

**(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**

**Commented [NF1]:** Describe the approach and key objectives needed to prove technical feasibility of the proposed concept in Phase I.

**Commented [NF2]:** Describe the key performance characteristics, including costs, necessary to meet customer needs

*How will your innovation satisfy customer needs?*

**Commented [NF3]:** Describe the technical milestones needed to achieve each objective and provide a visual timeline of these objectives and milestones for the project. Describe how success will be assessed

*Drop in a chart here mapping proposed actions to a timeline. Use whatever time scale you want, but doing a weekly breakdown might be good. For ease, you can replicated a Gantt chart in table form.*

**Commented [NF4]:** Describe the potential technical challenges for bringing the technology to market and how they will be overcome

*What are the technical risks you will be facing with brining your idea to market and how will you be overcoming them? This section requires you to take a hard look at your work and assess where the weaknesses are, where the project could fail, and why it could fail.*

**Commented [DM5]:** Describe the expertise, experience, and collaborations of the company/team (including Principal Investigator (PI)) to carry out the proposed technical activities.

**Commented [SG6]:** Describe how the proposed technology address the solicitation topic and EPA priorities?

**Commented [DM7]:** Describe the lifecycle (inputs, manufacture, use, and reuse/recycle/treatment/disposal, etc.) approach of the technology to solving the problem

**Commented [DM8]:** Describe how the proposed technology is innovative, potentially creating a new product or service.

**Commented [DM9]:** Describe the technology's competitive advantage, in terms of both cost and performance

**Commented [DM10]:** Provide evidence of interest or support from potential customers or partners. (e.g., letters of support)

**Commented [DM11]:** Describe the likelihood the competitive advantage will be sustainable over several years

**Commented [NF12]:** Describe the current and planned IP associated with this technology and how it is protected

Target Market

**Commented [NF13]:** Define and describe the target market for the technology— including basis of competition, size, market drivers, etc.

The Customer

Describe the drivers and barriers in the target market, including regulatory

Value Proposition

**Commented [DM14]:** Describe how you validated the market opportunity by interviews with customers or end-users.

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

Background

Describe and enumerate your potential end users/customers.

**Commented [MMT15]:** Describe the value proposition

Staffing/Scaling

**Commented [NF16]:** Describe the Relevant experience of the key participants (including PI, consultants, advisors, etc.).

Company Finances

Describe the relevant experience of external advisors, collaborators, or board of directors.

Describe the relevant current or past experience commercializing any similar technology

**(7) Commercialization Approach**

Commercialization Plan

**Commented [DM17]:** Describe the human resources available to the company and/or plan to hire as needed

**Commented [DM18]:** Describe the financial resources available and/or identified

Production Assumptions

**Commented [NF19]:** Describe the major commercialization objectives, milestones, and sources/uses of funds required to achieve first product launch.

Other Opportunities

Describe the commercialization plan for taking the technology from its current stage of development to market launch

**Commented [DM20]:** Provide revenue and profit estimates and supporting rationale.

Describe production and sales resources needed to implement the commercialization approach

**Commented [DM21]:** Describe any additional commercial prospects/applications for the technology

**Other Requirements**

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

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

**Phase I Quality Assurance Statement (QAS)**

**Commented [NF22]:** If the small business concern has received ANY prior Phase I or Phase II award(s) from EPA or any Federal agency for similar or closely related research in the prior 5 fiscal years, submit the name of the awarding agency, date of award, funding agreement number, amount, topic or subtopic title, followon agreement amount, source and date of commitment and current commercialization status. Describe the technical differences and reasons why the proposed Phase I research is different from research conducted under prior SBIR awards. **(This required proposal information shall be counted toward the proposal page limitation.)**

*If this doesn't apply, simply put in "Not applicable for this submission". If it does apply, follow the format requirements above, and ensure you stress how the award and the performance under the award is different and why it is necessary.*

**Commented [NF23]:** A firm may elect to submit essentially equivalent work under other federal program solicitations. In these cases, a statement shall be included in each such proposal indicating: the name and address of the agencies to which proposals were submitted or from which awards were received; date of proposal submission or date of award; title, number, and date of solicitations under which proposals were submitted or awards received; specific applicable research topics for each proposal submitted or award received; titles of research projects; name and title of project manager or principal investigator for each proposal submitted or award received. **(This required proposal information shall be counted toward the proposal page limitation.)**

*If this doesn't apply, simply put in "Not applicable for this submission"*

**Commented [MMT24]:** In your proposal, provide a Phase I Quality Assurance Summary. The QAS does not have a page limit, however this section does count to your page limit total. The QAS is subject to EPA QA review and approval. In the event EPA QA provides comment to the proposed QAS, the offeror must address those comments and resubmit a revised QAS prior to an award being made.

Offerors shall state how their proposal involves environmental data collection or processing, measurements, modeling, or the development of environmental technology (hardware-based (like a sensor or larger like an air scrubber) or software based (like an app) or via new techniques). The QAS describes the processes that will be used to assure that results of the research satisfy the intended project objectives. The EPA is particularly interested in the quality controls for data generation and acquisition, and how data validation and usability will be verified. **The QAS shall briefly address each of the sections below. If a section does not apply, provide a brief justification of why.**

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