**(1) Technical Approach**

Technical Feasibility

Key Performance Indicators

Milestones/Timeline

Technical Challenges

 **(2) Company/Team (Technical)**

Expertise and Experience

 **(3) Impact/Relevance to topic**

Topic Relevance

 Lifecycle Approach

 **(4) Innovation/Intellectual Property (IP)**

The Innovation

Competitive Advantage

 Customer Discovery

 Sustainment of Advantage

Intellectual Property

 **(5) Market Opportunity**

Target Market

The Customer

 **(6) Company/Team (Commercial)**

 Background

Staffing/Scaling

Company Finances

 **(7) Commercialization Approach**

Commercialization Plan

Production Assumptions

 Other Opportunities

**III. Other Requirements**

 **(8) Similar or Closely Related SBIR Awards**

 **(9) Duplicate or Equivalent SBIR Proposals**

**Attachment 1: Phase I Quality Assurance Statement (QAS)**