

National Oceanic and Atmospheric Administration (NOAA) SBIR Quick-Start Guide

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

The current solicitation for NOAA can be found at this [link](#). This provides a general idea of all the requirements necessary to complete a NOAA proposal package and what NOAA is interested in funding under their SBIR solicitation.

For NOAA, you will need the following registrations. It is important that you complete these registrations as soon as possible, as some can take up to 14 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 SAM registration processes, including securing a Unique Entity Identifier (UEI). 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. **SAM:** The System for Award Management, or SAM, is the first registration to complete in terms of priority. There are a few steps to getting your SAM registration in place. The first one is that you must create a Login.gov account, which you will be prompted to do when you click the registration link below. If you have never registered your business, you will also create a Unique Entity Identifier (UEI) during this process; if you have already registered with the government, you will be able to transition your DUNS into a UEI, or it is already available to you in a SAM registration. 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 information you input will go through a series of government checks. It is not unheard for it to be a four to six week process. Please plan accordingly. <https://sam.gov/content/entity-registration>. The following video walks you through this process: <https://www.youtube.com/watch?v=0uv1YNAsINK>
2. **SBC Control ID:** This registration is required by the Small Business Administration (SBA), which coordinates the SBIR/STTR programs. You have to have your UEI, at minimum, to complete this registration. <https://www.sbir.gov/registration>
3. **Grants.gov:** This is the submission site for NOAA. It will require you to have completed your UEI and SAM. <https://www.grants.gov/web/grants/applicants/registration.html>

Though NOAA 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 NOAA program manager to discuss the fit of your innovative idea.

1. **Budget** – Phase I awards fund up to \$175,000 over a period of 6 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).
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 budget figure for this collaboration, as any administrative signatures or authorizations at your partner could delay the process.

3. **Letter of Intent** – This document must be submitted by 11:59 p.m. **November 22, 2023**. In this document you should include information about your a) small business, b) the proposed topic area, c) project title, d) technical abstract, and e) description of commercial potential.
 - a. **Small Business Information**
 - i. Name, address
 - ii. Authorized Representative
 - iii. Unique Entity Identifier Number, if available
 - iv. Principal Investigator
 - b. Proposed NOAA Topic Area: See Research Topics, Section 9.0
 - c. Proposed Project Title: A descriptive title of the planned R&D. The Proposed Project Title should be descriptive of the proposed research and not include redundant phrases such as “Phase I” or “Letter of Intent”. Note: **The full Phase I grant application must have the same title.**
 - d. Technical abstract that describes the technology and application in sufficient detail to evaluate responsiveness to NOAA topics and priorities.
 - i. The abstract should not exceed 500 words, and it must provide sufficient technical depth to allow NOAA to assign scientific reviewers for your application. Please note that your abstract should not contain any proprietary information.
 - e. Brief description of the commercial potential and application for the proposed technology.

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@nmsu.edu) for more information.