



# Department of the Navy SBIR/STTR Transition Program (STP)

## AT A GLANCE

### WHAT IS IT?

The Department of Navy Small Business Innovation Research/Small Business Technology Transfer Program (STP) provides opportunities for small businesses to receive commercialization, transition, and professional business assistance. STP offers small businesses the resources to position themselves in the best standing to obtain Phase III funding.

### HOW DOES IT WORK?

- The SBIR/STTR Transition Program :
  - Assists in the development of targeted marketing materials
  - Provides relevant market research appropriate to the Small Business's technology and transition targets
  - Identifies leads for potential transition opportunities
  - Mentors on the dynamics of government/prime contractor relationships
  - Instructs on the government acquisition environment and policies
  - Promotes Small Businesses and their SBIR/STTR technologies on the Virtual Transition Marketplace (VTM)—an on-line, searchable index accessible to Government and the private sector
  - Assists with exhibiting at the annual Forum for SBIR/STTR Transition (FST)

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For over 18 years, The Department of the Navy's SBIR/STTR Transition Program (STP) has been a long-standing venue for connecting SBIR/STTR-funded technologies with warfighters, government acquisition and technical personnel, prime contractor, system integrators, and other potential partners/collaborators.

The program takes a holistic approach to assisting selected small businesses transition their technologies through business mentoring, training, marketing material creation, and business development activities and promotion.

Participation in this proven program has benefited companies in many ways; most importantly, the STP assists Small Businesses identify and plan a path to obtain Phase III funding for commercialization of their SBIR/STTR developed technologies.

The STP helps prepare selected Small Businesses to transition their DoN funded technology by providing the following services:

- Providing relevant market research and analysis appropriate to the Small Business's technology and transition targets.
- Guidance on navigating the government/prime contractor relationship and the government acquisition environment and policies.
- Identifying leads for potential transition opportunities.
- Mentoring via a dedicated Business Consultant and Market Researcher team to assist in the development of a commercialization strategy and strategic planning guidance.
- Promoting Small Businesses and their SBIR/STTR technologies on the Virtual Transition Marketplace (VTM) in an individual company web page. VTM is an online, searchable showcase accessible to Government and private sector that is used for marketing the company and its technology. [www.NavyFST.com/vtm](http://www.NavyFST.com/vtm)
- Assisting with exhibiting at the annual Forum for SBIR/STTR Transition (FST) held at the end of each STP cycle. The FST is Navy's premier small business technology showcase.