

Is My Company Ready For The SBIR Program?

Whether your company is a start-up or an emerging firm, the Small Business Innovation Research (SBIR) annually offers thousands of contracting opportunities to develop and commercialize innovative products, services and research methods.

Since SBIR is ready to offer your company a chance to succeed and grow, the question is: Are you, and your colleagues, ready to accept the challenge?

Before you answer this question, here are a few things to consider. First, SBIR is a small business development program. The federal government provides a way for your firm to both acquire capital and develop a new product, service or research method that will contribute to the company's growth.

Second, your company must have a plan to grow the business. Winning a contract/grant or inventing something new is not enough. In fact, you must prepare, before hand, a strategy (i.e., business plan) that incorporates the funding and the completed project in your company's operation.

Third, imagination and/or originality need to be your focal points. If your company is afraid to dream or take risks, then SBIR is not for you. If, on the other hand, your firm likes to think "out-of-the-box" in its approach towards developing new products/services/research methods, then SBIR is the place to be.

Fourth, you need a knowledgeable, skillful and experienced team. From product concept to product commercialization, your team needs to know how to move an idea from the laboratory to the marketplace. The federal agencies place a priority, when grading an SBIR proposal application, on the people who will be involved in a project.

If your company is ready to meet the challenges of the SBIR program and win, visit www.SBIR.gov to learn more. Also, feel free to contact Aurora International Consulting, www.auroraintercon.com, at staff@auroraintercon.com on how to get started.