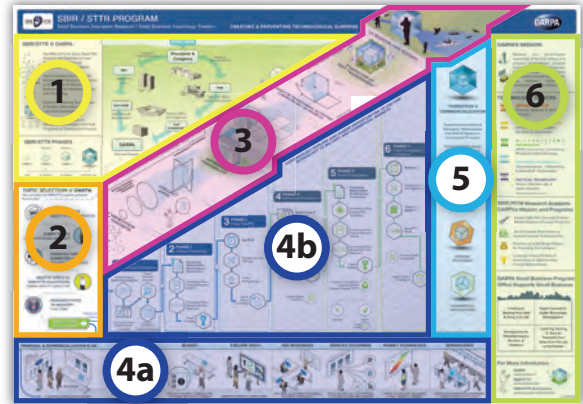**The DARPA SBIR/STTR visual map is a communication aid that highlights the contribution small businesses make to innovative, game changing technology, and underscores the level of effort, commitment, and investment required to competitively bring an idea from the lab, to the marketplace.**

1 The story begins at the top left of the map and describes how SBIR and STTR funding and policy directives filter down from the office of the President and Congress to the Federal agencies.

2 The left-hand column describes how topics are developed, prioritized, and selected for release to industry.

3 The "Road to Innovative, Game Changing Technology" is a pathway through the SBIR/STTR life cycle that illustrates how technology matures from radical idea, to proof-of-concept, to prototyping, and eventually, to the marketplace.

4 The "Journey from Lab to Market" illustrates the dual paths small businesses must simultaneously follow: the "Government Process" path shows each step that must be completed in order to move to the next phase. The "Small Businesses Activities" path shows the kinds of activities small businesses must engage in throughout the SBIR/STTR life cycle and beyond in order to be successful.

5 The "Transition and Commercialization" column represents the latter phase of the journey and illustrates three potential pathways for delivery of SBIR/STTR developed technologies - DoD Programs, Federal Programs and Commercial applications.

6 The right-hand column describes DARPA's mission and how the SBPO supports the exploration of high-risk concepts by providing expert counsel, tools, and training.