



Steps to a Successful One-on-One



Pitch Quick – Make your point and your product/project clear in the first 60 seconds. **Hint:** Bring a Quad Chart—it offers the Program Officer a snapshot of your project and leaves more time to get important feedback and discuss specifics of the SBIR/STTR program.



Specific Aims – Ask yourself what objectives you could reasonably achieve within the timeframe of a grant—at NIH, these are called Specific Aims. Start broadly with an emphasis on significance, then focus on generating experiments with clear endpoints reviewers can quickly assess. Most projects usually set 2-4 Specific Aims.



Prepare Questions – Each One-on-One session is 15 minutes long. Use your time wisely by discussing your technology briefly, then prioritize your questions starting with the most critical. Pose questions about your project and how it relates to the institute/center's mission, get insight on the SBIR/STTR process, and answer any questions the Program Officer may have.



Awareness of Value & Competition – How does your idea/product compare to what's already on the market? Is it clearly unique? Innovative? Does too much competition exist?



Relevance – Where does it fall within the agency's mission? Whether you're talking to a Program Officer from NIH, CDC, FDA, DoD (DHA) or NASA, you need to know if and how your technology fits their mission and current funding priorities. This information can be easily found on their SBIR websites.

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