



# Tips for Preparing an SBIR Proposal

Presented by:

**Dr. Chris Hicks**

**4.5 Avionics Department  
Naval Air Systems Command**

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# How Proposals Are Evaluated

- **3 Criteria are used to evaluate proposals**
  1. **Soundness, technical merit and innovation**
  2. **Qualifications of principal investigator, supporting staff and consultants**
  3. **Commercial Potential**
- **Evaluation of proposal will be based solely on the company's response to the topic**
- **A minimum of 3 evaluators will evaluate the proposals**
- **Evaluators evaluate from 1 to 30+ proposals**
- **All companies will be contacted within 3 months after the solicitation closes**

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# Technical Abstract & Anticipated Benefits

- **Have a CLEAR understanding of what is being asked for in the topic write-up**
  - Write a readable and understandable objective of the proposal. Get to the point!
  - What are the benefits to NAVAIR for the technology research and product? Be concise!
- **Do not simply repeat what is in the topic write up!**
- **Convince the evaluators that you understand the issue**

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# Technical Approach

- **What makes your technical approach unique or innovative?**
  - Compare and contrast approaches to competing state-of-the-art technologies
  - What are the technical risks and mitigating solutions?
- **Convince the evaluators that you understand the NAVAIR problem and need.**
- **Clearly express and identify work to be performed including deliverables**
  - Include relevant equations, graphs and data and avoid miscellaneous information.
  - Do not substitute lengthy tutorials for your technical approach.

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# Deliverables

- **What do you expect to accomplish during Phase I, II and/or III?**
- **Does your plan have a realistic schedule?**
- **Are your milestones achievable according to your plan?**
- **Do not underestimate or overestimate your project cost**
- **Clearly list the deliverables**

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# Principal Investigator & Team

- **Identify relevant experience as it relates to the topic**
  - What makes you qualified and why are you an expert?
- **Provide references of your experience such as; publications, patents, products, etc...**
  - References should relate to the topic only. Avoid unnecessary references
- **Who are the other key personnel supporting the proposal?**
  - Who are they and are they qualified?
- **How is the team managed?**
  - Breakdown the team duties
- **A sole principal investigator may be awarded a contract**
  - She/He must have an excellent proposal

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## **Company Information**

- **Identify relevant relationships with NAVAIR program offices, DoD government agencies, etc...**
- **Describe DoD contractor, small business commercial industry relationships.**
  - Provide letters of support, partnership agreements, company access
- **Identify any relevant technology developed on previous SBIRs with DoD agencies, prime contractors, funding awards**
- **Identify equipment and/or facilities allocated for proposal**
  - What do you have and who has it?

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# Commercialization

- **Does the product of your proposed research have potential for commercialization?**
  - Is the product really a part of your business?
- **Identify specific commercial and government market needs for this technology**
- **How are you equipped to bring the product to the market?**
  - Manufacturing, Distribution, Supply Chain, etc...
- **What products have you sold that are related to the topic?**
  - Who did you sell to and when did you sell it?
- **If this is a new market, convince the evaluators that you have a marketing plan**
- **Do not skip this section**

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## **Need to Know**

- **Please allow time for NAVAIR to review all proposals**
- **There will be no communication with the evaluators or TPOCs during the evaluation phase**
- **Eliminate grammatical, spelling mistakes and properly label graphs, etc...**
- **Complete all sections of the proposal**
  - **Incomplete proposal will most likely be rejected**