

# Small Business Innovation Research (SBIR) Pilot: Application Form Guide

The following Guide is designed to provide guidance to complete the SBIR Pilot application form. It provides a broad description of the information which you should provide in your responses, and highlights potential points your application should address.

For a full understanding of the SBIR Pilot, this guide should be read in conjunction with the [Fact Sheet](#) and the [Frequently Asked Questions](#).

## Focus of the SBIR Pilot

The goal of the SBIR Pilot is to support successful applicants to develop, test and commercialise innovative products and services that address complex government challenges. An innovative solution could be entirely new-to-market, or a novel application of existing products or services.

To support the commercialisation of developed solutions, the SBIR Pilot is structured as a procurement process - this makes it far easier for applicants to secure a Government agency as a lead customer once their proposed solution has been developed.

For more information on what is required of vendors in a Queensland Government procurement process, refer to [qld.gov.au/procurement](http://qld.gov.au/procurement).

## Assessment Criteria

Applications to the SBIR Pilot will be assessed against the following criteria:

1. Do you have the capability to deliver the proposed solution?
  - a. Experience and skills to deliver the solution?
  - b. Access to any associated or existing intellectual property (where applicable)?
  - c. Identified route to commercialise and take the solution to market?
2. How well does the solution solve the challenge?
  - a. Is the solution innovative – new to the market, already existing but applied in a new way or novel?
  - b. How well does the proposed solution address the outlined constraints and deliver the benefits sought in the challenge brief?
3. Is the project plan sound, and the proposed solution viable and achievable within the timeframes of the SBIR program stages?
4. Does the proposed solution represent the potential for value for money, and appear financially viable with broad commercial potential?
5. Does the proposed solution present broader benefits for Queensland?

The following pages provide details on how to respond to the above criteria in your application the SBIR pilot.

# Application Form

When completing the application form, responses should be clear, concise and address the question directly.

Keep terminology clear and consistent throughout the application – you should minimise your use of jargon, and explain any technical terms or acronyms.

Guidance on how to complete each section of the application form is provided on the following pages.

## Company Profile

Field	Guidance
<b>Trading Name</b>	<ul style="list-style-type: none"> <li>Your trading name is the name your organisation operates under.</li> </ul>
<b>Legal Name</b>	<ul style="list-style-type: none"> <li>Your legal name is the name your organisation enters into contracts under.</li> </ul>
<b>Street Address/Postal Address</b>	<ul style="list-style-type: none"> <li>Please enter your organisation's street address.</li> <li>Please note that a PO Box will not be accepted as your 'Street Address'.</li> </ul>
<b>Does your business have a website?</b>	<ul style="list-style-type: none"> <li>Please provide your organisation's website address.</li> <li>If your organisation does not have a website, please link to any social media pages owned by your organisation.</li> </ul>
<b>Australian Business Number (ABN) or Australian Registered Body Number (ARBN)</b>	<ul style="list-style-type: none"> <li>Enter your organisation's 11 digit Australian Business Number (ABN) without any spaces.</li> <li>Applicants must have an ABN or ARBN to be eligible to do business with the Queensland Government.</li> </ul>
<b>Is your business registered for GST?</b>	<ul style="list-style-type: none"> <li>Please tick 'Yes' or 'No'</li> <li>Unless your organisation has an exemption from the Australian Taxation Office, it must register for GST to receive funding from the Queensland Government.</li> </ul>
<b>How many people do you employ?</b>	<ul style="list-style-type: none"> <li>As a guide, people are both employees and contractors, full-time and part-time, employed by the business.</li> </ul>
<b>What type of entity are you?</b>	<p>Please tick the most appropriate box. For the SBIR Pilot, the following definitions apply:</p> <ul style="list-style-type: none"> <li>A <b>startup</b> is a new business with high growth potential, developing innovative products and services for a globally scalable market.</li> <li>An <b>SME</b> is a 'small-to-medium enterprise', and is defined as a non-startup company with less than 200 people.</li> <li>A <b>large private company</b> is an unlisted company with more than 200 people.</li> <li>A <b>publicly listed company</b> is a company which is traded on a stock exchange.</li> <li>A <b>not-for-profit</b> is any organisation which is not operating to generate profit or personal gain.</li> <li>A <b>university</b> is an institution registered with the Tertiary Education Quality and Standards Agency, or the</li> </ul>

	research/commercialisation arm of such an institution. If you are a member of a <b>university</b> or <b>research organisation</b> applying to solve a challenge you must be able to demonstrate a clear plan on how you will commercialise your solution, and identify the commercial vehicle you will use to supply the final solution to Government.
<b>What is your main business activity?</b>	Briefly outline what your organisation does, and for whom.

## Applicant Details

Field	Guidance
<b>Do you have any existing engagements with the Queensland Government?</b>	<ul style="list-style-type: none"> <li>Please provide details of any existing contracts or engagements you have with the Queensland Government.</li> </ul> <p>Refer to Clause 18.3 of the Terms and Conditions for more information on your obligations regarding conflicts of interest within the SBIR pilot.</p>
<b>Do you have any existing or potential conflicts of interest?</b>	<ul style="list-style-type: none"> <li>Please declare if your business or personnel hold any office, possess any property, are engaged in any business or activity, or have any obligations where a Conflict of Interest is created, or might appear to be created.</li> </ul>
<b>How did you become aware of the SBIR program?</b>	<ul style="list-style-type: none"> <li>Let us know how you first became aware of the SBIR. Please tick the appropriate box.</li> </ul>
<b>Which stage of funding are you applying for?</b>	<ul style="list-style-type: none"> <li>If your proposed solution does not require feasibility testing, then it is possible it can be progressed directly to the Proof of Concept Stage.</li> <li>If applying directly to the Proof of Concept Stage, then please provide details of why your proposed solution does not require a feasibility study.</li> <li>If you apply directly to the Proof of Concept Stage and your proposed solution is assessed as requiring feasibility testing, then you may be asked to revise your application.</li> <li>For details of what is expected from each stage, please refer to <a href="#">Frequently Asked Questions</a>.</li> </ul>

## Application Contact Person

Please provide the contact details of the primary contact person for your application.

This person will serve as the main point of contact for the Department of Science, Information Technology and Innovation and the participating agency for all enquiries regarding your proposed solution.

All correspondence and documentation concerning your application will be directed to this person.

## Solution Summary

Field	Guidance
<b>Solution Title</b>	<ul style="list-style-type: none"> <li>Your proposed solution's title should be unique and succinct.</li> <li>This will be used as a reference for your application by the Department of Science, Information Technology and Innovation, the participating agency, and the assessment panel.</li> </ul>
<b>Please provide a concise summary of your proposed solution. (1500 characters maximum)</b>	<ul style="list-style-type: none"> <li>This summary should explain your proposed solution.</li> <li>It should be descriptive, but able to be understood by a broad audience – minimise and explain technical jargon and acronyms.</li> <li>Consider in general terms <u>why</u> and <u>how</u> your solution is the appropriate approach to the challenge.</li> </ul>

## Your Team

Field	Guidance
<b>What relevant prior experience does your organisation have to deliver the proposed solution and take it to market? (1500 characters maximum)</b>	<ul style="list-style-type: none"> <li>Provide examples of previous work relevant to the challenge you are proposing to solve.</li> <li>Consider the capabilities necessary to develop, test and commercialise your proposed solution, and what prior projects have demonstrated or developed those capabilities.</li> <li>Where possible, include contact details of past clients for reference purposes.</li> </ul>
<b>Who from your organisation will be working on this project? (1500 characters maximum) Please attach the CVs of key members of the project team. (Maximum 1 page CV per member)</b>	<ul style="list-style-type: none"> <li>Consider who will be on your project team.</li> <li>Attach the CVs of each team member, outlining relevant commercial, technical and management expertise and the proportion of time they are likely to spend on the project.</li> <li>Provide details of where the team members will be located, and where the majority of development will occur.</li> </ul>
<b>Will you be working with any sub-contractors or partners? Who are they, and what expertise will they contribute? (1500 characters maximum)</b>	<ul style="list-style-type: none"> <li>Consider any partner organisations you will be working with, or any sub-contractors you may need to engage to deliver this project.</li> <li>Provide details of relevant commercial, technical and management expertise of each sub-contractor or partner organisation, and how much time you expect they will spend on the project.</li> <li>Where possible, provide details of what activities sub-contractors will undertake.</li> </ul>

## About your Solution

Field	Guidance
<p><b>What is the current IP status of the proposed solution? (1500 characters maximum)</b></p>	<ul style="list-style-type: none"> <li>• Consider what protection you have in place for your own intellectual property.</li> <li>• Consider whether you have access to (and on what basis) any intellectual property relevant to the success of your proposed solution.</li> </ul>
<p><b>What is your route to commercialise your proposed solution? (2500 characters maximum)</b></p>	<ul style="list-style-type: none"> <li>• Consider what your process will be for taking your proposed solution to market once developed.</li> <li>• Provide details of how you will produce/deliver it to a wider market, including (where possible) approximate timeframes, estimated resource requirements, and details of your target market.</li> <li>• All applicants, including researchers, will be required to identify the commercial vehicle that will be used to supply the final solution to Government and a clear plan to commercialise your idea.</li> </ul>
<p><b>How does your proposed solution deliver the benefits sought in the challenge statement? (2500 characters maximum)</b></p>	<ul style="list-style-type: none"> <li>• Refer to the benefits sought listed in the challenge statement for the challenge you are applying to solve.</li> <li>• Systematically address each benefit sought and specifically how your proposed solution will deliver the benefit.</li> <li>• You may find that dot-points are the most suitable way to structure your response.</li> </ul>
<p><b>How does your proposed solution address the constraints outlined in the challenge statement? (2500 characters maximum)</b></p>	<ul style="list-style-type: none"> <li>• Refer to the identified constraints in the challenge statement for the challenge you are applying to solve.</li> <li>• Systematically discuss each identified constraint, and specifically how your proposed solution fits within the constraint.</li> <li>• You may find that dot-points are the most suitable way to structure your response.</li> </ul>
<p><b>Describe how your proposed solution is innovative. (2500 characters maximum)</b></p>	<p>Is your proposed solution:</p> <ul style="list-style-type: none"> <li>• an entirely new-to-market product or service, or</li> <li>• a new/novel application of something that exists on the market currently?</li> <li>• Provide details of how it differs to existing market offerings.</li> </ul>
<p><b>Provide details of the current market around your proposed solution. (2500 characters maximum)</b></p>	<ul style="list-style-type: none"> <li>• Explain the wider commercial appeal of your proposed solution outside of the SBIR Pilot.</li> <li>• Provide details of the current market around your proposed solution in regards to market size, projected growth and existing competition.</li> </ul> <p>What is your proposed solution's competitive advantage in pricing, performance and/or quality?</p>



Field	Guidance
What are the key technical challenges to delivering the proposed solution, and how will these be addressed? (2500 characters maximum)	<ul style="list-style-type: none"> <li>Outline what issues you foresee affecting the development of your proposed solution, and explain what steps your team will take to overcome them.</li> </ul>
Where will the majority of the project activities be conducted? (1500 characters maximum)	<ul style="list-style-type: none"> <li>Provide details of the locations where project work will be taking place over the course of the SBIR.</li> </ul>
Please outline how the proposed solution presents broader benefits for Queensland? (2500 characters maximum)	<ul style="list-style-type: none"> <li>Provide details of how the development of the proposed solution and the proposed solution itself offers any broader benefits for Queensland.</li> </ul>

## Team Members

Please list the names and email addresses of the members of your project team.

## Additional Information

If you wish to link to any additional supporting information such as websites, case studies or videos, please provide a link to them here.

## Supporting Documents

You are required to attach a project plan (maximum five pages), a completed Schedule 1 to the Terms and Conditions (maximum two pages) and CVs of each member of the project team (maximum 1 page each). The combined size of your attachments should be no greater than 5MB.

See below for information regarding your project plan and Schedule 1.

## Declaration

You must agree to all the terms of the declaration to submit your application.

## Project Plan

Applicants must attach a brief project plan (maximum five pages) for the stage of the SBIR they are applying for. This should be attached as a PDF.

At a minimum, your project plan should cover the following key areas:

- **project scope**, including what activities will be included in and excluded from the Feasibility Stage
- **description, outcomes and expected timeframes** for key activities being conducted during the stage
- **planning considerations**, including assumptions, constraints, external dependencies, and lessons incorporated from previous similar projects undertaken previously
- **expected risks and management strategies**
- a **detailed description of outcomes and expected timeframes** for key activities proposed to be conducted
- **estimated costs**, including contingency budgets for identified risks and potential changes
- a **plan** which outlines **how the innovative idea will be commercialised** and identify the commercial vehicle that will be used to **supply the final solution**
- a completed **Schedule 1 to the Terms and Conditions** (see below).



## Schedule 1 to the Terms and Conditions

Schedule 1 to the Terms and Conditions (Schedule 1) of the SBIR Pilot is an indicative cost summary for the Feasibility and Proof of Concept Stages. The activities, timeframes and costs listed with Schedule 1 should align with the information provided in the project plan.

Applicants selected to progress into the SBIR Pilot will have the opportunity to revise and resubmit Schedule 1 following the Information Exchange Day, if they wish.

Guidance on completing Schedule 1 is provided below. Appendix A provides an example of Schedule 1.

### **Applicant Name:**

This is the name of the organisation proposing the solution.

### **Proposal Name:**

This is the name of your proposed solution, which you provided at the beginning of the application.

### **Description:**

This is a one or two sentence description of your proposed solution, based on the concise summary provided earlier in your application.

### **Stage:**

It is expected that many of the solutions proposed within the SBIR Pilot will require both the Feasibility and Proof of Concept Stages. If this is the case for your proposed solution, please complete Schedule 1 for the Feasibility Stage.

If you believe your proposed solution does not require feasibility testing and you are applying to progress directly to the proof of concept stage, then please complete Schedule 1 for the Proof of Concept Stage.

For a clearer idea of what activities are required in each stage, please refer to the [Frequently Asked Questions](#).

### **Stage Start Date/End Date:**

These set out your estimated timeframes for the completion of the current stage.

It is anticipated that the Feasibility Stage will last no longer than six months, and the Proof of Concept Stage no longer than 12 months. The Queensland Government reserves the right to adjust timeframes for each challenge as it deems necessary.

### **Description of Activities:**

This section lists all anticipated activities within the current stage of the project. Please ensure the description of each activity is clear and concise.

### **Aims and Outcomes:**

This section should outline the aims and objectives of each activity. At a minimum, you should ensure that all the aims stated in 'Stages of the SBIR Pilot' are covered within Schedule 1.

### **Start/End Date:**

This is the estimated timeframe for each proposed activity. It is important that these are realistic timeframes, but bear in mind that it is anticipated that the Feasibility Stage will last no longer than six months, and the Proof of Concept Stage no longer than 12 months.

The Queensland Government reserves the right to adjust timeframes for each challenge as it deems necessary.



## Funding Sought:

This is the amount of funding expected to be provided by the Queensland Government for each activity listed in Schedule 1. The bottom cell of this column should show the total funding expected from the Queensland Government.

Funding of up to \$250,000 is available for the Feasibility stage and up to \$500,000 for the Proof of Concept stage, at the discretion of the Queensland Government agency posing the challenge. As this is a competitive procurement process, assessment of applications will take into account value for money.

Funding sought may be negotiated by the Department of Science, Information Technology and Innovation and the participating agency following the Solution Presentation Day.

## Proportion of Funding to be paid to ICT Small to Medium Enterprises (SMEs):

If you are engaging any ICT SMEs as subcontractors for work on your SBIR proposal, then please complete this table. If you are not engaging any ICT SME subcontractors, then please leave this table blank.

You will need to provide some basic information on each ICT SME subcontractor you will be engaging. For each ICT SME subcontractor, provide:

- The name of the ICT SME subcontractor
- The anticipated role of the ICT SME subcontractor within the project
- Where the ICT SME subcontractor's global headquarters are located
- Total number of people employed by the ICT SME at the time applications close
- The net value to be paid to the ICT SME subcontractor
- The percentage of the total funding sought that this represents

## Further Information

Further information on the SBIR pilot is available by:

**Web:** [advance.qld.gov.au/SBIR](http://advance.qld.gov.au/SBIR)

**Email:** [SBIR@dsiti.qld.gov.au](mailto:SBIR@dsiti.qld.gov.au)

**Phone:** 13 QGOV (13 74 68)

**Int'l Phone:** +617 3405 0985 (+10 hours UTC)

# Appendix A – Example Schedule 1 to the Terms and Conditions

## Schedule 1 – Proposal Activities and Funding

<b>Applicant Name:</b>		<b>Proposal Name:</b>			
<b>Description:</b>		<b>Stage:</b>	Feasibility / Proof of Concept (delete whichever is not applicable)		
		<b>Stage Start Date:</b>		<b>Stage End Date:</b>	

Description of Activity	Aims and Outcomes	Start Date	End Date	Funding Sought
				\$XXX
<b>Total</b>				

**Notes:**

1. All figures are exclusive of GST.
2. It is recommended that there be no more than two payments from the State during the course of the project (e.g. payment upon execution, and payment at the end of the period).
3. The total period should be up to 6 months for the Feasibility Stage and up to 12 months for the Proof of Concept Stage.
4. A mid-way progress Report and a final Report must be submitted in accordance with clause 4.3(b) and cover the information contained in Schedule 2.
5. The Applicant must attend periodic meetings and demonstration days as outlined in clause 4.2.

**Proportion of Funding to be paid to ICT Small to Medium Enterprises (SMEs):**

If you are engaging any ICT SME subcontractors for work on your SBIR Proposal, please list them below. If you are not engaging any ICT SME subcontractors, then please leave this form blank.

For the purposes of this form, an ICT SME is defined as any legal entity employing less than 200 people at the date applications for the SBIR close.

Name of SME Contractor	Anticipated role within the project	Location of global headquarters	Total number of staff <sup>1</sup>	Net value paid (\$) <sup>2</sup>	% of Total Funding Sought
<b>Total</b>					

Notes:

1. Please provide one of the following ranges: 0-4; 5-19; 20-99; 100-199; 200 or more.
2. All figures are exclusive of GST.