Impact driven

Service of the UNC System

Funding

Confidential

Services
Technology Commercialization team

- One-on-one counseling
- Proposal reviews
- Conferences & workshops
- Newsletter
- Information: sbtdc.org/tech
SBIR: The important points

A non-dilutive, federal funding mechanism to help small businesses develop and commercialize innovative solutions to existing problems the feds are interested in and presents significant market potential.
SBIR by the numbers

- Federal agencies with R&D budgets exceeding $100 million
- $2.3 billion in 2017
- $18 billion via 70,000 awards since 1983
- 1.5 million persons are employed with SBIR firms
- 1 in 9 firms have attracted equity financing
SBIR by the numbers

FY15 Combined SBIR/STTR Budget

- HHS, $797.0M
- DOD, $1,070M
- DOE, $206.1M
- NSF, $176.0M
- USDA, $25.3M
- NASA, $180.1M
- All Others, $45.7M

~$2.5B in FY15 Across All Agencies
Small Business Technology Transfer (STTR)

- A sister program to SBIR
- Facilitates cooperative R&D between small business concerns and U.S. research institutions
- 0.45% for all agencies with a budget greater than $1B per year
- Total of $220M from 5 agencies
Keep the END in Mind!!!
The End
The end is:

A novel and innovative product/ solution

That fulfills a significant agency and/or public need
Three phase program

Phase I
Concept Development
6 months
➢ $150,000 - $225,000
Award rate 15-20%

Phase II
Prototype Development
24 months
➢ $1.0– $1.5M
Award rate 35-40%

Phase III
Commercialization
No SBIR funding
The small business

- Small biz is the awardee
- For-profit
- 51% owned by individuals
- Under 500 employees

Over 50% of awards made to businesses with under 10 persons in size
Subcontracting differences

**Scenario #1 - SBIR Project:**
Small business can subcontract up to 30% of the work in the Phase 1 and up to 50% of the Phase 2 to any business or university.

**Scenario #2 - STTR Project:**
Small Business MUST subcontract at least 30% of the work to a university. ANOTHER 30% can be subcontracted to the university or another business.

*Subcontracting can help shore up your project by adding important team members and equipment.*
Tip: Don’t judge an agency by its name!
Know the investor (agency)

- Each agency has a unique culture
- Program implementation varies
- World of acronyms and keywords
- Contract versus granting
- Personal contact with program manager, topic author, etc.
Communicate with the investor (agency)

TECHNOLOGY DEVELOPMENT
Technology/Research Overview: The team has developed a method to reduce triglycerides; improve glucose tolerance; and reduce weight using an adult stem cell technology platform.

Intellectual Property Protection: Two issued patents and one patent pending.

Stage of Development: Basic research

Value Proposition: Can reduce the risk of cardiovascular disease for those that cannot treat this syndrome with exercise.

RESEARCH NEED
Seeking funding to test this platform on diabetes, high blood pressure, and abnormal cholesterol levels.

COMPANY INTRODUCTION
Mission: To improve patient outcomes by transforming great science into actionable solutions for the treatment of metabolic diseases.

Founded: 2005

Number of Employees: 20

Facility Description: We are currently developing this method in a laboratory located at the Mayo Clinic in Rochester, MN.

Product Sales: None to date

OPPORTUNITY
Need/Problem: Metabolic syndrome is becoming increasingly common due to a rise in obesity rates among adults. In the future metabolic syndrome may overtake smoking as the leading risk factor for heart disease.

Target Customer: About 32% of people in USA are considered to suffer from metabolic syndrome, with the risk increasing with age (e.g., 40% of people aged between 40 and 50 are considered to suffer from this syndrome).

Market Opportunity: Our technology aims to address the rise in obesity rates in order to reduce the risk of a debilitating stroke or myocardial infarction.
DoD – Much more than weaponry