



America's
SEED FUND
SBIR.STTR

Project Pitch: 00026671

Topic Area: SBIR/STTR: Information Technologies (IT)

Invite Date: 2/2/2021

Expiration Date: 2/2/2022

Dear Allison,

Upon reviewing your submitted Project Pitch, I am pleased to **invite you to submit a full Phase I proposal** to the National Science Foundation's (NSF) Small Business Innovation Research (SBIR)/Small Business Technology Transfer (STTR) program. This invitation to submit a full proposal (based off of the project proposed in the associated Project Pitch) is **valid for one year** and can only be used once for one full proposal submission (i.e. cannot be used for multiple full proposal submissions).

To prepare your full Phase I proposal, please follow the NSF SBIR/STTR guidelines and instructions as outlined in the appropriate Phase I solicitation. You may use this invitation to submit either an SBIR or an STTR proposal, but not both.

[NSF SBIR Phase I Solicitation](#) (No partnership requirement; partnerships are allowed. The small business must perform a minimum of 66.6% of the research, as measured by the budget.)

[NSF STTR Phase I Solicitation](#) (Requires a partnership with an eligible research institution. A small business must perform a minimum of 40% of the research, as measured by the budget, and a minimum of 30% must be performed by the partner research institution).

To receive an award, you must meet the **eligibility criteria** for a small business concern (see section IV of the solicitation document and the SBIR/STTR [Eligibility Guide](#) for details). Proposals that do not comply with the guidelines or do not meet the listed eligibility requirements outlined in the solicitation may be returned without review.

Please save this email. This email invitation must be uploaded as part of your Phase I proposal submission in the “Additional Single Copy Documents” section of the NSF Fastlane System.

Please also make sure to select the following topic area from the drop down menu when completing the NSF SBIR Phase I Cover Page for your proposal: Information Technologies (IT). For a list of sub-topic areas, please review our most recent solicitation topic and subtopic document [here](#).

Additional Guidance or Feedback (if applicable): There is a great societal need for products to address the needs that you have identified, and you seem to have chosen your market based on market pull from customers mentioned. For this reason, your innovation is being invited for a proposal, but please confirm when completing your proposal, make clear that there is a technical, evidenced-based research innovation at the heart of the proposal. Funding must be used for research, and the key research should be done by the company; some money is allowed for fee-for-service (i.e. wireframing and technology development) but the purpose of the program is to move an innovation out of the lab and closer to commercialization via additional research. This funding should be transformational for your company to be able to attract further funding either by customers or investors. I (Diane Hickey, program officer) believe that you understand, but this does not come across clearly in this pitch.

I recommend starting the required governmental and NSF registrations immediately (see [Step 5 on the Apply Timeline](#)). The System for Award Management ([SAM](#)) registration process is free but can take up to a month to complete. You **MUST** have an active SAM.gov registration number to register with NSF and submit an invited full proposal through FastLane. (Registration expires after one year).

Please refer to the NSF's website for more [information about proposal preparation](#) and [upcoming informational webinars](#).

We look forward to receiving your STTR or SBIR Phase I proposal. Please let me know if you have questions.

Thank you,

Diane Hickey

NSF SBIR/STTR Program Director

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