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www.navysbir.com
• Primary Program Goals:
  − Use small business to develop innovative R&D that addresses DON need
  − Commercialize (Phase III) SBIR-developed technology into a DON platform or weapons/communication system, or for facilities use

• About the Program:
  − Acquisition Driven Process with Strong Technology Pull
  − $300M+ annual funding supporting small business innovation/research
  − Wide range of SBIR/STTR topics driven by specific program and project needs

We Succeed When You Succeed
DON invested $2.3 Billion in 2,734 Awards to 1,199 companies

Efforts from 2,377 of those contracts resulted in:
- Almost $7 Billion in military product sales (ROI > 3:1);
- Over $7 Billion in new products and sales to commercial industries;
- Outside investment in the firms of $646 Million;
- 91 firms being acquired and 49 new companies being created as “spinout” companies;
- 130 new technology licenses being issued for commercialization; and
- The creation of nearly 15,000 full-time jobs annually with an average wage of $68,535.

*Study conducted by TechLink, a DoD-funded technology transfer center at Montana State University-Bozeman, in collaboration with the Business Research Division of the Leeds School of Business at the University of Colorado-Boulder
Why is DON so Successful at Commercialization/Phase III?

• Require intended transition target along with PoC be identified as part of original topic submission
• We allow the acquisition commands who were assessed the funds for the SBIR/STTR program to develop the topics (Technology Pull)
• Use of gated process (options) in both Phase I & II:
  - Saving funds on projects with minimal chance of achieving objectives
  - Early “termination” of projects when transition programs are canceled/delayed/changed or funds aren’t available
  - Allows earlier Phase II competition with “gap” funding to keep successful offerors working while Phase II is awarded
  - Serves as natural point for TPOCs and firms to ensure everything is “on track” and make any adjustments
• Numerous efforts developed and utilized to support success in transition by firms
SBIR/STTR Program Award Structure
DON SYSCOMs tailor as needed

**Phase I**
- Phase I Base
  - 6 months (SBIR)
  - 7 months (STTR)
  - $125K
- Phase I Option
  - 6 months
  - $100K
- FFP Contract
- NTE $225K

**Phase II**
- Phase II Base
  - ~18 months
  - $500K-$1M
- Phase II Option 1
  - ~9 months
  - TTP required
  - SBIR PM/PO review for Option 2 at exit
- Phase II Option 2
  - ~12-18 months
  - Signed TTA may be required
  - TRL 4 at exit
- Phase II Options may require Cost Share
  - 1 or 2 options ranging from $250K-$750K
- CPFF Contract
- NTE $1.5M SBIR/STTR Funding

**Subsequent Phase II**
- Contingent upon having a successful project with a committed Transition Sponsor/Path
- Up to 24 months
- 1:1 cost match
- Signed TTA required
- Minimum TRL 4 at entry
- CPFF Contract
- NTE $1.5M SBIR/STTR Funding

**Phase III**
- Transition to Acquisition Program
  - Non-SBIR/STTR $ (Private sector or non-SBIR/STTR Gov. $)
  - Unlimited POP
  - SBC Extension of Data Rights and Sole Source Designation
- Contract Type Varies - Phase III’s may be awarded without competition after Phase I or Phase II
- No limit on funding (only non-SBIR/STTR)

**Total SBIR/STTR Funding**
- NTE $3,225,000

**TRL**
- 0 - 3
- 2 - 5
- 4 - 7
- 6 - 9

DON uses a “gated” process of options in Phase I/II to allow more funding to be available to increase TRL & transition opportunities.

NOTE: A ‘Subsequent Phase II’ is a Requirements Driven process; i.e., based upon Acquisition program needs.

DISTRIBUTION STATEMENT A. Approved for public release

Revised 29 July 2017
Commercialization Support

- SBIR/STTR Transition Program (STP)
- Forum for SBIR/STTR Transition (FST)
- Primes Initiative
- Commercialization Readiness Program (CRP)
- Phase III Guidebook
- SBIR/STTR Search Tool
- “Reach-back” Strategy
- Sustainment and Operations Support Cost Reductions (SOCR) Pilot
SBIR/STTR Transition Program (STP)

Helps prepare selected Small Businesses to transition their DON funded technology by providing the following services:

- Assisting in the development of targeted marketing materials
- Providing relevant market research appropriate to the Small Business’s technology and transition targets
- Identifying leads for potential transition opportunities
- Mentoring on the government/prime contractor relationships
- Instructing on the government acquisition environment and policies
- Promoting Small Businesses and their SBIR/STTR technology(s) on the Virtual Transition Marketplace (VTM)—an on-line, searchable showcase accessible to Government and private sector
- Assisting you on exhibiting at the annual Forum for SBIR/STTR Transition (FST)
The Primes Initiative
Revolutionizing Delivery of Innovation to the Warfighter

- Corporate goal for SBIR/STTR engagement
- Integrate SBIR/STTR into corporate sourcing strategy
- Establish SBIR/STTR partnering metrics; manage to these metrics
- Leverage current supplier, engineering, & marketing resources
- Explore SBIR/STTR Topic opportunities
- Explore Phase I, II, & III opportunities
- Track SBIR/STTR partnerships
- Developing risk management tools for government and industry to share
Commercialization Readiness Program (CRP)

- FY06 NDAA (P.L. 109-163, Section 252) authorized Commercialization Pilot Program for the DoD SBIR program; renamed to CRP and extended to STTR by P.L.112-81

- 1% of SBIR set-aside for CRP administration

- CRP funds can not be used for Phase III or any awards to the small business

- The purposes of the CRP is to:
  - Accelerate the transition of technologies, products, and services developed under the SBIR Program
  - Identify SBIRs that have potential for rapid transition to Phase III and into the acquisition process

- CRP support activities include:
  - Risk Assessments
  - Exercise and Demonstration Participation
  - Manufacturing Readiness and Manufacturing Plan Assistance
Phase III Guidebook v1.2

• Developed by DON SBIR/STTR
  - Assist Program Managers, Contracting Officers, and Small Business professionals

• Comprehensive innovation desk reference
  - Cites authorities
  - Summarizes best practices
  - Answers FAQs

• Global commercialization resource
  - Small/Large Businesses
  - DoD Components & Agencies
  - Other Federal Agencies

v1.2 updated to provide Data Rights Annex

Available for download at www.navysbir.com
Evolution of E.M.I.L.Y.
Emergency Integrated Lifesaving Lanyard
A Navy SBIR/STTR Success

The Start (2001)
Marine Mammal Detection & Mitigation

The Leveraging (Silver Fox UAV)
- Video Communications
- Threat Warning System
- Sensor Classification

Realization (Today)

Combat Tested 2007

$5M (STTR)  $7M (SBIR)  $4M in Phase 3 Funds  $6M+ Commercial Sales

Refugee Rescue in Greece
Swift Water Rescue in USA
Worldwide Use by Lifeguards

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Important Websites (Public)

• Navy SBIR/STTR Website – navysbir.com the first site for firms to find information on the DON SBIR/STTR programs including solicitations, topics, selections, program specifics, success stories, related links, and points of contact.

• Navy SBIR Search Database - navysbirsearch.com Uses Autonomy© licensed software to perform contextual searches on all DON SBIR awards.

• The Official DoD SBIR/STTR Home Page - https://sbir.defensebusiness.org - with information on these programs, links to the current and past solicitations and other DoD and Federal SBIR/STTR web sites, and other related links.
## DON SBIR/STTR

### Points of Contact

Program is Administered by the Office of Naval Research

Bob Smith – Director, Department of Navy SBIR/STTR Programs

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Check for the most up to date information about the program, topics, awards, and more!