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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National Center for Advancing Translational Sciences

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Program Director
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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 your 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://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

ACADEMIC GRANT

Expertise/Team
(Discovery Research)

Approach
(Discovery Research)

Environment

Significance
(KNOWLEDGE)

Product
(optional)

Innovation
(What could be / theoretically possible)

SCIENCE

SBIR/STTR GRANT

Expertise/Team
Phase I: Research and Development
Phase II: Commercial Development

Approach
(Product Development)

Environment

Significance
(Changing a paradigm)

Science
(MANDATORY)

Innovation
(Competitive Advantage)

PRODUCT

Commercialization

Science

SBIR DEVELOPMENT CENTER