



AFWERX  
ADVENTURES

**SBIR/STTR PHASE II**

# Agenda

- Phase II Purpose
- Customer Discovery
- Customer Memorandum and TPOC
- Phase II Submission and Selection Process
- Expectations After Phase II Award
- Resources

# Purpose of SBIR/STTR Phase II

## Objective:

Continue the research/R&D effort from the completed Phase I OR from a Direct-to-Phase II award where the proposal has sufficient scientific and technical feasibility and merit despite the lack of a Phase I award

Validate the fit between the non-defense commercial product and the Air Force Market

## Typical:

- Period of Performance: 15 - 18 months
- Award Amount: \$750K - \$1.25M
- Milestone Deliverables IAW Proposal Milestone Schedule
- Work with the DAF TPOC identified in the Customer Memorandum



# CUSTOMER DISCOVERY

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# What is Customer Discovery?

Customer discovery is the process of identifying your customer, problem, and solution in the DoD. It allows you to test the assumptions within your business model. If you have everything in alignment, you will invest in the right product, with the right messaging, to reach the right audience.

- Customer: Looking for the target DoD customer profile that has a certain set of characteristics that you are looking for
- Problem: Identifying the problem(s) that need to be solved with the DoD
- Solution: How you believe you can solve the problem

When should you conduct customer discovery?

- It's never too early!
- During a Phase I SBIR/STTR effort, AFWERX pays you to find your customer!!!

*Note: It is not the responsibility of AFWERX to find your customer for you.*

# Advice for reaching out to DoD Customers

- DO!
  - Explain the SBIR/STTR Program
    - Know that not everyone understands what we are doing. It's unique, it's new, it smells funny to them...and that's okay.
    - Explain that you are on a government contract
  - Invite DoD Stakeholders to our weekly AMA calls
- DON'T!
  - Do not be belligerent to your prospective DoD Customers. If we receive reports that you are bullying/hounding potential customers, we have the ability to cancel your contract.

# How to find DoD Customers

## Utilize Digital Platforms & the DoD Ecosystem

**Learn** the most about our program

<https://www.afsbirsttr.af.mil/>

**Locate** a DAF Small Business Professional

<https://www.airforcesmallbiz.af.mil/>

**Reach out** to the POCs listed on Tech Connect

<https://airforcetechconnect.org/>

**Accept invitation** to submit a Vulcan Scout Card

<https://www.vulcan-sof.com/>



# Customer Memorandum and TPOCs



# Customer Memorandum

- A required document for an AF SBIR/STTR Phase II Proposal Submission
- A [REQUIRED template](#) is provided in each proposal
- The formal agreement between the companies and government organizations to establish partnership



DEPARTMENT OF THE AIR FORCE

<<Air Force Organization>>

<<DATE>>

MEMORANDUM FOR AFVENTURES TEAM

References: (a) 15 U.S.C. §638  
(b) U.S. Small Business Administration SBIR/STTR Policy Directive (May 2019)  
(c) 5 C.F.R. §2635.702(c), Exception (1)

FROM: <<AF Organization>>

SUBJECT: AFVENTURES SBIR Solicitation No. X20.3 Phase II – AF Organization Defense Need and Participation Interest in the Air Force Small Business Innovation Research (SBIR) Program Project under Topic No. AF20.3-CSO1 Phase II with <<SBIR Company>>.

RED TEXT IS JUST INFORMATIONAL (REMOVE ALL RED TEXT BEFORE SIGNING)

# Customer Memorandum

- **MUST HAVE TWO SIGNATURES!**
  - Customer - Who is procuring?
  - End-User - Who uses the technology/effort?
- **Primary and Alternate Technical POC** identified
- Only **ONE** Memorandum per proposal
- **Describes:**
  - Why is this technology relevant?
  - If successful, what is the impact to the DAF?
  - What is the plan to transition the technology?

# What is a TPOC?

A Technical Point of Contact (TPOC) is the technical [onsite manager](#) for a SBIR/STTR contract appointed by the [Customer & End-User from Phase I](#). Ultimately, [the TPOC is the primary liaison](#).

## Who can be a TPOC?

- Any DAF civilian or military member interested in implementing technology with:
  - good attitude
  - commitment
  - knowledge of the SBIR program (or a willingness to gain it)

## TPOC Workload Expectations

- It is [not intended to be a full-time job](#) and there is no set expectation for time or effort involved as each project and contract will be individualized.

# What does a TPOC do?

- **Accepts TPOC responsibilities** by signing the Designation Letter
- **Monitors the contractor's performance** & successful completion of the contract and timely delivery of contract deliverables
- Performs **inspection and acceptance of deliverables**
- **Coordinates** with the contractor, Base and other local government organizations and the AFWERX Phase II Program Managers
- **Verifies** the contractor has taken corrective measures (when needed) and the SBIR activity is approved

# What does a TPOC do? ... continued

## Complete Training:

It is recommended that TPOCs take online training modules to familiarize/refresh themselves regarding TPOC responsibilities. Defense Acquisition University (<https://www.dau.edu>) and Air Force myLearning (<https://lms-jets.cce.af.mil/moodle/>) offers the course modules online.

## Training Resources:

- ACQ 1010 Fundamentals of Sys Acquisition Mgmt (8 hrs) or predecessor course ACQ101 - DAU
- CLC 106 Contracting Officer's Representative with a Mission Focus (3 hrs) - DAU
- CLC 011 Contracting for the Rest of Us (2 hrs) - DAU
- U.S. Air Force Annual Ethics Training - C08937 (1 hr) – myLearning
- Follow-on training will be made available on a case-by-case basis for SBIR/STTR management and/or program specific requirements.

*\*\*NOTE: If a TPOC has already completed the courses and/or has recertified their annual training, they are not required to retake them.*



# Phase II Submission and Selection Process

# Phase II Submission Process

- **Eligibility**
  - SBIR must perform 50% of work
  - STTR must perform 40% of work
    - RI must perform 30% of work
  - Must have been awarded a Phase I or answering a Direct to Phase II (D2P2) solicitation
- **Requirements**
  - Solicitation includes a checklist
  - 6 Volumes - pay attention to required items
  - Tech Volume has a specific outline
- **Submit via DSIP**  
<https://www.dodsbirsttr.mil/https://www.sbir.gov/how-to-apply>



# Selection Process

- Largely transparent with little/no contact
- Evaluated on three criteria (per solicitation)
  - The potential for Government or private sector commercialization
  - The appropriateness, relevance, and specificity of an identified Defense Need
  - The soundness, technical merit, and innovation of the proposed technical approach
- Disqualifications
  - Customer memo without TWO signatures
  - Cost exceeding limit without explanation
  - Duration exceeding limit
  - Zero Profit

Evaluation Based on  
Three Criteria

Propriety of  
Funds Review

Contracting Review





# Expectations After Phase II Award

# Phase II - Differences from Phase I

- Each Phase II contract has **unique deliverables** - type, quantity and due dates
- **Longer period of performance** - currently 15 months, shifting to 18 months
- Technical execution **may require additional requirements** unique to your project: security, cybersecurity, human subject research, flight testing, etc.
- Higher likelihood of contract mods, personnel changes, or roadblocks
- Continual communication with TPOCs and Phase II team is a must!

# Phase II - Post-Award Expectations

- Onboarding Session with Q&A - Shortly after contract award is finalized
- Within two weeks of award, SBCs are responsible for:
  - Completing the Onboarding Form
  - Principal Investigators (PI) are required to accept the invitation to join the Union.vc Phase II community
  - Sending SBIR Phase II Project Update Slide and Signed Contract to [P2@afwerx.af.mil](mailto:P2@afwerx.af.mil)
- 15 - 18 Months from award for contract performance
  - Execute against your signed contract
  - Attempt to solve tactical barriers with your TPOC first
  - Submit WAWF invoice in a timely manner AFTER approval by TPOC & AFWERX
- The Goal - Phase III and/or Commercialization

# Phase II - Other Considerations

- Some types of projects require additional regulatory compliance
  - Cybersecurity (ATOs, Platform One, etc)
  - Security (CACs, Base Access, Classified Access)
  - Flight Testing
  - Human Subject Research
  - Animal Testing
  - Hazardous Materials (Environmental & Safety requirements)
  - Munitions
  - Government Furnished Equipment
- Phase II has unique processes for deliverables submission, invoicing, contract mods, and contract closeout - attend onboarding, and be part of our Union community!
- Transition/Commercialization - work with Customer/End User to plan ahead!

# Phase II - Deliverables Process

## Companies

When a contractual milestone is reached, the SBC shall work closely with the designated TPOC to ensure it is delivered in accordance with the contractual schedule.

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## TPOCs

TPOCs are responsible for promptly receiving the deliverable, ensuring it meets requirements as stated in the contract, and recommending approval or rejection of the deliverable.

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## AFWERX Phase II Team

The AFVentures Team will review the TPOCs recommendation and respond to the Company with approval. At this time, the SBC may submit for WAWF invoicing. Once submitted, the Phase II team will review and accept the WAWF invoice.



# Phase II - Meet the Team

SBIR/STTR Execution Lead: Lt Col Ray Khan  
SBIR/STTR Deputy: Maj Adam Sheridan

Phase II Inbox: [p2@afwerx.af.mil](mailto:p2@afwerx.af.mil)

## Phase II Program Managers:

Brett Kizer (WAWF Deliverables)

Mike Williams

Vanessa Perner

Kent Ek

Mark Grauwelman

Jamie Kirby



# Resources

AFVentures Program Overview:

<https://afwerx.com/afventures-overview/>

Technical Point of Contact (TPOC) FAQs:

<https://afwerx.com/afventures-resources/>

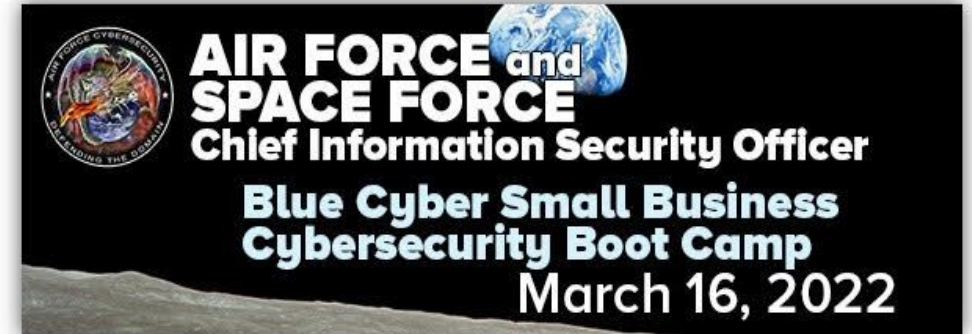
Open Topic Company Portfolio:

<https://app.kitesrm.com/share/57cc444c79a47e964e89e15fd3c29482/reports/2020/views/6509-overview>

Weekly Webinar Series:

<https://www.afsbirsttr.af.mil/Events/AFVentures-Weekly-Webinar-Series/>

## SPECIAL OPPORTUNITY!



Register here:

[https://www.zoomgov.com/webinar/register/WN\\_TjCT0maYSZerIGSQx4nYag](https://www.zoomgov.com/webinar/register/WN_TjCT0maYSZerIGSQx4nYag)

More info:

<https://www.safcn.af.mil/CISO/Small-Business-Cybersecurity-Information/>



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**Questions?**

Please type your questions in the Q&A section.