



## IDAHO SBIR/STTR VIRTUAL INNOVATION CENTER

### SBIR Self-Assessment

Answer the questions below to gauge whether your company is ready to pursue SBIR/STTR funding. Submit your self-assessment with your request for services.

#### SMALL BUSINESS:

- Does your business meet the SBIR/STTR requirements for size, annual revenue, and ownership limitations and restrictions?
- Will the proposed work be conducted in the United States?
- Is your company based in Idaho?

#### THE NEED:

- How does the proposed technology address an existing need in the field of interest?
- Has the need for the technology or application of technology been identified and quantified? (Measuring the need for the technology requires research of current scientific resources.)
- Have you identified the end users of your technology?

#### TECHNOLOGICAL INNOVATION:

- Is the technology state-of-the-art?
- How does it compare to existing or alternate technologies?

#### INVESTIGATOR(S)

- Is The ability of the principal investigator (PI) clearly established through his or her education and research/work background?
- Do you need staff with expertise in the technological field of interest to perform the proposed work effort beyond the PI?
- What particular skill set or level of expertise can each staff member contribute to the project?
- Does your PI meet the statutory employment requirements of the SBIR and STTR Programs?

## APPROACH:

- What specific objectives of the project can be completed in six months for \$100,000?
- Have you outlined an action plan with task-specific due dates and personnel in charge of each task?
- Have alternative technologies or methods for using the proposed technology been identified?

## RESEARCH:

- Have you conducted a review of scientific literature related to the proposed project?
- Have you studied sample SBIR/STTR proposals?
- Have you reviewed the specific SBIR/STTR Program criteria for each federal agency of interest?
- Do the aims of your proposal match with agency missions?
- Have you investigated previous SBIR/STTR awards given to companies that have conducted similar research in the past? (Searching through previous award winners can reveal specific areas of interest for each federal agency.)

## COMMERCIALIZATION:

- Where do you intend to market your product?
- What is the potential size of the customer market?
- Approximately how many people will benefit from this product?
- What kind of relationships have you developed with potential customers?
- Who are the potential competitors in the market?
- Who are potential partners?
- What steps have you taken towards intellectual property (IP) protection?

## FUNDING POTENTIAL:

- Does the project have the potential to receive additional funding by angel groups, venture capitalists, or other sources?

## REVIEW:

- Has the technological innovation been reviewed by outside sources to evaluate its potential?

## PROPOSED BENEFITS:

- What are the anticipated commercial societal benefits of the proposed activity?
- If the objectives of the project are achieved, how will scientific knowledge be enhanced?