BONNY HEET
USSOCOM SBIR Program Manager

Small Business Innovation Research (SBIR)
SBIR Overview

• Congressionally mandated program
• Established to fund R&D small business concerns
• Funded as a set-aside assessment of extramural RDT&E budget
• Congress established program with Small Business Innovation Development Act of 1982 and assigned Small Business Administration programmatic authority
• Reauthorized in 2012
USSOCOM SBIR Goals

- Generate technologies that meet SOF need
- Conduct research & development that can transition to SOF, DoD, and/orCommercially
- Assist companies in successfully developing the right technology to meet SOF need
- Strike the proper balance between government and company success
- Search and fund relevant topics throughout the entire federal program to meet SOF needs
SBIR Three—Phased Approach

**Phase I**
- The beginning
- Early Exploration of Ideas
- Feasibility Study
- Up to $150K

**Phase II**
- The journey
- Concept Refinement
- Prototype Development
- Typically $1M

**Phase III**
- The new beginning
- Further R&D/Demonstration
- Production & Sales
Topic to Transition

- Solicitation (3 per year)
- ASD R&E Review (all DoD agencies)
- Review existing topics
- User Need (PEO/Component)
- Phase I Contract Awards (typically three per topic)
- SBIR Program Office Review
- Phase II Award (criteria based/resource constrained)
- Phase III (transition/commercialization)
Phase I - Submitting for the First Time

• Establish a time line for proposal development
• **Start early** and focus on activities that will require the involvement of others
• Work from the outline provided in the solicitation
• Develop and use a check list
• Avoid Administrative Elimination
Phase I to Phase II

• Read your contract carefully; ask questions about things you don't understand
• Interact with your COR regularly
• Deliver on time and on budget
• Make sure that technology meets the Warfighters’ needs
To Phase III (During Phase II)

- Make sure you understand the PEO’s requirements and that your work is aligned with those requirements
- Request that the PEO is apprised of your performance
- Keep in mind that Warfighter benefits and cost savings are fundamentally important
- Deliver on time and on budget
- Show that you can be a reliable supplier!
To Phase III (Promote your Product)

- Apply to the USSOCOM TILO and TNT
- Watch for BAAs on FEDBIZOPPS
- Advertise to other Services, Municipalities, and Federal Agencies
- Look for opportunities for Foreign Military Sales and Foreign Commercial Sale (Read and understand the ITAR!)
- Attend Trade Shows
- Ensure Phase I and Phase II abstracts are on DoD and SBA contract award search engines (public domain)
SBIR Links

• USSOCOM SBIR Program: www.ussocomsbir.com

• DoD SBIR program (managed by OSBP): www.acq.osd.mil/osbp/sbir

• Federal SBIR Program (managed by SBA): www.sbir.gov
SBIR Contacts

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