



SPECIAL OPERATIONS FORCES INDUSTRY CONFERENCE

Science & Technology



BONNY HEET

USSOCOM SBIR Program Manager

Small Business Innovation
Research (SBIR)



SBIR Overview

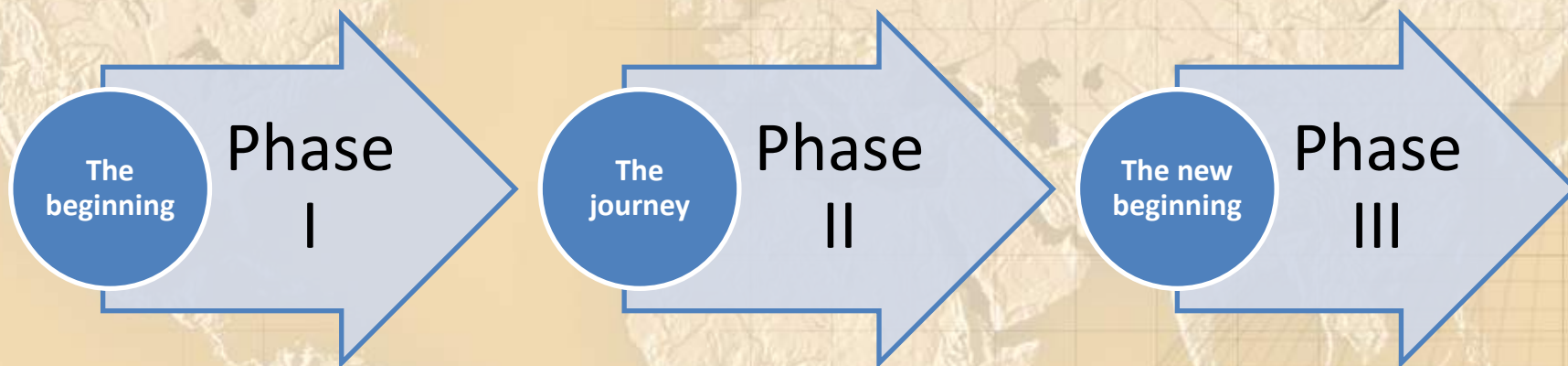
- **Congressionally mandated program**
- **Established to fund R&D small business concerns**
- **Funded as a set-aside assessment of extramural RDT&E budget**
- **Congress established program with Small Business Innovation Development Act of 1982 and assigned Small Business Administration programmatic authority**
- **Reauthorized in 2012**

USSOCOM SBIR Goals

- **Generate technologies that meet SOF need**
- **Conduct research & development that can transition to SOF, DoD, and/or Commercially**
- **Assist companies in successfully developing the right technology to meet SOF need**
- **Strike the proper balance between government and company success**
- **Search and fund relevant topics throughout the entire federal program to meet SOF needs**



SBIR Three—Phased Approach

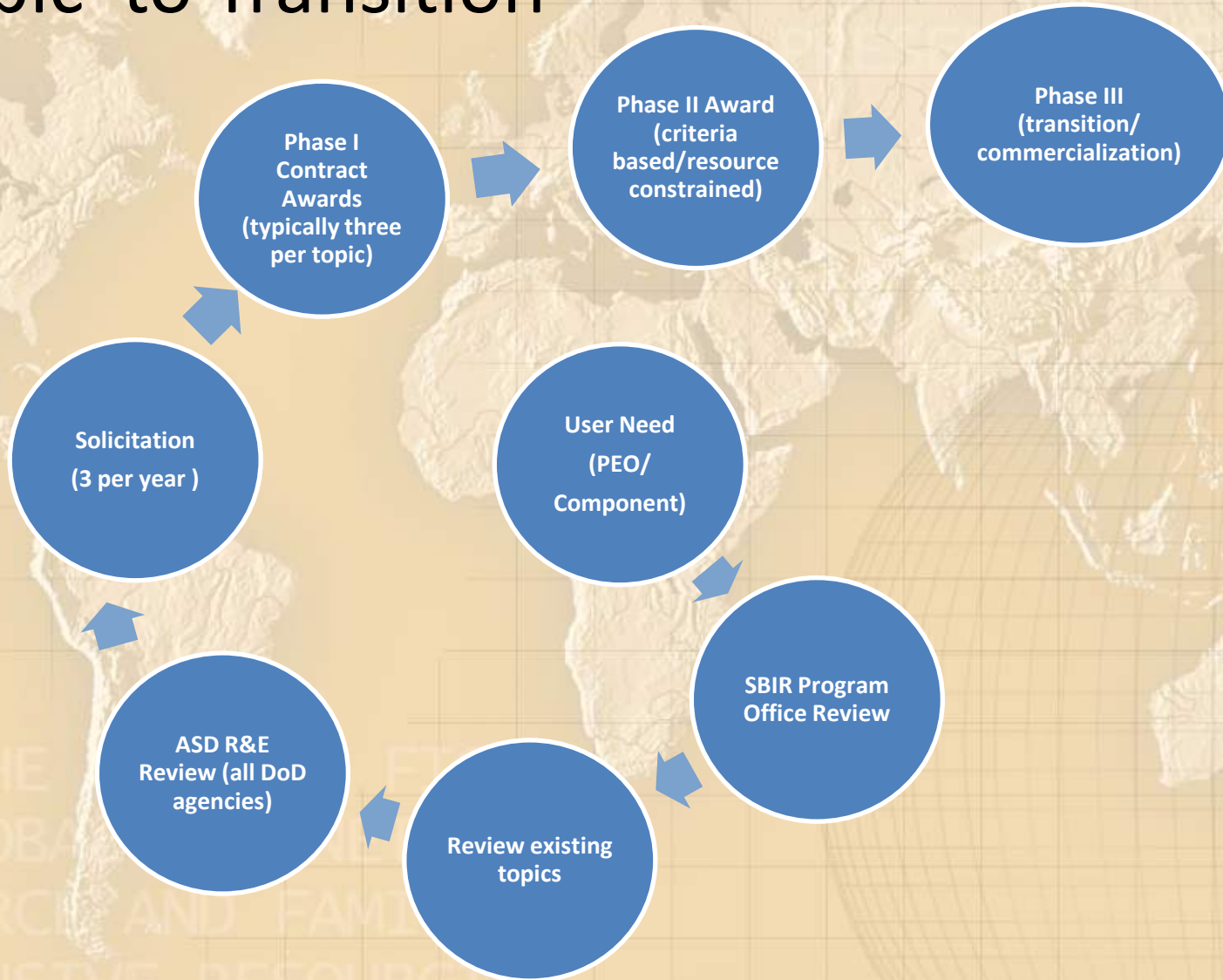


- **Early Exploration of Ideas**
- **Feasibility Study**
- **Up to \$150K**

- **Concept Refinement**
- **Prototype Development**
- **Typically \$1M**

- **Further R&D/
Demonstration**
- **Production & Sales**

Topic to Transition





Phase I - Submitting for the First Time

- **Establish a time line for proposal development**
- **Start early and focus on activities that will require the involvement of others**
- **Work from the outline provided in the solicitation**
- **Develop and use a check list**
- **Avoid Administrative Elimination**

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RESPONSIVE RESOURCING

Phase I to Phase II

- **Read your contract carefully; ask questions about things you don't understand**
- **Interact with your COR regularly**
- **Deliver on time and on budget**
- **Make sure that technology meets the Warfighters' needs**

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To Phase III (During Phase II)

- **Make sure you understand the PEO's requirements and that your work is aligned with those requirements**
- **Request that the PEO is apprised of your performance**
- **Keep in mind that Warfighter benefits and cost savings are fundamentally important**
- **Deliver on time and on budget**
- **Show that you can be a reliable supplier!**



To Phase III (Promote your Product)

- **Apply to the USSOCOM TILO and TNT**
- **Watch for BAAs on FEDBIZOPPS**
- **Advertise to other Services, Municipalities, and Federal Agencies**
- **Look for opportunities for Foreign Military Sales and Foreign Commercial Sale (Read and understand the ITAR!)**
- **Attend Trade Shows**
- **Ensure Phase I and Phase II abstracts are on DoD and SBA contract award search engines (public domain)**

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SBIR Links

- **USSOCOM SBIR Program: www.ussocomsbir.com**
- **DoD SBIR program (managed by OSBP): www.acq.osd.mil/osbp/sbir**
- **Federal SBIR Program (managed by SBA): www.sbir.gov**

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