



# SBIR/STTR Alerting Service

## Locating funding, so you don't have to

*"Until the Alerting Service came along, no one else in government was consolidating information this way. It's innovative for a government-affiliated organization to help small businesses get all the SBIR information they need from all the agencies. PNNL is providing a great information source to the community with every edition."*

*– the National Institutes of Health*



### What it's all about

Each year, 11 federal agencies set aside more than \$2 billion to fund research and development at small businesses across the nation. This funding is administered through the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.

SBIR is a highly competitive program that encourages small businesses to explore their technological potential and provides the incentive to profit from their commercialization. The STTR program is similar to SBIR; however, by contrast, the STTR program mandates that certain portions of work must be sub-contracted to a research institution.

To qualify under the SBIR/STTR programs, a company must:

- have fewer than 500 employees
- be organized for profit

- be more than 50% owned by individuals
- be a U.S.-based company with work performed on domestic soil.

Pacific Northwest National Laboratory (PNNL), with funding from the U.S. Department of Energy, developed the first, free nationwide service—known as the SBIR Alerting Service—that helps connect more than 3,500 small businesses with available federal research and development funding. The award-winning Alerting Service, started in 1997, covers all SBIR/STTR agencies.

### How does the Alerting Service work?

A PNNL staff member searches for, consolidates, and electronically distributes information about government funding opportunities. At the same time, information is collected about associated workshops and conferences, updates of websites containing SBIR/STTR information, and tips from program experts. Alerts are sent every two

weeks to those who self-subscribe to the newsletter. This allows the user to control the receipt of the information.

### How do I subscribe to the Alerting Service?

It's easy to receive this free, award-winning, time-saving service. Go to <http://www.pnl.gov/edo/opportunities/sbir.stm> for step-by-step instructions.

## How can the Alerting Service help my business?

Have you ever spent hours endlessly searching for government R&D funding for your business? If so, the Alerting Service is for you!

- **Saves money for your business.** The Alerting Service improves efficiency in seeking funding opportunities and conserves your valuable time. And because the Alerting Service is free, businesses like yours can focus more resources where it really counts—developing and commercializing technologies.
- **A comprehensive and reliable tool.** Similar programs offer just news and information, and some offer event-only announcements. In contrast, the Alerting Service offers information on solicitations, a calendar of upcoming workshops and conferences, proposal-writing tips from national SBIR/STTR experts, and applicable website links for more information.
- **Consolidates time.** Hours previously spent searching for funding can now be dramatically reduced. The Alerting Service searches dozens of pertinent websites from several organizations and consolidates the most useful, current information to distribute electronically to businesses.

## The Alerting Service—a unique and effective tool for you

Plain and simple, the Alerting Service saves small businesses time and money, effectively delivers SBIR/STTR information, and eliminates redundant tasks, all representing substantial economic savings for resource-restricted small businesses. The service improves the SBIR/STTR Programs by helping to market their valuable funds efficiently and productively to the U.S. small business community.



*The SBIR Alerting Service won a 2007 Tibbetts Award. The Alerting Service was noted as a first-of-its-kind, e-mail newsletter that provides more than 3,500 subscribers bi-weekly summaries of current information on available SBIR funding, associated workshops, conferences, and proposal-writing tips. The Alerting Service extends to more than 11,000 subscribers each month.*

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January 2008

PNNL-SA-58707