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Preparing Successful National Science Foundation Small Business Innovation Research Phase I Seed Funding Documents

The [National Science Foundation Small \(NSF\) Business Innovation Research \(SBIR\) program](#) awards startups and small firms \$1.2M seed funding to produce a novel, marketable, problem-solving health technology or medical technology. Phase I funding, \$275K grant, is used to conduct proof-of-concept, while Phase II funding, \$1M grant, is used to produce a technology prototype, i.e., minimum viable product (MVP).

Winning the Phase I \$275K grant requires small firms to prepare (1) a 3-Page Project Pitch and (2) a 15-Page Phase I funding proposal. The 3-Page Project Pitch use 1,500 words, in 3 pages, describing how your company's proposed novel technology concept is unique, marketable, and solves an identified real-world healthcare or medical problem. A Phase I funding proposal explains and details how your company intends to demonstrate concept feasibility and how the technology solution will be commercialized resulting in generating revenues, earning profits, and growing the small firm.

Preparing A 3-Page Project Pitch

The 3-Page Project Pitch document contains four sections: Technology Innovation (500 words), Technical Objectives & Challenges (500 words), Market Opportunity (250 words) and Company and Team (250 words).

Technology Innovation (500 words)

This section identifies a specific healthcare or medical problem that requires a solution. It also indicates how individuals/organizations are impacted by the problem, why existing solutions are ineffective in solving the problem and how your company's proposed solution solves the problem.



Technical Objectives & Challenges (500 words)

Your small firm needs to indicate how it will demonstrate proof-of-concept, i.e., prove that the solution's concept is actually feasible. Also, your company must indicate what risks are involved in showing concept feasibility, and how your firm will overcome the risks in Phase I. Finally, your company's research and development approach must transcend the current state of art compared to existing technologies.

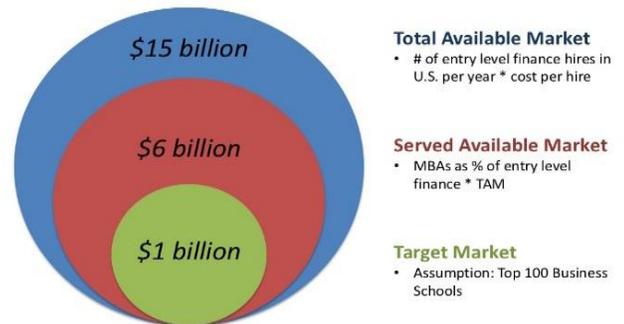


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Market Size

Market Opportunity (250 words)

Your small firm needs to indicate the potential buyers most likely to purchase the proposed novel solution and the buyers 'unmet needs. In addition, your small firm must provide information about the market sector, market size and growth opportunity for the company's proposed novel solution.



Company and Team (250 words)

Your firm needs to describe the company and its leadership, i.e., business owner(s) and key team research members who will lead the technical and/or commercial efforts

NOTE: Listing potential research team members does not require applicants to include these same individuals in the Phase I proposal.



Preparing A Winning Phase I Funding Proposal

Once the NSF SBIR program approves the 3-Page Project Pitch, small firms can start preparing the Phase I funding proposal immediately. A Phase I funding proposal fully describes how the company will demonstrate proof-of-concept and how it plans to commercialize the proposed solution.

There are six key sections comprising the Phase I funding proposal document:

Project Summary

Project Description

Technical Discussion and R&D

Broader Impacts

Biographical Sketches

Phase I Project Budget



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Project Summary

Your firm small firm prepares a one pager describing the potential outcome(s) of the proposed activity in terms of a product, process, or service providing a precise, clear description of the proposed project, the project's intellectual merit and the project's broad impact and commercial potential.



Project Description

Using fifteen (15) pages, your small firm prepares the heart of the Phase I proposal which includes the following parts:

- Elevator Pitch
- Commercial Opportunity
- Technical Solution
- Company & Research Team
- Intellectual Merits: Research & Development Plan
- Broader Impact

These sections specifically describe the research & development (R&D) plan, i.e., conduct concept feasibility study, that will be implemented, detail the commercial opportunities that incorporates market size, targeted buyers, competitors, revenue model and project revenues, profile the people responsible for executing the R&D plan and indicates how the proposed product or service offers the potential for broader societal and economic benefit (through commercialization under a sustainable business model).



References

Your small firm documents its references about the healthcare issue/problem, the research & development approach that will be used and the competing solutions. More importantly, you small firm shows how the project is based on sound, accepted scientific and technical principles.



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Biographical Sketches

Your small firm describes the research teams' professional background and experience. Specifically, the information needs to demonstrate direct skills, knowledge and experiences that will lead to a successful project outcome. The information, also, must show that various team members have the know-how to execute the R&D plan



Phase I Project Budget

Your small firm prepares a budget that reflects executing the R&D plan. The budget includes salaries, fringe benefits, indirect benefits, and consulting expenses.



About Eighteen Ventures

Eighteen Ventures help small health Technology and MedTech firms get funded.

Small Business Innovation Research (SBIR) Phase I & II Proposal Development Service

It is a service designed to help startups and small emerging firms collect and apply the essential information & data needed to produce winning National Science Foundation (NSF) Small Business Innovation Research (SBIR) funding proposals documents. We work closely with our clients to prepare a 3-Page Project Pitch and a Phase I funding proposal to secure a **\$275K** seed grant. We also work closely with our clients to prepare a Phase II proposal to secure **\$1M**.

[Sterile Geeks VR Inc](#), a Jacksonville, FL MedTech startup, is a recent [NSF SBIR Phase I \\$255K seed grant winner](#). The company is developing a mixed reality real-time, immersive training solution, using the Microsoft Hololens 2 headset, for hospital and ambulatory surgery centers sterile processing departments (SPDs).

Eighteen Ventures helped Sterile Greeks VR successfully prepare NSF SBIR Phase I funding documents: 3-Page Project Pitch and Phase I funding proposal. We are currently helping the company prepare its Phase II funding proposal.

Contact Mr. Darrell Williams today, Darrell@Eighteenventures.com, and learn how Eighteen Ventures can help your company successful prepare NSF SBIR Phase I.