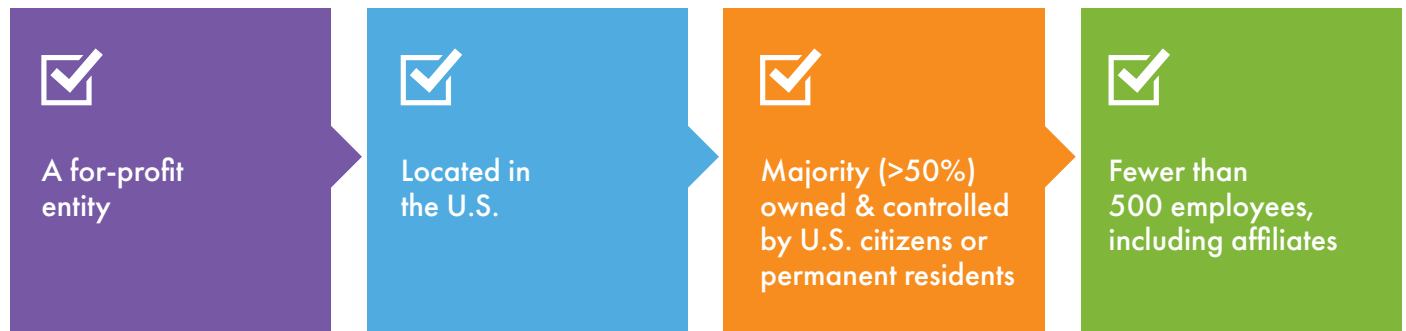


Is your company a good fit for SBIR/STTR Funding?

The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs are highly competitive programs that encourage domestic small businesses to engage in Federal Research/Research and Development (R/R&D) with the potential for commercialization.

To meet basic eligibility for SBIR/STTR all potential applicants must be...



If you meet the criteria above, continue with the assessment guide.

If you do not meet one or more criteria, you will not be eligible to pursue SBIR/STTR funding until you do.

Visit <https://www.sbir.gov/applicant> for the full list of criteria.

Review all questions on the next page.

If you answer “no” to any question, note down the corresponding recommendations and continue until you’ve reviewed all questions. If there are elements of this assessment you need to work on, MTI may have other resources available to help, visit <https://www.mainetechnology.org/get-started/>

If you answer “yes” to these questions, you may be a great fit for SBIR/STTR!

SBIR/STTR Fit Assessment Guide

Research & Development (R&D) required for market actualization	Is the R&D effort a ~\$500k - \$1MM+ project requiring three or more years of development?	NO	This may indicate that the proposed idea or project is not innovative enough or does not meet the scope of funding for SBIR/STTR. Try expanding the scope or innovation of your idea.
	AND		
	Is the technology so innovative that it might NOT work?	NO	
Market Driven Criteria	YES		
	Can you concretely describe your prospective customers and their specific needs/wants?	NO	We recommend conducting customer discovery.
	YES		
	Can you explain how you would meaningfully add value for these customers compared with competitive options?	NO	We recommend conducting customer discovery.
	YES		
	Is the revenue and profit potential large enough to sustain a business?	NO	Look for another business opportunity with better financial projections.
YES			
	Is the market opportunity sufficient to justify \$1MM+ of investment in R&D?	NO	Consider other funding opportunities with smaller investments.
YES			
Innovation Criteria	Can you articulate that the product/service you would develop meets customer needs?	NO	Further develop your product concept and value proposition.
	YES		
	Is the new product more than just an incremental improvement to an existing product in the market?	NO	Look for other funding opportunities.
	YES		
	Can you articulate a product development roadmap?	NO	Identify R&D steps and milestones.
	YES		
	Are there any steps in your development roadmap where technical risks might cause it to fail?	NO	Your project may be considered an "engineering" project and would be a better fit for other funding opportunities.
YES			
	Can you design a 6-12 month experiment with \$100k to \$275k that would prove your idea will work?	NO	Identify "proof of concept" that would lead to feasibility study in 6-12 months with \$100-275k.
YES			
<p>Are you a great fit for SBIR/STTR funding? Contact MTI to see how they can support your application. www.mainetechnology.org/get-started/</p>			Consult technical expertise or find an approach that's less technically challenging to solve the customer's problem.