

SBIR News You Can Use™

(Vol 12, Edition 1, 28 February 2012)

A newsletter published by the SBIR Resource Center^{(R)*}
- *The intelligent choice when you're serious about SBIR* -

> *To make this your last issue, see the end of this file.* <

NOTE: File is best viewed with a fixed-space (Courier New) font.

PROLOG

- He that hath ears to hear, let him hear. (Matt. 11:15) -

There is no doubt that SBIR/STTR is THE MOST IMPORTANT source of venture financing available to America's entrepreneurs - THE MOST IMPORTANT! That fact alone is one reason that winning these has been so very difficult for most applicants (only 1 in 9 applications historically have won funding). But all that is now changing, thanks to the 2012 re-authorizing law (see discussion below). We predict that the win/loss ration will soon be moving to something like 1 in 19. Moreover, many of the 19, in that ratio, will be more capable firms backed by large entities - possibly with professional proposal teams to aid them, and certainly with more experience and better stories to tell the reviewers. Now, the new, the very small, the university-born firms will have a very much harder time convincing reviewers to give them wining scores. Failing to make the serious investment to prepare themselves and then craft exemplary proposals, these traditional SBIR applicants will just be wasting their time from here on out. We can help - see below / see www.sbir.us .

> Are you serious about winning, or do you just have time to waste? <

NOW TO "SBIR NEWS YOU CAN USE"

* * NEAR TERM SBIR/STTR EVENTS * *

[A] **How To Win SBIR AwardsSM** workshop

- *this is really HOW TO WIN funding, NOT just how to write/submit a proposal*

* 6 March 2012 in Columbia, MD (Nation's Capitol area)

Because of the timing, this **ALL-agency event** will offer an **extra "spotlight" on NIH and strategies** for the April applications.

Get flyer <http://www.sbir.us/course/MD130306.pdf>

* 1 May 2012 somewhere in Virginia (out of the DC area)

Because of the timing, this **ALL-agency event** will offer an **extra "spotlight" on DoD and strategies** for the June proposals.

* 14 June 2012 in Reno, NV

(with the Veteran Entrepreneur Training Symposium)

Because of the timing, this **ALL-agency event** will offer an **extra "spotlight" on DoD and strategies** for the June proposals.

Most applicants should never have wasted their time. Come, learn what it takes to "**evoke positive responses in SBIR proposal evaluators**" (How To Win). Proposals MUST be focused documents of persuasion, not just pretty technical disclosures. Unlike grant writing or government contracting as usual, SBIR is quite complex and unusual. This workshop equips attendees to make good BID/NO BID decisions and WIN SBIR/STTR awards - not just waste time with proposal concepts, theory and format. Instructor & 100-page workbook by the SBIR Resource Center®, America's leading provider of SBIR resources since 1994.

Seating is quite limited -- pre-registration required.

Get details from <http://sbir.us/course.html> .

[B] **SBIR-LabTM** - direct mentorship experience for crafting applications in an incubator environment

- *the least-time approach to a competitive SBIR /STTR application -*

* 22, 23 & 24 March 2012 [**for NIH 2012-2 Grants**] in Annapolis, MD

* 21, 22 & 23 June 2012 [**for DoD 2012.2 proposals**] in Fairfax, VA

If you are busy, these "**soup-to-nuts**" **proposal crafting events** offer the **smallest expenditure of your time to develop competitive applications**. It is a 3 to 6-week, part-time process PLUS three very intensive Lab days. See description and particulars at <http://sbir.us/SBIRlab.html>. It is also **the lowest cost (\$\$\$), complete** (soup to nuts), **consulting package** available anywhere - AND it is **100% guaranteed to satisfy your needs**.

Register early - only 5 seats available in each Lab.

[C] Virginia's Advanced SBIR Conference - 2 days/range of speakers

* March 14 - 15, 9AM-5PM (both days), Herndon, VA

- o March 14, day 1, the Key Topics Include:
 - Development of Effective Phase II and III Strategies
 - Financing Options for Phase III
 - Federal Project Management Tips
 - Federal Cost Proposal Development Tips
 - Commercialization Guidance

- o March 15, day 2, professional training workshops:
 - AM workshop, Federal Budget/Cost Proposal Development
 - PM workshop, Project Management for Technical Projects

All of this presented at less than the usual cost of just one event.

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[D & E] SPECIAL, SBIR-RELEVANT EVENTS

- skills which need to be exhibited in any WINNING Federal applications (not just SBIR)

* **Project Planning, Cost Estimating and ManagementSM** - TBD May 2012
to be presented at the Maryland SBTDC Headquarters in College Park, VA
Download Flyer from http://sbir.us/course/PM_Hi-Value.pdf .

* **Developing Federal Cost/Budget ProposalsSM** - TBD June 2012 - at the
Maryland SBTDC and PTAC Headquarters in College Park, MD.
Download Flyer from <http://sbir.us/course/CostProps.pdf> .

To register for any event or view details on any of the above (and others), just surf to <http://sbir.us/course.html> .

* * ITEMS RELEVANT TOO ALL/MULTIPLE SBIR AGENCIES * *

ALL.1) REAUTHORIZATION - WE DID IT!!! Good to go `till 9/30/2017.

The President signed the National Defense Authorization Act of 2012 (NDAA) HR.1540 into law in late December. This includes STTR, and the Commercialization Readiness Program (CRP follows up the CPP). It also includes a lot of changes, but I'm happy to report that, in many ways, the character of the programs have been reasonably preserved.

Don't jump and shout in glee too soon, however, as there are some significant changes - a few of them are actually "dreadful". We will only summarize a few of the changes here. For a more complete, but still preliminary, analysis of the NEW Reauthorization Law (made for the state of Virginia) see <http://www.sbir.us/library/NewLaw.html> . As you will discover there, going forward under this legislation is not a pretty picture for most applicants.

A "few" of the more notable changes include:

- 1) a little more money in both the SBIR/STTR pots (annual increases)
- 2) allows agencies to siphon off 3% of the funds for SBIR/STTR Admin.;
- 3) higher award limits of \$150,000/Phase I and \$1,000,000/Phase II;
- 4) places hard limits of 50% additional funding on "super awards";
- 5) institutes annual inflation adjustments for award amounts;
- 6) allows direct Phase II awards (by-pass Phase I) at DoD, NIH & Edu;
- 7) allows two, sequential Phase II Awards;
- 8) allows firms owned by large/foreign organizations to participate;
- 9) encourages civilian agencies to develop their own CRP programs;
- 10) allows cross agency "adoption" of projects via Phase II awards;
- 11) allows "crossover" between SBIR & STTR (Phase II can be funded from other program than Phase I);
- 12) establishes many other "quirks" for special interest groups and other issues which, in our judgement, are destructive to these programs and should significantly shift the user base.

The bottom line, as we see it, is that the amount of money available for making Phase I awards will be DRASTICALLY shrinking while, at the same time, the volume and quality of competition will be significantly increasing. Historically, SBIR/STTR has been a highly-competitive environment with only 1 application out of 9 winning funding; we now believe these changes may push us as far as just 1 out of 20 applications winning funds. A lot of time will be wasted in applying.

Now, by-and-large, the effect of these onerous provisions will not hit us `til late in 2012 since, for many of them, the SBA has to generate and promulgate a new policy statement before they can take effect. So, this establishes some URGENCY to make applications as soon as possible to "avoid the rush" of competition that is surely coming.

The SBA has instituted efforts to get that new policy statement completed, even going so far as setting up a Web page for you to follow the process (we like that - a lot). You can find that at http://www.sba.gov/search/apachesolr_search/sbir - after clicking link, scroll to bottom of page (they have format problems).

We anticipate having a full and detailed analysis of this new law soon. We expect that to result in a low cost pay-per-view seminar/webinar that will be offered to those interested in informing themselves and their clients - stay tuned. Meanwhile, much of this will be reflected in our 6 March How To Win SBIR Awards(SM) event.

ALL.2) Solicitation opportunities currently open, or about to open:

NOW OPEN: NIH/PHS 2012-2 (SBIR & STTR grants), DoD 2012-A (STTR) & NIST.*

OPEN SOON: EPA, DoD 2012.2, DHS, NSF 2012-2, DoT 2012-2
To track these, see <http://sbir.us.sbirnews.html>.

NOTE: 2012's anticipated SBIR & STTR Schedules are found at <http://sbir.us/schedule.html> .

***NOTE:** We are now shipping SBIR-ToolKits™ for ALL open SBIR/STTR opportunities; these are 100% guaranteed to satisfy your needs.

ALL.3) Upcoming National SBIR Conference Activity:

* **No National SBIR Conference** is scheduled for Spring of 2012.

* **The Fall 2012 National SBIR/STTR Conference** will be held from 13 -15 November in Portland, Oregon. See you there.

ALL.4)The DoD's next Beyond Phase II Conference is planned for Sept. 10-13, 2012 in Indianapolis, IN. For info see <https://www.beyondphaseii.com/2012/index.aspx> .

* * * * NEWS by Individual SBIR Agency * * * *

DEPARTMENT OF AGRICULTURE (USDA)

<http://www.reeusda.gov/sbir>

AG.1) The USDA 2012 Phase I solicitation closed on 4 September 2011. Another will not open until June and close in late summer 2012

DEPARTMENT OF COMMERCE (NAA and NIST)

NOAA: <http://www.oar.noaa.gov/ORTA/>

NIST: <http://www.nist.gov/tpo/sbir/index.cfm>

DoC.1) NIST opened LATE (held up in Legal), and closes tomorrow, 2 March 2012.

DoC.2) NIST is still offering Tech Transfer opportunities using NIST-developed technology for commercial transition. If you are interested in those opportunities next time around, you'll need to contact the NIST PM to discuss it before the end of August.

DoC.3) NOAA's solicitation closed to proposals on 1 February 2011.

DEPARTMENT OF DEFENSE

<http://www.acq.osd.mil/osbp/sbir/index.shtml>

DoD.1) The DoD's SBIR 2012-A STTR Solicitation is now open and will close at 6:00 AM on 30 March 2012. It features 130 Army, Navy, DARPA & MDA topics and is operating under the old (pre re-authorization) rules. It is now too late to talk to Topic authors, so you must use the SITIS system (<http://www.dodsbir.net/sitis>) to get information.

DoD.2) The DoD's SBIR 2012.1 SBIR Solicitation closed 11 January 2012.

DoD.3) The DoD's SBIR 2012.2 SBIR Solicitation will be posted on the Web in Mid-April, open to proposals on 24 May and close on 28 June 2012.

DoD.4) An SBIR Lab(TM) will be held in Washington, DC from 21-23 June to quickly, and professionally, build those DoD 2012.2 proposals. For information see <http://www.sbir.us/SBIRlab.html>.

DoD.5) Missile Defense Agency Small Business & SBIR/STTR conference will be held 8-9 May in Huntsville, AL. Get more info at: <http://www.ndia.org/meetings/2160/Pages/default.aspx> .

DoD.6) The DoD's next Beyond Phase II Conference is now planned for Sept. 10-13, 2012 in Indianapolis, IN. For information on this event surf to <https://www.beyondphaseii.com/2012/index.aspx> .

DoD.7) DTIC has closed its regional offices. Ft, Belvoir is the only

operation left with SBIR support. This can be accessed via <http://www.dtic.mil/dtic/aboutus/dodprograms/sbir.html> or call (800) DoD-SBIR (800-363-7247) or e-mail sbir@dtic.mil .

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DEPARTMENT OF EDUCATION
<http://www.ed.gov/offices/OERI/SBIR/>

- ED.1)** The 2012 NIDRR grants solicitation closed in February.
- ED.2)** The 2012 solicitation for the Institute for Educational Sciences (contracts), closed in February 2012. This one featured both Phase I and FastTrack opportunities along with a Special Ed Fast Track.

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DEPARTMENT OF ENERGY
<http://science.energy.gov/sbir/>

- DoE.1)** The second 2012 DoE procurement (for BOTH SBIR and STTR) grants closed on 20 December 2011. We do not expect another until the Fall.
- DoE.2)** Last time, there were a maximum of 10 proposals allowed.
- DoE.3)** The DoE has come up with a new program, \$30 million in New Small Business Funding to Help Commercialize Clean Energy Technologies. This is supposed to be a follow-on to DoE Phase II but it includes a cost share provision (not at all small biz friendly).

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ENVIRONMENTAL PROTECTION AGENCY
<http://es.epa.gov/ncer/sbir/>

- EPA.1)** The EPA, should open their 2012 solicitation around March 14th with proposals due by 3 May. Just twenty-six (26) awards are anticipated. See the pre-solicitation announcement at <https://www.fedconnect.net/FedConnect/PublicPages/PublicSearch/PublicOpportunities.aspx>
- EPA.2)** EPA has been having trouble getting good, responsive proposals for their Homeland Security topic(s). As you plan your strategy for this year, this might be a place to find an advantageous award ratio. Plan ahead to pick the right topics and prepare yourself for winning.
- EPA.3)** EPA has recently been working (teaming???) with NSF and Energy on a few topics. This has resulted in expanded opportunities and more awards than EPA could offer alone. Watch for those as we believe the award rates with those topics is much higher than the normal ones.

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PUBLIC HEALTH SERVICE (NIH/CDC/FDA/ACF)
<http://grants.nih.gov/grants/funding/sbir.htm>

PHS.1) The NIH/PHS 2012-2 SBIR & STTR "Grants" solicitation is now open at <http://grants.nih.gov/grants/guide/pa-files/PA-12-088.html> . Closing dates are set for 5 April, 5 August and 5 December 2012. Closing Dates for AIDs-related topics will be 7 May, 7 Sep. 2012 and 7 Jan. 2013.

PHS.2) All **NIH/CDC/FDA** grants applications are submitted via Grants.Gov - a *long and arduous process*. There are no provisions for any other means of submission, so be sure to start early and plan for extra effort.

PHS.3) Unlike some Grants.gov submitted proposals, the absolute deadline for receipt of NIH/PHS applications is 5:00pm on each due date.

PHS.4) CAUTION: NIH/PHS has once again made changes in their solicitation and submission process for 2012. In order to prepare for building our NIH SBIR-Toolkit^(TM) this cycle we had to consult:

- 237 pages of "basic" instructions for SBIR/STTR applicants
- 144 pages of SBIR/STTR topics
- 9 pages of info delineating how reviewers are to work with applications and a whole bunch of files & Web pages delineating specific reviewer instructions such as:
 - 1 large, dense page titled "Review Criteria at a Glance"
 - 4 pages of "Scoring System and Procedures"
 - 4 Pages delineating "Application Page Limits"
 - 4 Pages Defining "Criteria and Considerations for SBIR-STTR Critiques"

PLUS

- 295 pages of NIH policy Guide (as modified by Notice NOT-OD-04-045)

AND, if not an NIH project (CDC, FDA, etc.), then

- 223 pages of HHS Policy Guide for non NIH entities (ACH, CDC, FDA, etc).

If you are serious about winning, then studying these should be required for you, too. [HEY!!! Pay attention, this is important.]

AND, just for completeness, it should be noted that there are several videos and PowerPoint presentations on the NIH Website and the "Notice of the NEW (enhanced) review criteria"(NOT-OD-09-025) along with the "Notice Explaining the NEW Scoring Procedures" NOT-OD-09-024, that should also be reviewed before applicants proceed. We found these, and all of the above, useful for crafting the NIH ToolKits; applicants should find these equally useful in fine-tuning their applications.

In any case, read everything VERY, VERY carefully and ask questions if you are quite not sure of something. Start early and be prepared for an enormous expenditure of time and energy to build any NIH application.

Note that the traditional 15-page Research Plan was reduced, last year to a 1-page "Specific Aims" section and a 6-page "Research Strategy" section. The information needed to WIN and points that have to be made are really not reduced, but the space to make them is now less than half what it has been traditionally (it was hard enough then). It will take some considerable, and innovative, approaches in proposal strategy to write any winning application now.

NOTE: Our new 2012-2 [ToolKits](#) have been completely updated to reflect all of the latest changes and will save you considerable time and effort over trying to go it alone. And, they are guaranteed to satisfy your needs or you get your money back. There is NO RISK - so try one, we guarantee you'll like it.

PHS.5) CAUTION: To submit to NIH, you MUST not only be registered first as a Government contractor at www.ccr.gov, you, and your PI, must also be registered with the NIH's eRA Commons system. In this process, you will be dependant upon others to respond to you at several points in the process. So, **start all the registration processes early.**

PHS.6) Since NIH already used \$150 and \$1 million as their standard award amounts the HHS expects to maintain the number of awards in 2012 at 1000 SBIR awards and 150 STTR awards at NIH. They expect 15 awards at CDC, 2 at FDA and 2 at ACF.

PHS.7) The PHS/NIH 2012-1 SBIR/STTR "Contracts" Solicitation closed on 7 November. We expect to see next year's contract solicitation (2013-1) published in August 2012.

PHS.8) OTHER ITEMS:

PHS.8.1) On 20 January 2012, NOT-OD-12-035 "REDUCED" the Executive Level I salary limit for NIH projects by \$20,000 to just \$179,700.

PHS.8.2) URGENT: In response to the new National Alzheimer's Project Act NIH has issued a pair of funding opportunities open to small businesses in the area of Alzheimer's disease: SBIR RFA-OD-12-003 and STTR RFA-OD-12-004. These RFAs each have a receipt date of April 30th, 2012.

PHS.8.3) IMPORTANT: Other, Non-Omnibus Solicitation Topics can be found at <http://grants.nih.gov/grants/guide/rfa-files>, then search on the terms "sbir" and "sttr" (or R41, R42, R43 & R44) to find a number of additional, special SBIR/STTR opportunities at NIH (new ones are coming on line all the time - many of them are closing this spring and summer). Some of these are real "doozies" with high dollar limits and long duration projects (compatible with the new law??). [NOTE: our NIH SBIR-Toolkit^(TM) can be used to prepare applications for all of these.]

PHS.8.4) NIH SBIR Conference, 30-31 May 2012 in Louisville, KY. We've participated in every one of these and this event has always proven to be a "must attend" for anyone serious about winning at

NIH. Also, Louisville can be a fun place, too. We hope to see you there. Save-the-date info (more useful data soon) is found at http://grants.nih.gov/grants/funding/sbirsttr_news.htm#20111031.

PHS.8.5) A special SBIR Lab(TM) will be held in Annapolis, MD on 25-27 March 2010 to build NIH 2010-2, April 5 grant applications. Another will be held 19-21 July for the August 5 deadline. For more information see <http://www.sbir.us/SBIRlab.html>.

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Department of Homeland Security (DHS)
<https://sbir2.st.dhs.gov/portal/SBIR/>

DHS.1) The Homeland Security, Science and Technology (S&T) group's, first SBIR solicitation of 2012 closed on 5 January 2012. We expect the next one from S&T to open in early May (likely posted in mid-April) and close in late June.

DHS.2) Some significant changes have occurred with DHS SBIR:

- a) The recent solicitation incorporated a number of changes (bid options were available, briefing report now required, etc) - we expect a few more changes this time, as well.
- b) DHS has a new submission system to contend with (see the new "Registration and Submissions Training Guide" found at https://sbir2.st.dhs.gov/portal/jsp/public/help/public_portal_registration_and_submissions_training_guide.pdf).

DHS.3) A separate solicitation from the DHS' DNDO office (not S&T) is also expected to be released in June of 2012.

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NASA (combined SBIR & STTR)
<http://sbir.gsfc.nasa.gov/SBIR/SBIR.html>

NASA.1) NASA's annual SBIR/STTR procurement was open from mid-July to 8 Sept. 2011. We expect a repeat in about the same time frame in 2012.

NASA.2) There were a number of structural and policy changes from prior years - some of them even good. We expect this to continue for at least then next round, given the changing management regimes over there. our suggestions as to ways they might improve/streamline the experience.

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NATIONAL SCIENCE FOUNDATION
<http://www.eng.nsf.gov/sbir/>

NSF.1) NSF's STTR grant solicitation closed on 17 November 2011; we do not expect another 'till next fall. The single topic this time around was: "Enhancing Access to the Radio Spectrum (EARS)"

NSF.2) The expected number of STTR awards dropped dramatically, from 100

in 2010 to just 35 this year. We think the increased award sizes have had a lot to do with this and will surely be reflected at other agencies now that those limits are "legal" everywhere.

NSF.3) NSF SBIR 2012-2 should be posted on the Web in Mid-March and open for 30 days to submissions in mid May. You should be formulating your bid strategy and pre-submission emails to NSF's Program Managers now.

NSF.4) Remember: applicant firms will be limited to two (2) proposals for each SBIR/STTR solicitation AND only one (1) proposal per PI.

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DEPARTMENT OF TRANSPORTATION
<http://www.volpe.dot.gov/sbir/>

DoT.1) The DoT 12.1 SBIR solicitation closed on 12 December 2011. We expect their 12-2 solicitation to open the first week of April with proposals due in early June.

DoT.2) Last cycle, we saw a new Phase II B program that allows up to \$1,000,000 *additional* funding. This can also extended Phase II periods of performance by as much as 24 months. We have no info yet on how that is working out.

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ADVERTISEMENTS
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We have decided to spare you the advertisements this time as there is already too much of that dispersed throughout this document. And, we expect you already know enough about the SBIR Center, our services and our products - if not please call 410-315-8101 or surf to our Web site found at <http://sbir.us> to check us out. We DO look forward to serving you in the pursuit of SBIR/STTR Phase I, II and those mega-buck Phase III follow-on awards. Our mission is to "help you win awards, and that unlimited sole-source position with the Federal Govt., at the smallest possible investment of time and money".

FINAL NOTES

F.1) It is our sincere hope that you have found the information supplied herein to be both timely and of great value to you. In many ways, it is different and more detailed than the information normally found on our Web site. We believe that newsletters should contain some unique value all their own, or why bother. In the future, similar information will be forthcoming for the SBIR/STTR agencies and their solicitations in these newsletters (3 to 5 times a year).

F.2) If you find any SBIR or STTR Program news which you believe should be promulgated, PLEASE let us know. The SBIR Resource Center® Web Page is now very popular and enjoys well over 20,000 visits per month. We can also employ this newsletter (>11,000 subscribers) as a vehicle to get the information out to the community. We want to help; we need you to help us help the SBIR/STTR community.

F.3) An interactive form to send requests for more information on most products, services or SBIR/STTR issue can be found on the Information Page of the SBIR Center's Web Site found at <http://sbir.us/info.html>.

F.4) The schedules for all of the SBIR & STTR procurements at all agencies can be found at <http://sbir.us/schedule.html>.

F.5) If needed, an introduction for SBIR/STTR "newbies" can be found in our FREE reading library at <http://sbir.us/library.html>.

F.6) For a cross-agency search engine of open SBIR/STTR topics, see <http://www.zyn.com/sbir/sbres/sbccss.htm>.

F.7) For a listing of near term National/local SBIR conferences see <http://www.sbirworld.com/conferences/>
<http://www.zyn.com/sbir/cal/>.

F.8) For SBIR official's contact information see <http://sbir.us/pm.html>

F.9) For current, up-to-date news on all things SBIR, just bookmark <http://sbir.us/sbirnews.html>.

* * * * **END OF "SBIR News You Can Use "** * * * *

FOR THOSE NO LONGER INTERESTED IN SBIR/STTR
(to remove your name from this mailing list)

Your name is on our mailing list because you have sought SBIR or STTR information in the past. However, if you found this information to be of no use to you; if you wish to opt out of this mailing list, please reply to us, at the return address, with the characters "remove" in the subject line. Unlike some others, IF you are careful to give us the PROPER ADDRESS to remove (same one we sent this to), then that address will actually be removed. Since we do not share our mailing list with others, so that should be the end of the matter unless you seek SBIR information in the future (will reinstate you on the list).

CAUTION: Please ensure that the address from which you send the "remove" is the exact same one to which we sent this newsletter. If it is different, please send instructions in your return e-mail pointing out the mis-match and provide the address in our records, or you will not be removed. We must know what address to remove in order to accomplish your request.

PLEASE NOTE: When successfully removed from the list, we WILL respond to you with a confirming e-mail. If you do not receive that e-mail within five days, something went wrong and you should send us another "remove" request. We clearly have no desire to make enemies in the SBIR/STTR community and will try to follow your directions; we ultimately want to add you to our growing list of long-term, repeat customers - not offend you. Thanks.

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The SBIR Resource Center® *
- When You're Serious About SBIR -

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