

Growth Accelerator Fund Competition and SBIR Catalyst

**2021 Competition Overview and Submission Deck Guide
June 2, 2021**

www.sbir.gov/accelerators
accelerators@sba.gov

Program Purpose



Speed the launch, growth and scale of high-tech small businesses through impactful and inclusive approaches.



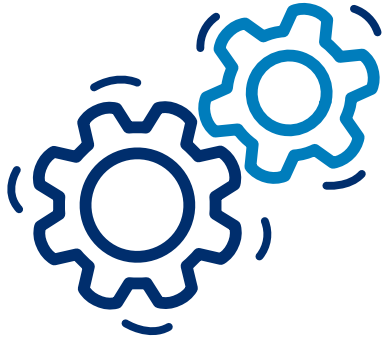
Jumpstart critical activities around the country – new collaborations, targeted programs, and support services for early-stage startups.

Agenda

- Overview of the Prize Competition
- Tracks
- Submission Slide Decks
- Video Submission
- Eligibility
- Prize Selection

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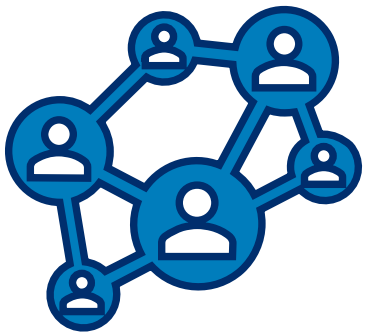
About the Prize Competition



Track 1

Growth Accelerator Fund Competition

Awards in this track will infuse accelerators and incubators with additional resource capital to provide focused assistance to STEM/R&D entrepreneurs in their transition to market. Contestants must focus their proposed efforts on women entrepreneurs, minority entrepreneurs, or a specified target group of applicant's choice. For this competition, accelerators or incubators are referred to as Growth Accelerators or Accelerators and include accelerators, incubators, and/or other models to accomplish similar goals.



Track 2

SBIR Catalyst

The SBIR Catalyst prizes will invest in collaborative partnerships to build and catalyze connections across entrepreneur support organizations (ESOs) that support innovation focused entrepreneurs from underserved communities. Contestant will submit a proposal involving multiple ESOs and partners from separate states/territories, or within a large geographic area.

Prizes

Track 1

*Growth Accelerator Fund
Competition*



84 Prizes



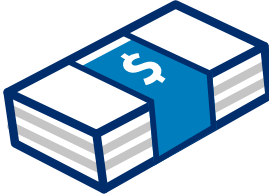
\$50,000

Track 2

SBIR Catalyst



7 Prizes



\$150,000

Important Dates

Submission Period: May 26, 2021, 4:00 PM EDT to July 2, 2021, 4:00 PM EDT

Screening, Vetting and Judging Period: July 5 to Mid-August 2021

Winners Announced: Late August 2021

Competition Guidelines

This webinar is not intended to cover all details pertaining to the competition guidelines.

You are responsible for reviewing the full and complete competition guidelines at: www.sbir.gov/accelerators.

GAFC

Purpose

- Focused assistance to STEM/R&D entrepreneurs, including but not limited to support for company formation as well as awareness and education of the SBIR/STTR programs.
- This track is geared toward accelerators, incubators, and/or other models to accomplish similar goals.
- The awards are to be used to fund the accelerators' and incubators' operating budgets, not for direct investing in small businesses or startups.

GAFC

Model of Operations

- Contestant model of operations **must include most, if not all**, of the following elements:
 - Training & mentorship for **STEM/R&D startups**
 - Introductions to customers, suppliers, advisors, & other key players
 - Opportunities to pitch ideas & startups to investors and/or other capital formation avenues to startups, such as commercialization assistance
 - Regular networking opportunities to startups
 - Selective process to choose participating startups
 - Programs focused on building a strong startup community

GAFC

Target Populations

Focus proposed efforts to support STEM/R&D entrepreneurs in only one (1) of the following target areas:

- ***Women Entrepreneurs***
- ***Minority Entrepreneurs***
- ***Applicant Choice*** (i.e., rural, veterans, individuals with disabilities, etc.)

GAFC

Target Technologies

Must identify efforts to support entrepreneurs building technologies to address one or more of the following technology areas:

- **Clean Energy:** *such as electric vehicles, solar, wind, geothermal, nuclear, energy efficiency*
- **Supply Chain Resilience:** *such as semiconductors, pharmaceuticals and active pharmaceutical ingredients (APIs), high-capacity batteries, critical minerals, agricultural commodities*
- **Infrastructure:** *such as broadband, electrical grid, water supply and sewer, transportation infrastructure, electric vehicle charging stations*
- **Other STEM/R&D areas**

Only select technology areas relevant to your work. Any technology area identified on slide 1 (and in the contestant information section of the Wufoo submission portal) must be clearly described in the overall plan for the award.

SBIR Catalyst

Purpose

- **SBIR Catalyst** winners will feature cluster/consortia models to leverage multiple networks (within a state/territory or among a group of states/territories)
 - Connectors across current and future programs that fund innovation clusters, hubs, and navigators
 - Prize funds will establish novel partnerships and strengthen existing alliances between stakeholders (i.e., public, private, non-profit, & academic partners)
- Regional collaborations will increase underrepresented entrepreneur involvement in the SBIR/STTR programs
 - Proposed activities will impact organizations who work with innovation-focused, STEM/R&D entrepreneurs from underserved communities
- Successful proposals will detail efforts to align federal resources with existing state and local resources, regional strengths and economic growth opportunities

SBIR Catalyst

Goals

Funded collaborations are intended to:

1. Expand access to expertise & mentorship in areas required for early-stage technology development
2. Build programs for training & equipping SBIR/STTR applicants to submit competitive proposals
3. Develop commercialization pathways for STEM/R&D companies
4. Engage with other SBIR Catalyst partners to address and fill gaps in the innovation ecosystem

SBIR Catalyst winners will pilot work that can be scaled, adapted, and/or leveraged across the larger network of SBIR support organizations.

SBIR Catalyst

Matching Funds

- To encourage local and regional support, preference will be given to Contestants who secure matching funding.
- Securing a match does not automatically guarantee a proposal will be selected over a proposal without a match.
- The match is not required and can be federal or nonfederal funds.

Submission Package

Contestant Information:

Wufoo Portals

Submission Slide Deck:

A **PDF** version of a slide deck (no more than **12 slides**) and must address all items in the relevant track, in the order listed. The deck will not be made public.

A standard, 11-point minimum font size applies (tables, images, and illustrations may use a reduced font size not less than 8-point and may be landscape).

No more than 10 MB.

Video Narrative:

A video of not more than **ninety (90) seconds** that describes how the applicant is uniquely qualified to address the needs of the entrepreneurs it serves and implement its proposed GAFC or SBIR Catalyst plan.

The video must be posted to a public site (such as YouTube or Vimeo), and be accessible to Competition judges.

If selected, the video may be made public.

Submission Slide Deck

Track 1: GAFC

Track 1: GAFC

Slide 1 *Summary Information*

- Name of Primary Contestant (entity)
- City and State/Territory
- Target Entrepreneur Group or Technology (i.e., women, minority, or applicant choice)
- Website of Contestant
- Contact Person (First & Last Names)
- Contact Email and Phone
- Other Team Members (Names)

Slide 2 *Mission*

- What is the Accelerator's mission (in one sentence)?
- What specific elements make your accelerator model stand out?
- Per the model of operation elements listed in Section 1, discuss the Accelerator's approach and how it addresses these elements.

Track 1: GAFC

Slides 3 - 4

Working with Target Entrepreneur Group (Women, Minority, Applicant Choice)

- Contestants under GAFC must focus their proposed efforts to support entrepreneurs in one (1) of the following areas – what is your targeted entrepreneur group?
 - Women entrepreneurs
 - Minority entrepreneurs
 - Other/Applicant choice (i.e., rural, veterans, individuals with disabilities, etc.)
- How is the Accelerator uniquely qualified to work with this group?
- How does your organizational leadership reflect your prioritization of this group?
- Discuss the approach to identify and support the targeted entrepreneur group.
- What are the potential challenges and opportunities for the Accelerator to work with the targeted entrepreneur group?
- How will participation be measured?
- Who has benefited from your past work, and why does that matter for your proposed activities?

Track 1: GAFC

Slide 5

Experience with STEM/R&D and SBIR/STTR Programs

- What is the Accelerator's experience in working with STEM/R&D entrepreneurs?
- What is the Accelerator's experience in working with the SBIR/STTR programs?
- Discuss the unique connections the Accelerator can provide to STEM/R&D entrepreneurs (i.e., stakeholders that can support entrepreneurs in preparing competitive SBIR/STTR proposals, access to venture or angel capital, etc.)

Track 1: GAFC

Slide 6-8

Overall Plan for Award

- What is the Accelerator's plan for the GAFC funds if awarded a prize?
- Describe your ability to pilot, adjust or enhance your current programs.
- Describe your unique value proposition and structural advantages related to your overall plan.
- What type of assistance will be provided? Examples could include, but are not limited to:
 - Access to capital, including understanding and applying to the SBIR/STTR programs as well as angel funding and venture capital
 - Mentors to provide business advice and counseling
 - Networking opportunities
 - Commercialization training
 - Pitch days or demo events
- How will participants be recruited, and cohorts managed, in the current COVID environment?

Track 1: GAFC

Slide 9-10

Implementation and Metrics

- What does success look like?
- Provide information on the phases for implementation (i.e., tasks and timeline).
- Share relevant metrics:
 - Estimated number of clients/entrepreneurs the Accelerator anticipates assisting in the target group.
 - Estimated number of training hours to be provided to STEM/R&D entrepreneurs as part of this award.
 - Amount of capital raised for entrepreneurs over the past two years (approximate).
 - Additional key metrics the Accelerator will use to self-evaluate/measure the success of the proposed plan and the estimated results.
- What makes the Accelerator's staff qualified to implement the plan?
- What are the primary risk factors you anticipate mitigating or overcoming to successfully implement the plan?

Track 1: GAFC

Slide 11

Partner Entities

- Describe any former, current, or future partnerships/working relationships with federal, state, regional, and/or local entities that you would like to highlight.
- Discuss how the Accelerator leverages other available resources to support the organization's entrepreneurs.
- Include specific detail on the effectiveness of past collaboration efforts.

Slide 12

Additional Information

- Competitor may use this slide to provide any additional information that would be useful for the submission.

Submission Slide Deck

Track 2: SBIR Catalyst

Track 2: SBIR Catalyst

Slide 1

Summary Information

- Name of Primary Contestant (entity)
- City and State/Territory
- Website of Contestant
- Contact Person (First & Last Names)
- Contact Email and Phone
- Name of Each Partner Entity with their City and State/Territory

Track 2: SBIR Catalyst

Slide 2

Partnership Objectives

- Why is this collaborative partnership forming?
- What is the shared vision?
- Describe the roles of all partner entities.
- Explain the partnership focus area – will it be around a particular underrepresented demographic, geography, shared resource, or technology?

Track 2: SBIR Catalyst

Slide 3-4

Working to Build an Inclusive R&D Ecosystem

- Each collaborative partnership is expected to expand the participation of women and/or individuals from underrepresented groups in innovation, technology translation, and entrepreneurship. Identify how the entrepreneurs you focus on are underserved.
- How does your organizational leadership reflect your prioritization of this group?
- How are you and your partners uniquely qualified to work with underrepresented STEM/R&D entrepreneurs?
- Discuss the approach to identify and help targeted entrepreneur groups with understanding and applying to the SBIR/STTR programs.
- How will participation be measured?
- What are the potential challenges and opportunities for you to build an inclusive R&D ecosystem?

Track 2: SBIR Catalyst

Slide 5

Working in STEM and with the SBIR/STTR Programs

- What are the partners' experiences in working with STEM/R&D entrepreneurs?
- What are the partners' experiences in working with the SBIR/STTR programs?
- Discuss the unique connections the partners can provide to STEM/R&D entrepreneurs (i.e., stakeholders that can support entrepreneurs in preparing competitive SBIR/STTR proposals, access to venture or angel capital, etc.)

Track 2: SBIR Catalyst

Slides 6-8

Overall Plan for the Award

- What is your plan for the SBIR Catalyst funds if awarded a prize?
- Describe your unique value proposition and structural advantages related to your overall plan.
- What type of assistance will be provided?
- Describe and defend proposed assistance, considering other technology-based economic development projects in the region.
- Clearly identify gaps or opportunities to improve assistance leading to the start and growth of STEM/R&D companies, particularly from underrepresented entrepreneurs.

Track 2: SBIR Catalyst

Slides 9-10

Implementation and Metrics

- Discuss how the plan will improve the operational sustainability of your organizations, including developing new or enhancing existing financial or in-kind support.
- Provide information on the phases for implementation (i.e., tasks and timeline).
- What does the success of this partnership look like? Describe metrics and/or baseline data (if available). Examples include:
 - New, formal connections between ESOs.
 - Estimated increase in underserved entrepreneur engagement with SBIR/STTR.
 - Estimated number of clients/entrepreneurs the Catalyst Partners anticipate assisting with SBIR/STTR proposals.
 - Additional key metrics the Catalyst Partners will use to self-evaluate/measure the success of the proposed plan and the estimated results.
- What are the primary risk factors you anticipate mitigating or overcoming to successfully implement the plan?

Track 2: SBIR Catalyst

Slide 11

Match Component / Partner Entities

- Describe any matching funding promised or secured, including source and conditions. The match is not required and can be federal or nonfederal funds.
- Describe any former, current, or future partnerships/working relationships with federal, state, regional, and/or local entities that you would like to highlight.
- Include specific detail on the effectiveness of past collaboration efforts.
- To what extent are local partners aligned and supportive of the project concept and the outcomes it aims to produce?

Slide 12

Additional Information

- Competitor may use this slide to provide any additional information that would be useful for the submission.

Judging Criteria

GAFC and SBIR Catalyst

Judging Criteria includes:

- Quality and Clarity of Submission
- Alignment with Track-Specific Goals
- Plan Feasibility and Implementation Description

Eligibility

Multiple Applications

- An entity may be the Main Contestant on a proposal for each track, but that entity is **not** able to be the Main Contestant for both tracks and win both prizes.
 - An entity **can** be the primary for GAFC and be a part of the partner group for SBIR Catalyst (but not the Main Contestant) and still be eligible to win both awards.

Eligibility

General

1. citizens or permanent residents of the US who are at least eighteen (18) years of age at the time of their submission of an entry (or teams of such individuals);
2. private entities, such as corporations or other organizations, both for profit and nonprofit, that are incorporated or organized in and maintain a primary place of business in the United States.
 - Individuals submitting on behalf of corporations, nonprofits, or other organizations or groups of individuals (such as an academic class or other team) must meet the eligibility requirements for individual Contestants.
 - An individual cannot belong to more than one team per track submitting an entry in this Competition.

Note: Non-federal government entities, such as states, counties, tribes, & municipalities can compete, as well as SBA Resource Partners (FAST, SBDCs, WBCs, etc.).

Eligibility

Not Eligible

- The following are NOT eligible:
 - SBA employees
 - SBA contractors
 - Federal entities
 - Federal employees acting within the scope of their employment
 - Individuals or organizations that are currently suspended or debarred by the federal government

Prize Selection

First-Time Winners

- SBA intends for no less than 50% of GAFC prizes (~42) to go to first-time GAFC winners.

| | |
|---|--------------|
| Total GAFC prize awards since 2014 | 303 |
| Total GAFC prize funds since 2014 | \$15,150,000 |
| Number of competitions 2014-2020 | 5 |
| Number of states/territories represented | 51 |
| Number of unique winners | 222 |

Prize Selection

Underrepresented States – SBIR/STTR Phase I Awards

- SBA intends for no less than 50% of GAFC prizes (~42) to go to contestants located in the 29 states/territories receiving the fewest number of SBIR/STTR Phase I awards.
- States/Territories with Low FY19 SBIR/STTR Phase I Awards (Chart)

| | |
|----------------|--------------------------|
| Alaska | Nebraska |
| American Samoa | Nevada |
| Arkansas | North Dakota |
| Delaware | Northern Mariana Islands |
| D.C. | Oklahoma |
| Guam | Puerto Rico |
| Hawaii | Rhode Island |
| Idaho | South Carolina |
| Iowa | South Dakota |
| Kansas | Vermont |
| Louisiana | Virgin Islands |
| Kentucky | West Virginia |
| Maine | Wisconsin |
| Mississippi | Wyoming |
| Montana | |

HUBZone

GAFC

- Under the GAFC track, SBA aims to fund multiple accelerators that can help companies navigate HUBZone opportunities.
 - Full focus on HUBZone is not required, but would be part of the suite of services supporting startups
- Note: In the submission slide deck explain whether any level of assistance will be provided to companies located in designated HUBZones OR if assistance will be provided to help companies better understand/participate in the HUBZone program.

www.sba.gov/federal-contracting/contracting-assistance-programs/hubzone-program

Prize Winners

Payment

- An active SAM (System for Award Management) account will be required for prize winners to receive payment



Q&A Summary

Please refer to the full 2021 Prize Competition Rules for official guidance.

FAQs are for clarification purposes only.

FAQ

Eligibility

- Can past winners apply to GAFC?
 - Yes, past winners can apply. Note: no less than 50% of winners will be first-time winners.
- Can an SBA supported Women's Business Center apply for the Growth Accelerator competition?
 - Yes.
- Are 501 c 6's eligible?
 - Yes.
- Can you confirm that for-profits can be the prime applicant for both tracks?
 - Yes.
- Are PTACs eligible to be team members in either GAFC or SBIR Catalyst?
 - Yes.
- Can a state funded organization apply to expand an existing program?
 - Yes.
- We're an SBA resource partner (a RIC) but also a private firm. Are we eligible?
 - Yes.

FAQ

Eligibility

- Are small consulting firms eligible or should they be considered as partners or part of a team under a track? Similarly, if we are on a GAFC team, can we also be on a catalyst team?
 - Private entities, such as consulting firms, are eligible provided they meet the terms in section 5 of the Competition Guidelines. The same entity can be part of a team for both tracks.
- Is there a requirement for years in operation of business?
 - There is no requirement for years of operation.
- Are higher education institutions eligible to apply if trying to establish an ecosystem locally?
 - Please reach out to accelerators@sba.gov to clarify this question.
- Do places like Makers Spaces qualify?
 - As an entity type, a maker space would qualify.

FAQ

Letters of Support/Commitment

- Is a letter of commitment required for proposed match?
 - You DO NOT need a letter of commitment for the match, but you will need to provide specific details in the match section of the submission slide deck.
- The guidelines don't specify the need for letters of support; can you confirm that these are not required for the prize?
 - Letters of support are not part of this Competition. Any support statements/quotes/commitments can be summarized in the submission slide deck.

FAQ

Judging

- What backgrounds are you seeking for judges? What does the review process look like / time commitment for judging?
 - Judges will be both federal and non-federal, with experience in the innovation entrepreneur ecosystem. Each judge will be screened by SBA to ensure he/she does not: (1) have personal or financial interest in, or serve as an employee, officer, director, or agent of, any Contestant; or (2) have a familial relationship with a Contestant. Please register your interest here: <http://bit.ly/JudgeGAFC21>
- Can a contestant register also as a judge?
 - No, judges are not permitted to also compete in the Competition.

FAQ

Underserved Groups

- Who are considered as minority entrepreneurs? Do international students qualify? Recently-landed immigrants?
 - For the purposes of this Competition, we are using a broad definition of the term minority entrepreneurs. For reference, the 13 CFR 124.103 identifies individuals from the following groups as socially disadvantaged:
 - Black Americans; Hispanic Americans; Native Americans (Alaska Natives, Native Hawaiians, or enrolled members of a Federally or State recognized Indian Tribe); Asian Pacific Americans (persons with origins from Burma, Thailand, Malaysia, Indonesia, Singapore, Brunei, Japan, China (including Hong Kong), Taiwan, Laos, Cambodia (Kampuchea), Vietnam, Korea, The Philippines, U.S. Trust Territory of the Pacific Islands (Republic of Palau), Republic of the Marshall Islands, Federated States of Micronesia, the Commonwealth of the Northern Mariana Islands, Guam, Samoa, Macao, Fiji, Tonga, Kiribati, Tuvalu, or Nauru); Subcontinent Asian Americans (persons with origins from India, Pakistan, Bangladesh, Sri Lanka, Bhutan, the Maldives Islands or Nepal).
 - Being born in a country does not, by itself, suffice to make the birth country an individual's country of origin for purposes of being included within a designated group.
 - In addition, consideration for underrepresentation in STEM can be found through the National Center for Science and Engineering Statistics ([Women, Minorities, and Persons with Disabilities in Science and Engineering Report: 2021](#)) which identifies Hispanic/Latino, Black/African American, and American Indian or Alaska Natives as groups that are underrepresented in science and engineering educational attainment and workforce compared to their share of the population.

FAQ

Underserved Groups

- Are veterans considered an underserved community in this context?
 - Yes.
- For SBIR Catalyst applications, is the intended focus the same as the GAFC minority groups?
 - SBIR Catalyst intersects with GAFC's focus on underserved communities as relates to communities of color, women entrepreneurs, rural communities, and other underrepresented STEM/R&D entrepreneurs.

FAQ

Prize Fund Usage

- For GAFC, can the funding be used for operations (human resources)?
 - Yes.
- Is the \$150k prize to be shared across partnerships? Or is \$150k available for each partner?
 - Each SBIR Catalyst prize is \$150k total (per partner group); it is up to the Contestant to determine how to divide any prize funds among different partners.
- Are there any restrictions on use of funds?
 - GAFC awards are to be used to fund the accelerator and incubator operating budgets, not for direct investing in small businesses or startups.
- How long do we have to use the funds, if awarded?
 - There is no period of performance. SBA intends to collect metrics one year after the prize payments are complete.

FAQ

GAFC

- What are the main differences with past GAFC (like the 2019 award)?
 - The main difference centers on the list of target entrepreneurs and target technology areas. Additional information on the 2019 Competition and past GAFC history are available at www.sbir.gov/accelerators.
- Can you talk a bit about organizations which have been funded in the past, and what distinguished their applications? Where can we access videos of previous GAFC winners?
 - The best course of action is to relate your application to the competition goals. Read the descriptions carefully on each track and make that connection clear in your submission. However, you can find a list of past winners and select videos at www.sba.gov/accelerators. Note: the competition has varied, and the focus shifted over the years.
- Have you funded the same program multiple years?
 - Some winners have received GAFC prizes over multiple years.
- For previous awardees, are you looking to build on the previous work or looking for something new?
 - This Competition does not require any previous winners to build upon their work from other awards.
- Could you clarify the difference of Target Technology and Target Entrepreneur Groups?
 - Applicants are required to select just one target entrepreneur for assistance proposed in the submission. The target technology areas are built to be more flexible, allowing Applicants to select one or more options, and can include both current or future focus areas.

FAQ

GAFC

- Are there any limits to how many startups participate within the accelerator? Any lower/upper participant limits?
 - No limits.
- Do you have to have a physical location to count as an incubator/accelerator for GAFC?
 - You do not need to have a physical location; you will need to provide a location for a main address when submitting your information.
- Can more than one accelerator be involved with the GAFC application?
 - Yes.
- For GAFC, if you are based in a state but supporting companies that can come from other states that are targets of yours for awarding prizes is that taken into consideration?
 - GAFC does not limit the geographic area covered for assistance. Please fully describe the entrepreneurs to be supported in the appropriate sections of the submission slide deck.
- Can we propose a Growth Accelerator program in collaboration with an HBCU?
 - Yes.
- Can the Accelerator funds be used to create a cohort of black women entrepreneurs at an HBCU, in STEM research fields?
 - Yes.

FAQ

SBIR Catalyst

- Is the SBIR Catalyst track the same as the FAST program, or in addition to? Will SBIR Catalyst potentially lead to in-state conflict with existing FAST?
 - The SBIR Catalyst track is designed to complement the current FAST program. It is open for both non-FAST and FAST entities to apply, competing for prize funds to start new collaborations or extend existing partnerships in order to reach partners that support underrepresented STEM/R&D entrepreneurs. SBIR Catalyst prizes are more flexible than FAST awards. SBA intends to work with all SBIR Catalyst winners to ensure their alignment and support of existing FAST efforts.
- Do SBIR Catalyst applicants need to be non-profits?
 - No.
- Can you please clarify "A main Contestant will submit a proposal involving multiple ESOs and partners from separate states/territories, or within a large geographic area (states do not have to be adjoining or in the same region)" from the SBIR track? Does this imply that to be selected an applicant must have a consortium that is multi-state?
 - An SBIR Catalyst applicant group does not have to consist of multiple states. A large geographic area will often consist of more than one state, however, there is space in the submission deck to justify other regions that are large but still within the same state boundaries.

FAQ

SBIR Catalyst

- Does the SBIR Catalyst Prize Competition include STTR applications also?
 - Yes.
- Is there a limit of partners for the Catalyst track?
 - No, there is no limit.
- Does Catalyst need to follow industry focus as suggested for growth accelerators?
 - No, SBIR Catalyst does not have a defined industry focus.
- For the catalyst program do we list the organizational partner as well as the individual that is representing that organization?
 - The individual representing the organization will be listed in the submission portal (Wufoo).
- Can an applicant not be the main applicant for catalyst track - but still be the entity submitting the application?
 - Yes.
- Could the "cluster" involve connecting across multiple universities?
 - Yes.

FAQ

SBIR Catalyst Matching

- Can you explain what it means by matching funds? Can in-kind contributions be counted towards matching funding?
 - Match funding includes additional funds and/or in-kind resources that would assist in the implementation of the proposed project, in addition to the prize funds.
- Can FAST award funds be used as a match?
 - Yes.
- If we have match funding that is used for investment in companies, would that be considered as a match for the catalyst program?
 - Yes. Match funding should relate to what you are proposing in your submission slide deck.
- What amount of match is the SBA looking for from the participants? Is matching funding defined as 1:1? Or can partial matching funds also be considered?
 - There is not a specific dollar amount suggested for the match. The goal is to secure any amount of additional funding that can leverage SBIR Catalyst prize funds, and extend the reach of the proposed project/s.

FAQ

SBIR Catalyst Matching

- Can SBA contractors be included as partners, operating with their existing funds (not the prize award)?
Would those funds be considered matching funds?
 - Please reach out to accelerators@sba.gov to clarify if any partners you are picturing fit the definition of an SBA contractor.
- Are different match funding sources needed if applying for both tracks?
 - The GAFC track does not have a matching component.
- If you propose a match but it doesn't come to fruition is there a claw back clause for the award?
 - No.

FAQ

Both GAFC and SBIR Catalyst

- If possible, can we apply for both?
 - Yes, but an Applicant can only win a prize from one track.
- Is period of performance 12 months?
 - This is a prize, not a grant or contract. There is no period of performance or standard forms required. SBA plans to request basic metrics on outcomes, and we will work with OMB for an approved list of questions by fall 2022.
- Is there a platform for looking for potential partners based on type of technology?
 - Please reach out to accelerators@sba.gov to clarify.
- Can our project be for groups that focus on helping SBIR/STTR Phase 2 applicants, or just for 1st time SBIR/STTR applicants?
 - It can be either. It depends on what makes sense for your area (try and build up first time awardees, bridging to Phase II, or supporting commercialization efforts).

FAQ

Both GAFC and SBIR Catalyst

- The website says the program is designed to speed the scale of deep-tech businesses across the country, but I did not hear deep tech mentioned throughout this presentation. How do you define deep tech for purposes of this application?
 - The types of businesses this program focuses on are those that do work typically applicable to the SBIR/STTR programs, so deep tech in this context generally describes technologies requiring R&D or rooted in science and advanced engineering. If you have questions about the types of companies you are supporting, reach out to accelerators@sba.gov.
- If we already have a cohort going would the award apply there, or the next cohort we run?
 - Your proposal needs to address the items in the submission slide deck section; you can choose how to propose your efforts.
- How long will the programs last? Is there a renewal opportunity?
 - This Competition is only confirmed for 2021. There are no renewal opportunities for this Competition.

FAQ

Miscellaneous

- Can you please mention what SAM account means - I forgot to note it down?
 - System for Award Management: <https://sam.gov/content/home/>
- Shouldn't applicants start their SAM NOW?
 - An active SAM registration is only required for prize winners. Please reach out to accelerators@sba.gov with specific questions on SAM.
- Can the font be larger than 11 point for headings?
 - Yes.
- Can we add graphics / designs to the slides?
 - Yes.
- Is there a contact number to speak with someone to get clarity on this RFP?
 - Please reach out to accelerators@sba.gov.



Growth Accelerator | SBIR Catalyst
2021 SBA Prize Competition

SBA Community Navigator Program

Notice of Funding Opportunity Now Open

- Through the Community Navigator Program, SBA will engage with states, local governments, SBA resource partners, & other organizations in targeted outreach for small businesses in underserved communities.
- SBA has issued a grant funding opportunity open to proposals from SBA resource partners, states, tribes, units of local government, & other nonprofit organizations.
- Grant awards range from \$1 million to \$5 million for a 2-year performance period.
- Applicants have until July 12, 2021, to submit at grants.gov
- For more information: www.sba.gov/partners/counselors/community-navigator-pilot-program