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# SBIR/STTR Workshop

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and CEBIP

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# SBU Business Incubators

- Long Island High Technology Incubator, Inc.
  - [www.lihti.org](http://www.lihti.org)
- SBU Incubator at Calverton
  - [www.sunysb.edu/research/calverton/index](http://www.sunysb.edu/research/calverton/index)
- CEWIT, incubator space
  - [www.cewit.org](http://www.cewit.org)
- AERTC, incubator space
  - [www.aertc.org](http://www.aertc.org)

# Clean Energy Business Incubator Program (CEBIP)

- NYSERDA Award, ~Nov 2011
- Four Year Program but with Self-Sustainability
- Assist Clean Energy businesses
  - Regional and NYS businesses
  - LIHTI
  - AERTC Incubator
- Client Engagement; pitch, business plan, investment readiness (angel, series A, VC), product intro, revenue, acceleration assistance, etc
- Incubator space (including shared .. eg-hot desks)
- Clean Energy Boot Camp
- Entrepreneur Development (Clean Energy training)
- SBU, BNL access

# “End-to-end” Suite of ED Programs

“Basic”

“Applied/Commercial”

- R&D Collaboration: Federally Funded Research
  - Basic and applied research awards, SBIRs/STTRs
  - IUCRC in Cyber-Security
  - MRSEC: Garcia Center for Polymers at Engineered Interfaces
  - NSF Center for Environmental Molecular Science
- R&D Collaborations: State Programs & Centers
  - NYS Centers for Advanced Technology (CATs)
  - NYS Center of Excellence in Wireless/Information Technologies, STAR Center in Biomolecular Diagnostics and Therapeutics, Advanced Energy Research and Technology Center
- Advanced Technology Assistance
  - Strategic Partnership for Industrial Resurgence (SPIR)
- Technology Licensing
- Workforce Training and Business Management Assistance
- Incubation and New Enterprise Development

# SBIR Awardee and Reviewer

- PI: Research Scientist at LI biotech company (1989–96)
  - Yeast mRNA 3'End Formation as Antifungal Drug Target, NIAID Ph1
  - Translocation Assays by PCR Amplification In Situ, NCI Ph1
  - Inhibition of the HIV-1 Rev Transactivator, NIAID Ph 1& 2
  - An Ultra-Sensitive mRNA Quantitation Method, NSF Ph1
- Reviewer: SBIR/STTR National Science Foundation, Biotech Panels, Genomics & Proteomics (2001–07)
- Business owner: Blood Platelet Diagnostic Assay, Ph1 (2010-11)

# SBIR Review Process (NIH & NSF)

Applications that are complete are evaluated for scientific and technical merit by scientific review group

- Generally the top half will be discussed and assigned an overall impact/priority score
- Receive a written critique
- Receive a second review by appropriate national advisory council or board.

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# SBIR Review Criteria

Applications should be responsive to RFA/RFP and to agency stated mission.

The mission of the NIH is to support science in pursuit of knowledge about the biology and behavior of living systems and to apply that knowledge to extend healthy life and reduce the burdens of illness and disability.

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# SBIR Review Criteria

But missions sometimes can be broader in practice!

- Look at funded projects/abstracts
- NSF funds drug discovery technologies
- DoD funds cancer research
- Look carefully at RFA/RFP
- Ask Program Director listed in RFA/RFP

# SBIR Review Criteria – Overall Impact

Reviewers provide an overall impact/priority score  
reflects their overall assessment

- Lower number is better (1-100?)
- Priority score used for ranking vs other applications
- Details of review in five scored review criteria
- Additional review criteria could be used (as stated in RFA/RFP)

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# SBIR Review Criteria – Significance

- Does the project address an important problem?
- If aims are achieved, will there be significant impact?
- How will project success change this field?
- Does project have commercial potential - lead to a marketable product, process or service?
- Phase II, and Fast-Track - does Commercialization Plan demonstrate a high probability of commercialization?

# SBIR Review Criteria – Investigators

- Are the PIs, collaborators, and other researchers well suited to the project?
- If new investigators, do they have appropriate experience and training?
- If established, demonstrated accomplishments?
- If collaborative or multi-PI, is there complementary and integrated expertise; are their leadership approach, governance and organizational structure appropriate for the project?

# SBIR Review Criteria – Innovation

- Does application challenge and seek to shift paradigms with novel concepts, approaches or methodologies, instrumentation, or interventions?
- Are 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?

# SBIR Review Criteria – 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?
- Human subject study .....

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# SBIR Review Criteria – Environment

- 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?

# SBIR Review Criteria – Phase II

- How well did the applicant demonstrate progress toward meeting the Phase I objectives, demonstrating feasibility, and providing a solid foundation for the proposed Phase II activity?
- To what extent was the applicant able to obtain letters of interest, additional funding commitments, and/or resources from the private sector or non-SBIR/STTR funding sources that would enhance the likelihood for commercialization?

# SBIR Review Criteria – Fast-Track

- Does the Phase I application specify clear, appropriate, measurable goals (milestones) that should be achieved prior to initiating Phase II?
- To what extent was the applicant able to obtain letters of interest, additional funding commitments, and/or resources from the private sector or non-SBIR/STTR funding sources that would enhance the likelihood for commercialization?

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# Last Thoughts

All reviewers must love the proposal!

How to get a phase 2 award?

“I don’t get it !?”

“Yes, we know that there’s a need for cancer drugs”

If you can’t write clearly and mistake free .....

Platform technologies can mean multiple awards

More Info? - google key words

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Thank you! .... Questions?

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