

**A. Specific Aims (1 page limit)**

[~500 words]

Paragraph 1: Provide just enough background to illustrate that there is a critical unmet need.

Paragraph 2: Describe your innovation and how it uniquely addresses this need and furthers the mission of agencies like NIH.

Paragraph 3: Talk about the inception of the innovation and company. Comment on any prior funding (especially by other agencies). Comment very specifically about what this proposal intends to cover.

“...therefore [two, three or four] specific aims are proposed.”

[~70-100 words per Specific Aim. Following format below]

**Specific Aim X: Demonstrate/achieve/develop X.** [Brief description of what will be demonstrated and how it will be validated]. (Months X-X)

Repeat above format for each Specific Aim. Do not leave any empty lines in between.

**Research Strategy (6 page limit)****B. Significance**

**[~400-500 words total for Section B]**

[75-250 words per Significant Item. Following format below]

**B.X [Significant point].** [Brief description of the significant point. It should either motivate why this work is important and/or how the proposed outcomes will impact the field.]

- 1) Should include 2-4 significant points in section B for reviewers to remember.
- 2) Include Figures and Tables as needed
- 3) Include appropriate references to previous work including your own.

**C. Innovation**

**[~300-500 words total for Section C]**

The Company X innovation is the first and only....

...The specific features that enable this innovation are...

...These features enables new ways of.... thereby providing a desired solution to the market...

- 1) Should include 2-4 key innovations in section C for reviewers to remember.
- 2) Include Figures and Tables as needed
- 3) Include appropriate references to previous work including your own.

**D. Approach**

[~2500-3500 words total for Section D]

**D.X Specific Aim 1: [Specific Aim Title]**

**Rationale:** [70-80 words describing exactly why this aim is important]

**Preliminary Results:** [200-400 words describing what has been shown/done to date. Talk about work enabled by other funding sources if any.]

**Approach:** [150-300 words describing engineering design, experimental design, validation methods and success criteria that ensure aim is met.]

**Expected outcomes, potential problems, and solutions:** [50-200 words describing what positive outcomes are expected. What could go wrong and possible alternatives to achieve aim]

[Repeat the format above for each Specific Aim proposed. You should have 2-4 Aims total.]

**D.X Timeline.** [30-60 words] Describe timeline for work.

Tip: A high-level and clear timeline graphic is most useful here.

**D.X Commercialization Goals.** [400-500 words] Discuss market entry, existing customers and/or sales channel, possible partnerships, intellectual property and licensing, and long term strategy.

- 1) Include Figures and Tables as needed throughout
- 2) Include appropriate references to previous work including your own.

**Supplemental Sections (eg. Human subjects or vertebrate animal) – Only as needed**

Detailed description of proposed use: [500-600 words]  
Justification of use: [100-150 words]  
Care: [50-100 words]  
Process for limit discomfort: [50-200 words]

**References (no page limit)**

**[~30-70 references]**

A good proposal should have around 50 references. Any commonly accepted citation formatting is acceptable. A few examples are provided below:

1. Trull, F. and B. Rich, *More Regulation of Rodents*. Science, 1999. **284**(5419): p. 1463.
2. Kalorama Research, *Drug Delivery Markets*. 2009.
3. *Growth Opportunities in the Drug Discovery and Diagnostic Technologies Market*. Frost and Sullivan Report, 2006

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