



T H E
GOOD FOOD
I N S T I T U T E
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This synopsis introduces entrepreneurs who are focused on plant-based foods and cellular agriculture to the most relevant aspects of the SBIR/STTR program.

SBIR and STTR in a Nutshell

SBIR = Small Business Innovation Research

STTR = Small Business Technology Transfer Research

The main difference between the SBIR and STTR programs: SBIR *allows* subcontracting to universities and other entities while STTR *requires* that a university, Federal lab, or other nonprofit conduct at least 40% of the research.

SBIR and STTR have 3 phases:

Phase I: Evaluate technical feasibility of an idea - in general \$150K for 6-12 months

Phase II: Further development of Phase I work (main R&D activity) - in general up to \$1M for 24 months

Phase III: Commercialize results of Phase II - no SBIR/STTR funds (must come from non-SBIR federal funding or private sources)

Contracts vs. Grants:

Contract agencies (ex: NASA, Dept of Defense) have a specific problem or need to which applicants respond - they are the applicant's ultimate customer

Grant agencies (ex: NSF, USDA) want to support "good ideas" from entrepreneur-initiated projects that fall within specific topic areas of interest to the agency

Key Steps for Successful Proposals

- Talk with agency reps about your idea *at least* 1 month before due date.
- Register for electronic submission early (*at least* 8 weeks before due date).
- Follow ALL the rules for submission that are included in the solicitation.
- Put together a team with the proper mix of experience and expertise.
- Explicitly state why your project is innovative and its commercialization potential.
- Submit the completed proposal *at least* 5 days before the due date to allow time to fix submission errors.

Bottom line: Must have innovative idea with commercialization potential (societal benefit a plus!)

Creating a healthy, humane, and sustainable food supply.

Because each agency administers their SBIR/STTR program in a unique way, the following chart contains an at-a-glance view of the SBIR program specifics for the agencies most relevant to entrepreneurs with a GFI-mission focus. These agencies are: National Science Foundation (NSF), USDA, National Institutes of Health (NIH), Department of Defense (DoD) Defense Advanced Research Projects Agency (DARPA), Department of Energy (DoE) Advanced Research Projects Agency - Energy (ARPA-E), and Environmental Protection Agency (EPA).

	USDA	DARPA	ARPA-E	NIH	NSF	EPA
Contract (C) vs. Grant (G)	G	C	G	Mostly G; some C	G	C
Max Ph1 amt	\$100K	\$150K	\$225K	\$150K+	\$225K	\$100K
# Ph1 awards/year	75	~60	4-7	~650 (G); ~75 (C)	~300	20
Max Ph2 amt	\$500K	\$1M+	\$3M	\$1M+	\$750K+	\$300K+
# Ph2 awards/year	28	~24	4-7	>200 (G); 18 (C)	120	8
Due dates per year	1	3	Variable	1-3+	2	1
Possible to skip Ph1?	N	Y	N	Y	N	N
Months to award notification	5	3	3	12	6	9
Can speak with agency during open solicitation?	Y	Limited	N	Y (G); N (C)	Y	N
% Ph1 awarded	15%	Varies	Varies	~18%	15-20%	13%
% Ph2 awarded	50-60%	Varies	Varies	~40%	40%	40%
Internal/External Review	Ex	In	Ex	Ex	Ex	In/Ex
Request for debriefing feedback	Automatic	Automatic	N/A	Automatic (G); written request (C)	Automatic	Written request

For agencies that have already announced topics for 2017, the following are most relevant to entrepreneurs working in the plant-based food or cellular agriculture fields:

(PLEASE NOTE: The topics below are expected to be the topics included in solicitations that open in 2017. However, this is subject to change at the agency's discretion. The links below are for information purposes only and do not necessarily go to current, open solicitations.)

USDA:

- [Plant Production and Protection - Biology](#)
- [Food Science and Nutrition](#)

NSF:

- [Biological Technologies](#)
- [Chemical & Environmental Technologies](#)
- [Other Topics](#)