



GUIDANCE FOR ONE-ON-ONE APPOINTMENTS

- Appointments are made on a first come, first serve basis. If you are unable to meet with someone due to schedule booking, please submit your question on SITIS.
- Requests for multiple (consecutive) appointments with the same topic and/or representative will not be honored.
- Be respectful of the topic author's time, as well as that of other small businesses talking to the topic author. Be on time for your appointment. When your appointment time is up, step away to let the next appointment start.
- Note: You may also talk to the authors during breaks, etc., or you MAY be able to go beyond your appointment if the next time block is open for the author.

GUIDANCE FOR INTERACTION WITH TOPIC REPRESENTATIVES

DO:

- Be prepared. Understand the SBIR program solicitation and rules.
- Do your homework regarding the agencies' missions and programs. Understand the agencies' problems/needs and how your technology will address/solve them.
- Have a conversation strategy to best use your 15 minute appointment.
- Use this opportunity to have a dialog. You should discuss your technology and concept and ask questions along those lines. This is an opportunity to determine how you can best present your concept within the agencies' framework.
- Understand the limitations of your own technology/concept. Be aware of alternatives and their limitations. Be aware of past work in the technology area.
- Provide a short company overview/background.
- If you are unclear on what is being requested, about a requirement, or anything else in the topic, ask the author for clarification.
- Find out if government facilities/equipment are available to support the program.
 - If you intend to use government furnished facilities/equipment, it is important to include that in the proposal.

DON'T:

- Do not ask the topic authors administrative questions concerning the solicitation or how to upload your proposal, for example. (Topic authors have never uploaded a proposal). Ask administrative questions at the SBIR table.
- The topics for this solicitation are set at this point: don't ask for additions and/or changes. The only changes likely to be made will be clarifications/rewording of topics if the current wording is misleading or confusing to a significant number of small businesses.
- Do not offer to write a topic for the agencies....it's too late for this cycle. The purpose of these discussions is the up-coming solicitation. You may offer suggestions or ideas for future topics, but it's strongly recommended you do it later, after the up-coming solicitation.
- Attempting to "shoe-horn" a concept into the topic is inadvisable.
- Do not ask the topic author for advice on whether or not to submit a proposal for the topic. It is, however, acceptable to ask if the concept meets the needs of the topic.
- Do not expect the topic author to know if there are similar topics within the rest of the DoD solicitation.
- Do not offer gifts.

EXAMPLES OF USEFUL QUESTIONS

- "What do you consider the acceptable and appropriate test methods for demonstrating proof of concept at the Phase I level?"
- "Do you believe my technology will improve the performance (or producibility, reliability, or radiation hardness, etc.) of (insert)?"
- "Do you feel that my concept, as described, would fit within the scope of your topic?" "If not, are you aware of a topic it might fit?"
- "What do you see as the key limitations on the current state of the art method for addressing the need that motivated the topic?"

DoD SBIR/STTR Interactive Topic Information System (SITIS)

<http://www.dodsbir.net/sitis>

The pre-solicitation period for a solicitation lasts 30 days. During solicitation, information regarding the topics must be submitted through SITIS. The purpose of SITIS is to provide technical clarification on solicitation topics. All technical questions and answers are posted electronically for general viewing until the solicitation closes. All proposers are advised to monitor SITIS during the solicitation period. To submit a technical question, click on the topic number listed in the *Quick Scan* and scroll to the *New Question* section at the bottom. If you have not used the system before, you should first read the SITIS instructions, which explains how to use the system as well as what to expect from SITIS.

WHERE DO I FIND THE SOLICITATION?

<http://www.acq.osd.mil/osbp/sbir/solicitations/index.htm>