

**PROJECT SUMMARY**

Topic Name and Subtopic Letter: [eg. BC/BM3 – Drug Delivery]



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**INTELLECTUAL MERIT:**

This proposal focuses on technical feasibility of....

[80-100 word pitch of innovation and technical challenges to be solved in Phase I proposal]

Our technical objectives are to:

- (1) ....
- (2) .....
- (3) .....
- (4) ..... (if needed)

Successful demonstration of X will enable new .....

[80-100 words describing impact to customers, users, the field etc. if successful]

**BROADER IMPACTS/COMMERCIAL POTENTIAL:**

Our innovation will uniquely facilitate/address ....

[120-150 words describing impact to humanity, science, engineering, discovery, etc. if successful]

Company LLC is woman and minority owned.... This proposal will involve diverse engineering talents from.... And will create additional x industry jobs for x professionals.

[40-50 words describing any key demographic highlights this proposal offers]

Key Words: [List any topical key words for the proposal]

**PROJECT DESCRIPTION****1 IDENTIFICATION AND SIGNIFICANCE OF THE INNOVATION**

Advanced tools are needed for...

[500 words describing the following]

- 1) The unmet critical need
- 2) Challenges/drawbacks of current solutions
- 3) The technical innovation proposed
- 4) Specific advances that are enabled by this proposal (if successful)



**Figure 1**

## 2 BACKGROUND AND PHASE I TECHNICAL OBJECTIVES

### 2.1 Background

The Company LLC technology consists of ....

[350 words describing key technical features of the technology and what has been accomplished/demonstrated to date by the team]



**Figure 2**

Tip: You want to convey some great progress already, but stop short of stretching to your most cutting edge results. After all, this is why you need the SBIR funds, so save it for later.

## 2.2 Technical Objectives

The goal of the Phase I effort is to demonstrate both the technical and commercial feasibility of...

[80-100 words restating the technical objectives and what will be demonstrated at the end of the proposal period when these objectives are met.]

Tip: Connect your technical objectives to what customers are asking for and willing to pay for.

[2500-3000 words total for describing all proposed technical objectives in detail. See format below for each objective description]

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### 2.2.1 Objective 1: [Objective title]

[100-500 words per requirement. Each objective should have 2-5 key requirements]

**Requirement X:** Describe the **what** and **why** of a specific requirement to meet/hit the objective. Comment on previous/existing work and/or experience that will enable team to address this.

**Requirement Y:**.....

**Requirement Z:**.....

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- 1) Repeat format above for each technical objective
- 2) Include Figures and Tables as necessary throughout
- 3) Reference existing and prior work in the field as necessary

### 3 PHASE I RESEARCH PLAN

The research plan consists of X stages shown below....

[50-60 words summarizing the structure and approach to the research plan]

Tip: Include a timeline graphic for quick visualization of the plan

[~1500 words total describing all proposed stages/phases and activities of the research plan in detail.  
See format below for each stage description]

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#### 3.1 Stage 1: [Stage title]

[100-200 words per activity. Each Stage should have 1-3 key Activities]

**Activity X:** Describe the **how** of a specific Activity that helps close out the Stage. Comment on methods, tests, validations, engineering assessments and/or standards testing that will be performed and how results relate to advancing a technical objective.

**Activity Y:**....

**Activity Z:**....

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- 4) Repeat format above for each Activity
- 5) Minimal Figures and Tables required in this section
- 6) Reference existing and prior work in the field as necessary

## 4 COMMERCIAL POTENTIAL

Our go-to-market strategy is ....

[120-130 words summarizing go-to market plan and any demonstrated customer traction to support it.

### 4.1 Market opportunity

[~500 words describing the following:]

- 1) Target market including size, growth, key segments etc
- 2) Describe the addressable/serviceable market that Company LLC will target first
- 3) Describe key metrics or traction that support entering this beachhead market
- 4) Describe the growth phase target market (including size, trends, market conditions), ie. Where you ultimately hope to get to in the long run

### 4.2 The Company/Team

[~200 words describing the following:]

- 1) Company history (founding and motivation)
- 2) Founders – Who they are, years of experience, education, special talents, how long the team has worked together,
- 3) Team members – Names and simple description of role.
- 4) Company – How this proposal supports the company in generating jobs, educational and/training opportunities for the community/students/interns.

### 4.3 Product/Technology and Competition

[~600-700 words describing the following:]

- 1) Differentiating features and positioning of the proposed product solution
- 2) Competition – Describe and compare/contrast any direct competitors, discuss new entrants and indirect competitors. Tip: A table comparing directly with competitive solutions is useful here.
- 3) IP/Licensing – Discuss any IP that has been licensed or patents filed etc. Who owns IP and what is IP strategy going forward?

## 4.4 Financing and Revenue Model

[~600-700 words describing the following:]

- 1) Comment on previous financing/investment and approach to follow-on funding (can include SBIR as well)
- 2) Revenue streams – Discuss revenue model(s) and appropriateness for stage and/or target customers
- 3) Customer ROI – Discuss the value and ROI that customers will receive
- 4) Sales channels – Discuss any sales channels already identified or validated. Highlight and emphasize any key partners, distributors, customers that may be in place to support these channels.

## 5 CONSULTANTS AND SUBAWARDS/SUBCONTRACTS

[~80-100 words listing any:]

- 1) Consultants on the project and their expertise/experience/role
- 2) Subawards or subcontracts and services/deliverables expected

## 6 PROPOSALS TO OTHER FEDERAL AGENCIES

[~50 words describing any other proposals being submitted, proposals currently funded and future submissions planned. Should clearly state any overlapping (or lack thereof) work.]

## REFERENCES CITED

A good proposal will have between **50-150 references cited**. They can follow any well accepted citation format. Some examples are below:

1. *Growth Opportunities in the Drug Discovery and Diagnostic Technologies Market*. Frost and Sullivan Report, 2006.
2. Trull, F. and B. Rich, *More Regulation of Rodents*. *Science*, 1999. **284**(5419): p. 1463.
3. Barnett, S.W., *Manual of animal technology*. 2007, Oxford ; Ames, Iowa: Blackwell Pub. iv, 430 p.
4. Zhang, L. *Voluntary oral administration of drugs in mice*. Protocol Exchange 2011 October 7, 2011 [cited; Available from: <http://www.nature.com/protocolexchange/protocols/2099>].

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