



## NSF SBIR Phase I – Letter of Support Template

\*\*\* Supporter Letterhead \*\*\*

[Date]

[RE: SBIR Proposal]

Dear [Your name]

I strongly support the development of the [technology name] that is proposed in this SBIR application.

As a trained [profession type] and industry expert in the field of [digital health], I have extensive knowledge of the available tools and methods for [problem] and am keenly aware of their limitations. For many years, I have been waiting for a smart [technology] that can deliver [action] reliably and address the long standing [problem] in the field. I am excited at the prospect of the proposed [your company name] [technology] that will address [problem]. This innovation will dramatically improve how [patient care, access, treatment etc] can be performed worldwide and greatly improve the quality of scientific data obtained from [clinical, research, patient] studies.

Our customers, which include [list key customer types], are intimately aware of this unmet and urgent need for [technology] that [company name] will develop as part of this proposal. I can easily identify a large numbers of my customers who currently not satisfied with existing approaches and would instantly adopt this technology if proven. Thus, I feel it is critical that this SBIR proposal be funded to assist in the successful development of the [company name] [technology] to provide technical demonstration needed for rapid adoption. This technology will benefit our industry in general and specifically, my business. Our company stands to grow our customer base and increase sales revenue because we'll be able to better meet our customer needs by allowing them to [address problem].

With successful completion of this SBIR proposal, [supporting company] would be greatly interested in partner with [your company] to market and sell the [technology] into the [specific market segment]. Our existing market advantage in [name specific advantage] will allow for rapid market penetration with successful customer utilization of [your technology]. Our extensive experience with [name area] will also allow us to position the [technology] for future applications and help forge alliances with [industry] and other [industry] corporations.

I strongly support the research and development of this innovative [technology] proposed in this SBIR application.

Sincerely,

[Support Signature]