**(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)**