National Aeronautics and Space Administration (NASA) SBIR Quick-Start Guide

This quick-start guide has been designed to get you started with a NASA SBIR proposal package.

The current solicitation for NASA can be found at this link. This provides a general idea of all the requirements necessary to complete a NASA proposal package and what NASA is interested in funding under their SBIR/STTR solicitation.

For NASA, you will need the following registrations. It is important that you complete these registrations as soon as possible, as some can take up to 28 days to issue, and not having these in place can impact your ability to submit a proposal. Please reach out to the NM FAST team if you need assistance with any of these registrations. Additionally, the New Mexico Procurement and Technical Assistance Centers (NM PTAC) can assist you in the DUNS and SAM registration processes. You can contact one of their offices to receive one-on-one help. A list of NM PTAC offices can be found at the bottom of their Contact Us page.

1. **DUNS:** The Data Universal Numbering System, more commonly referred to as "DUNS," is your priority registration as other registrations require this information. It requires some very basic business information, but you need to have your EIN/TIN handy. http://www.dnb.com/duns-number.html

2. **SAM**: The System for Award Management, or SAM, is the next registration to complete in terms of priority – you have to have your DUNS on hand for this. There is a new requirement with SAM for requiring a notarized letter affirming your business and business status. While the digital portion of this registration can take up to an hour, as it requires quite a few markers for your business, including your foundation date, points of contact (which can all be the same person), and your ACH banking information, the additional documentation requirements can take several weeks. It is not unheard for it to be a four to six-week process. Please plan accordingly. https://www.sam.gov/portal/SAM/##11

3. **SBC Control ID**: This registration is required by the Small Business Administration (SBA), which coordinates the SBIR/STTR programs. You have to have your DUNS, at minimum, to complete this registration. https://www.sbir.gov/registration

4. **NASA SBIR/STTR Submissions Electronic Handbook (EHB):** This is the electronic review and submission platform that NASA uses for all SBIR/STTR proposals. You will need to have your Tax ID/EIN handy and know the state where your organization is registered as a Taxpayer. During registration you will create a Firm Pin which allows anyone to "attach" their user account to your organization. https://sbir.gsfc.nasa.gov/submissions/registration

Though NASA does not require an executive summary to be submitted for idea validation, it is a good idea to reach out to a cognizant program manager for idea validation before starting your proposal narrative. When performing a topic match, NM FAST staff can put you in touch with the most relevant NASA program manager to discuss the fit of your innovative idea.

1. **Budget** – Phase I SBIR awards fund up to $125,000 over a period of 6 months, and Phase I STTR awards fund up to $125,000 over a period of 13 months, for a feasibility study. The feasibility study will typically include researching the proposed methodology, laboratory testing and environment replication if necessary, and any other markers to verify that your idea has merit for prototype production (Phase II). As you know the tentative scope of the work and the budget threshold, it is

a good idea to start formulating some costs and making decisions on materials and equipment needs (if available). The instruction package found [here](#) gives some good initial advice.

2. **Collaboration** – If you are working with any other entities for a consultancy or subcontract to the project, it is a good idea to start formulating a work plan and action items for that relationship. You will also want to start putting together rough numbers for a budgetary figure for this collaboration, as any administrative signatures or authorizations at your partner could delay the process.

3. **Required Forms** – Though we will send you a compliance matrix that lays out all of the necessary formatting requirements, sections, and content for your proposal, it is a good idea to familiarize yourself with the information that needs to populate those sections, as well as begin any necessary research.

   a. **Proposal Summary** – This document will cover basic information about the proposed project and includes a technical abstract covering the relevance to the subtopic, potential NASA commercial applications summarizing how the innovation fits into NASA programs, and non-NASA commercial applications. The form is generated in the NASA EHB.

   b. **Key Personnel and Bibliography of Directly Related Work** – This portion of the proposal must identify all key personnel involved in Phase I activities whose expertise and functions are essential to the success of the project. Though there is not a required or specified format for this, offerors will need to cover the most relevant information that ties this individual's capabilities to the proposed work, taking special care to enumerate the qualifications and capabilities of the PI, as NASA has the sole right to accept or reject a PI based on factors such as education, experience, demonstrated ability and competence, and any other evidence related to the specific assignment.

   c. **Facilities/Equipment** – This will specify the availability and location of necessary instrumentation and facilities to be used to perform the proposed work. This is also a place to report equipment you have (teleconferencing, office computers, etc.) that will assist in communicating with project stakeholders. Additionally, if you choose to use government furnished equipment or facilities, a strong case must be made on why those items are necessary to complete your Phase I effort.

   d. **Briefing Chart** – Though you will not know some of this information at the moment, the briefing chart is a good document to start working on, as you can use sections to help build your proposal package. The briefing chart requires you to have (brief) information on the innovation, objectives, and intended product applications. This information can be expanded upon to build your proposal narrative sections.

The forms referenced above are simple to generate even if you only have a vague idea of what you would like to accomplish. Once you have a concrete idea of your path forward, the bulk of the writing will be done in other sections.

The NM FAST team has a suite of resources (e.g. YouTube instructional videos, check-lists, compliance matrices, etc.) available for use in proposal creation. Please reach out to Dana Catron (dderego@ad.nmsu.edu) for more information.