr>
<th>BAA</th>
<th>Pre-Release</th>
<th>Open</th>
<th>Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>FYxx.1/A</td>
<td>November</td>
<td>January</td>
<td>February</td>
</tr>
<tr>
<td>FYxx.2/B</td>
<td>April</td>
<td>May</td>
<td>June</td>
</tr>
<tr>
<td>FYxx.3/C</td>
<td>August</td>
<td>September</td>
<td>October</td>
</tr>
</tbody>
</table>

**NOTIONAL ANNUAL DoD BAA SCHEDULE**

DISTRIBUTION STATEMENT A. Approved for public release: distribution unlimited.
PHASE I
Near-Term Department of Navy SBIR/STTR BAAs

FY20.4
• Opened April 27 and closes May 28, 2020
• Four topics:
  1. Modernization and sustainment (maintenance and repair of military assets)
  2. Digital logistics (security, analysis, management and flow of digital information and data)
  3. Deployable manufacturability (rapid, on-demand manufacturing of deployable systems supporting diverse payloads and missions)
  4. Resilient communications (expanded communications capabilities for fast, coordinated response during a global crisis)

FY20.2/B
• Pre-released May 6 and opens June 3, 2020

DISTRIBUTION STATEMENT A. Approved for public release: distribution unlimited.
Plan, Prepare, Participate

How Do SBCs Participate?

1. Determine eligibility
   https://www.sbir.gov/faqs/eligibility-requirements

2. Research topics consistent with their business strategies
   https://www.dodsbirsttr.mil/submission/login

3. Read and understand the DoD Broad Agency Announcement (BAA) and Component-specific BAA instructions
   https://www.dodsbirsttr.mil/submission/login

4. Use templates as instructed by BAA

5. Submit a proposal that meets the stated need of the topic
   https://www.dodsbirsttr.mil/submission/login

DISTRIBUTION STATEMENT A. Approved for public release: distribution unlimited.
Phase II Types

- Initial – SBCs may submit an Initial Phase II proposal during Phase I. All Phase I awardees may participate.
- Second Phase II awards
  - Sequential - One additional Phase II award under the same topic, to the same SBC, from the same agency/SYSCOM/organization, for the same project to continue work on the initial Phase II project
  - Second - SBIR Policy Directive Section 4(b)(7) allows an SBC that received a Phase I/II award from one agency to receive a (single) Phase II award from another agency (topics FY13 and forward)
  - Reachback - May “invite” any Phase I awardee to propose for a Phase II award (DON topics only, prior to FY13)
- Direct to Phase II – SBC must have completed Phase I milestones using non-SBIR funds.
Phase III

• Non-SBIR/STTR funding from Government or private sector
• Derives from, extends, or completes Phase I or II work
• Any time after Phase I award is issued
• Ultimate goal of all SBIR/STTR projects; transition/deployment is DON goal
• Awarded via a competitive or statutorily authorized non-competitive process
• SBIR/STTR funding cannot be included on a Phase III contract; otherwise the whole contract would be a Phase II award

Phase III Guidebook at www.navysbir.com is desk reference
Transition Assistance
SBIR/STTR Transition Program (STP)

• 11-month Navy-specific program (*NavySTP.com*)
• Provides services to assist with transition of technologies through:
  – Business mentoring
  – Education
  – Networking
• Services provided by Business Consultants and Market Researchers
  – Mentoring on Government/prime contractor relationships
  – Conducting market research appropriate to transition targets
  – Identifying leads for potential transition opportunities
  – Promoting technologies on the Virtual Transition Marketplace (VTM) – an online, searchable showcase accessible to Government and private sector
  – Assisting with exhibiting at Forum for SBIR/STTR Transition (FST) and Focused Technology Events

DISTRIBUTION STATEMENT A. Approved for public release: distribution unlimited.
SBIR/STTR Transition Program (STP) Participating Companies Have Higher Commercialization Rate

DoD CCR Database: STP vs. Non-STP Commercialization Rate

Return On Investment (ROI) of 12:1

DISTRIBUTION STATEMENT A. Approved for public release: distribution unlimited.
What is Success?

- Transitioning a company's SBIR effort into products, tools, or services that benefit the Navy acquisition community.

- Securing non-SBIR funding to enhance ongoing projects with expanded research, development, test, or evaluation to accelerate transition and commercialization.

www.navysbir.com/success

DISTRIBUTION STATEMENT A. Approved for public release: distribution unlimited.
DON accounted for 55% of DoD SBIR Phase III Funding between FY14-FY18.
DON SBIR/STTR Reengineered
Technology Acceleration Pilot (FY20 Pilot)

Result Summary: Record setting interest and response.

347 proposals received, a 10X Increase
Machine Learning and Artificial Intelligence (210 proposals); Autonomous Behaviors (65 proposals); and, Advanced Technologies for Training (72 proposals)

Pilot Objective: Incubating a Broader Base of Ideas
115 versus 12 – number of proposals per topic received for Technology Acceleration Topics versus average number of proposals for traditional topics

Simpler: 98% of New Entrants Proposed to Technology Acceleration Topics
Nearly all 1st time proposers chose a Technology Acceleration Topic instead of a traditional topic
Overall, 38% of Technology Acceleration proposers were new entrants

Faster: Accelerated Evaluation and Selection
347 evaluations completed ahead of schedule; 79 proposals selected for award
~$12M in Phase I awards completed in 24 days, 5X faster than traditional processes

Impactful
Broader Topics / Broader Base of Ideas
Flexible
Awards in 30 days (Basic Ordering Agreements as new contracting tool)
Decisive
In-person Demonstrations Same-day Phase II awards

Cancellation
The DON SBIR/STTR Reengineered processes demonstrate how DON SBIR evolves with the challenge to maintain a decisive edge by making the program simpler, faster, and more impactful.

Cancelled – Executing rolling awards

DISTRIBUTION STATEMENT A. Approved for public release: distribution unlimited.
Leveraging Innovation at the Speed of Small Business

• Making the small business partner experience our priority
  – Easier proposals
  – Accelerated awards
  – Faster payments

• Relying on small business for innovative technology solutions
  – Evolving to match the pace of innovators
  – Broader topics
  – No business is too small

• Rapidly delivering naval and national benefits
  – Benefits business
  – Benefits naval forces
  – Benefits our nation
90-Day Surge to Support the Defense Industrial Base

- Execute 700 contract actions worth $250M in the next 90 days
- Issued the 20.4 BAA
  - Five-month BAA planning process accomplished in 2 weeks
  - Four topics focused on manufacturing of deployable systems, digital logistics, maintenance, and sustainment
  - Closes 28 May
Outreach

• Working on additional ways to reach out to our community, including our participation in digital/virtual events and new SBIR videos
• Recently launched Twitter and LinkedIn
• Check https://www.navysbir.com/events.htm for events supported by DON SBIR/STTR
Outreach
Selection of Upcoming Events

- **SBA SBIR Road Tours**
  - August 10 – 14 in the Rockies
  - September 14 – 17 in NC, SC, GA
  - October 19 – 23 in NE, MO, IL, IN
  - November 2 – 6 in MS, LA, TX, OK, AR
  - December 16 in VA

- **DON Gold Coast Small Business Procurement Conference**
  - August 31 – September 2 in San Diego, CA

- **SBIR/STTR Innovation Conference**
  - November 17 – 19 @ National Harbor, MD
Important Websites

- navysbir.com – official website for the DON SBIR/STTR programs. Includes information about BAAs, topics, selections, program specifics, success stories, events, and points of contact.

- navysbirsearch.com – contextual search site for all DON SBIR/STTR awards.

- DoD SBIR/STTR Programs – official website for the DoD SBIR/STTR programs. Includes information about the programs and links to current/past BAAs and other DoD/Federal SBIR/STTR websites.

- dodsbirsttr.mil/submissions/login – DoD SBIR/STTR proposal submission portal

- sbir.gov – the official Home Page for the Federal-wide programs; links to all BAAs and topics; access to program-wide policy information.
Keep In Touch with DON SBIR/STTR

Website
www.navysbir.com

Email
navy-sbir-sttr@navy.mil

Twitter
@donsbir

LinkedIn
www.linkedin.com/company/donsbir

DISTRIBUTION STATEMENT A. Approved for public release: distribution unlimited.