

# **MISSOURI TECHNOLOGY INCENTIVE PROGRAM (MoTIP) FOR SMALL BUSINESSES**

## **SOLICITATION FOR PHASE 0 PROPOSALS**

**Solicitation No. SBIR-P0-09-1**

**ISSUED BY THE UNIVERSITY OF MISSOURI  
ON BEHALF OF THE MISSOURI TECHNOLOGY CORPORATION**

**February 22, 2009**

### **1.0 INTRODUCTION AND BACKGROUND**

The Missouri Technology Corporation (MTC) has instituted and funded the Missouri Technology Incentive Program (MoTIP) to increase the number of Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) awards granted to small businesses in the State of Missouri. MoTIP's purpose is to generate high-quality SBIR/STTR proposals and to broaden participation from Missouri small businesses through Phase 0 competition assistance grants and Phase I/II Bridge Loans.

This document solicits Phase 0 Proposals (up to \$5,000) for MoTIP.

The SBIR and STTR programs will provide R&D financial resources of more than \$2.2 billion to U.S. small businesses in FY2009. Through these programs, 12 federal agencies provide funding for a wide range of proposal topic areas. These programs provide excellent opportunities to nurture the development of innovative businesses in Missouri, offer employment opportunities for our university and community college graduates and enable economic development and diversification.

Only for-profit proprietorships, small businesses and manufacturers (fewer than 500 employees) qualify for SBIR and STTR funding. These programs provide a unique source of seed capital for Missouri citizens and small businesses to explore and develop innovative product concepts. These programs are particularly important to Missouri businesses in which innovation capital is in very short supply. Although SBIR and STTR funding comes with certain requirements, obligations and restrictions, the grantee is not obligated to repay the award or issue equity in exchange for the award. Most intellectual property rights generated on funded projects remain with the small business.

The MTC is funding MoTIP in 2009 to stimulate and improve SBIR/STTR results in Missouri. MTC has contracted with the Missouri Small Business and Technology Development Centers (MO FAST) effort to provide technical assistance and assist with accepting applications.

Further information on the SBIR/STTR programs is available at the following website:  
<http://www.missouribusiness.net/fast/>

### **2.0 PROGRAM DESCRIPTION**

MoTIP solicits proposals each month for Phase 0 SBIR/STTR competition assistance grants and quarterly for Phase I/II Bridge Loans. The total amount currently expected to be available in each of 2009 and 2010 for all Phase 0 grants and Phase I/II Bridge Loans is \$625,000 per year. Any

uncommitted funds may be carried forward to subsequent periods. Individual Phase 0 awards will not exceed \$5,000 per award. Proposals are due by 5 PM (Central time) at least 5 weeks prior to the SBIR/STTR proposal due date. See MoTIP Phase 0 Submission Schedule on website. Awards will be announced about ten days after the MoTIP Phase 0 Application due date. See process step guide for approximate timing of all steps in the process.

Experience shows that critical pre-reviews are important to the submission of competitive Phase I proposals. Hence, recipients of Phase 0 awards will be required to submit a complete Phase I draft proposal for review. First time submitters are encouraged to have the counselor review the draft proposal more than one time prior to submission. The reviews must be scheduled to occur at least 2-3 weeks prior to submitting the proposal to the applicable SBIR/STTR agency. Each Phase 0 award generally will be made to support the preparation and submission of a Phase I proposal directed to a specific agency on a specific topic.

For Phase 0 grant proposals, appropriate activities include, but are not limited to:

- Proposal preparation and review
- Consultant and mentor services for preparation of the Phase I proposal
- Attendance at SBIR conferences and workshops
- Communications with potential customers
- Communication with, including travel to, targeted federal agencies
- Analyses to support test data preparation
- Acquisition of test data for inclusion in the Phase I proposal

### **3.0 ELIGIBILITY**

All individuals and small businesses resident in the State of Missouri who are eligible to participate in the federal SBIR/STTR programs are eligible to participate in MoTIP. One of the primary goals of the program is to enlist first-time SBIR/STTR participants from as broad a demographic and geographic cross-section of the state as possible. Therefore, all proposing individuals, small business entities, and manufacturers will be limited to 2 awards per company per year. The year is currently based on the MoTIP program schedule, which resets on March 18, 2009. Subsidiaries of a qualifying parent entity may be eligible to participate in MoTIP.

### **4.0 PROPOSAL PREPARATION INSTRUCTIONS**

Proposals submitted in response to this solicitation must not have type smaller than 12 point size using Times New Roman, Arial or Courier font with margins not less than one inch on all sides, regardless of line spacing. Applicants are discouraged from disclosing confidential or other proprietary information in proposals. The MoTIP Committee will not accept confidential or proprietary information unless you send advance written notice to the MoTIP Committee at motip@missouri.edu and suitable arrangements are made prior to such submission. In the absence of such advance notice and agreement, neither MoTIP nor the MTC shall be responsible for any confidential or proprietary information submitted to them. All proposals must include the following:

PART 1: COVER PAGE (Use continuation page if necessary)

1. Name of proposing small business
2. EIN (Employer Identification Number/Federal Tax ID)
3. Name and complete address of the proposing person – include telephone, fax and email
4. SBTDC (MoFAST) Counselor name
5. Authorization for MoTIP Coordinator to share company info and abstract with MTC
6. Target Federal Agency Solicitation Topic, URL, and Due Date

7. Phase 0 Project Title
8. Proposed Phase 0 Budget
9. Phase 0 Budget Justification (Explanation of major cost elements)
10. Phase 0 Schedule (Identify major milestones – for Phase 0 grants, include two reviews of proposal drafts with the first scheduled at least three weeks prior to the Phase I proposal due date as described in Section 2.0)
11. Abstract: In no more than 200 words, provide a well-drafted description of the problem or opportunity, project objectives, description of the effort, anticipated results and potential commercial applications for the project. (Note: The abstract should be prepared with particular care because it introduces the project to the reviewers and first impressions are often critical to the review outcome.)

## PART 2: PROJECT DESCRIPTION AND DISCUSSION (4-page limit)

Provide a clear and concise discussion of the proposed project. Tie the discussion to the specific SBIR/STTR agency solicitation and topic targeted by the project. Follow the MoTIP Phase 0 template outline, which includes the following items:

- Importance of Phase 0 for Phase 1
- Previous SBIR Experience
- Identification and Significance of Problem
- Phase 1 Technical Objectives
- Phase 1 Work Plan
- Key Personnel
- Related Research or R&D
- Environment/Facilities
- Commercialization Potential
- References

## PART 3: RESUMES (5-page limit)

Include brief resumes for key personnel (including consultants) who will work on the project and those who will be involved in the Phase I project to be proposed.

## 5.0 PROPOSAL SUBMISSION AND RESUBMISSION

Electronic communications capability is critical to SBIR/STTR competition. Currently, most SBIR/STTR agencies release their solicitations only electronically and require electronic submission of proposals. For this reason and to accommodate efficient administration of MoTIP, proposals must be submitted electronically **in PDF format**. If you do not have conversion to PDF capabilities, contact the MoTIP Committee for assistance. Small businesses lacking electronic communications capability may request assistance from the regional offices of the Missouri Small Business & Technology Development Centers (MO SBTDC). For contact information, see Sections 8.0 & 9.0, below.

A Phase 0 proposal template is provided on the MO SBTDC website under the MoTIP link ([www.missouribusiness.net/fast/](http://www.missouribusiness.net/fast/)). Use of this template is recommended. Proposals may be submitted at any time. Proposals received by 5 PM (Central time) at least 5 weeks prior to the SBIR/STTR proposal due date will be evaluated as set forth in Section 6.0 below. Proposals received after that deadline will be evaluated in the next SBIR/STTR agency application cycle.

Proposals must be sent via email in pdf form through a SBTDC (MoFAST) Counselor. If you do not have a SBTDC counselor, please contact a local counselor here:

[http://www.missouribusiness.net/fast/contact\\_us.asp](http://www.missouribusiness.net/fast/contact_us.asp)

Verification of receipt of your proposal will be sent via email. Contact the MoTIP Committee if you do not receive verification. Proposals and other submitted materials will not be returned to you.

Proposals not granted an award may be resubmitted during a subsequent proposal evaluation and selection cycle for re-evaluation. Resubmitted proposals must be accompanied by a cover letter of not more than one page describing the changes made to the revised proposal to address comments, if any, and concerns expressed by the previous reviewers.

## 6.0 METHOD OF SELECTION AND EVALUATION CRITERIA

The criteria to be used in evaluating and ranking the proposals are as follows:

1. **MO Industry Target:** MO DED identifies eight "Industry Clusters" for targeting. The clusters are based on research provided by the Missouri Economic Research and Information Center (MERIC), existing initiatives, industry strength, and future growth potential. Missouri Targeted Industries: Agribusiness, Automotive, Defense-Homeland Security, Energy, Finance, Information Technology, Life Sciences, and Transportation. Does the client's technology match one of the targeted industries?
2. **Potential to Create New Jobs in MO:** The Committee will evaluate the project's potential to create jobs, as well the potential to create high-paying jobs.
3. **Facilitation of MO Technology Transfer:** The Committee will give favorable consideration to opportunities that enhance technology transfer from any Missouri university.
4. **Significance/Innovation:** Does the application challenge and seek to shift current research or clinical practice paradigms by utilizing novel theoretical concepts, approaches or methodologies, instrumentation, or interventions? Are the concepts, approaches or methodologies, instrumentation, or interventions novel to one field of research or novel in a broad sense? Is a refinement, improvement, or new application of theoretical concepts, approaches or methodologies, instrumentation, or interventions proposed?
5. **Technical Objectives:** Are the key objectives to be accomplished during the Phase I research listed and explained, including the questions that must be answered to determine the technical and commercial feasibility of the proposed concept? Is it explained how potential customer needs will be met if the research is successful?
6. **Workplan/Approach:** Are the overall strategy, methodology, and analyses well reasoned and appropriate to accomplish the specific aims of the project? Are potential problems, alternative strategies, and benchmarks for success presented? If the project is in the early stages of development, will the strategy establish feasibility and will particularly risky aspects be managed?
7. **Key Personnel/Team/Investigators:** Are the PIs, collaborators, and other researchers well suited to the project? If Early Stage Investigators or New Investigators, do they have appropriate experience and training? If established, have they demonstrated an ongoing record of accomplishments that have advanced their field(s)?
8. **Collaboration:** If the project is collaborative or multi-PD/PI, do the investigators have complementary and integrated expertise; are their leadership approach, governance and organizational structure appropriate for the project? Is the proposed effort organized around collaboration with a University? (University collaboration increases chance of award)
9. **Environment/Facilities:** Will the scientific environment in which the work will be done contribute to the probability of success? Are the institutional support, equipment and other physical resources available to the investigators adequate for the project proposed? Will the project benefit from unique features of the scientific environment, subject populations, or collaborative arrangements?
10. **Commercialization Potential of the Product or Service:** The Committee will assess the commercial viability of the opportunity and whether it's expected to be brought to market within a reasonable amount of time with reasonable cost. Does the proposed project have

commercial potential to lead to a marketable product, process or service? Does the project address an important problem or a critical barrier to progress in the field?

For Phase 0 grants, the MoTIP Committee will evaluate the Phase 0 proposals received from eligible proposing entities. The Committee members will be from the MO SBTDC system and will be knowledgeable about and experienced in the SBIR/STTR competition process. Awards, if any, will be announced about ten days after the MO TIP Phase 0 Application due date. The MoTIP Committee reserves the right to not make awards if the proposals are not deemed satisfactory.

## 7.0 DELIVERABLES AND PAYMENT

The Phase 0 award will not be processed for payment until all of the following have been delivered to MoTIP:

- a) The Phase 0 Award Contract, fully executed by MoTIP and the Phase 0 Award recipient;
- b) Invoice for award amount and receipts if any
- c) If the recipient has not previously received a SBIR/STTR Award, evidence that the recipient worked with a MO SBTDC mentor in the preparation and review of two drafts of the recipient's proposal;
- d) Evidence of the on-time submission of the Phase 1 Proposal to the SBIR/STTR and
- e) A brief statement, comparing Phase 0 proposed budget with actual expenses.

**Note:** The amount of any Phase 0 Award may be reduced from the amount proposed depending on the number of Phase 0 proposals received and approved, and the availability of funds. The payment process takes approximately three to four weeks after receipt of the required documentation.

## 8.0 REGIONAL OFFICE CONTACT INFORMATION

Direct any questions about MoTIP to your local MoFAST counselors at:

**Dr. Paul Rehrig** ([rehrigp@missouri.edu](mailto:rehrigp@missouri.edu))  
**Jim Gann** ([gannj@missouri.edu](mailto:gannj@missouri.edu))  
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