National Aeronautics and Space Administration








Dissecting the BAA Webinar

Oct. 21, 2026

NASA SBIR/STTR Program

sbir.nasa.gov

AGENDA

- Webinar Ground Rules
- Program Overview
- Broad Agency Announcement Details
- Planning Ahead
- **Focused Q&A #1**
- Additional Opportunities
- **Focused Q&A #2**
- Key Takeaways
- **Open Q&A**
- Live ProSAMs Submission Demonstration

Webinar Ground Rules

Webinar Ground Rules

This webinar is intended to help you navigate, read, understand, and respond to the solicitations. It is not official procurement guidance/instructions.

It is your responsibility to read and understand the solicitations in their entirety and to develop and submit your proposal in accordance with the requirements and instructions contained therein.

Webinar Ground Rules

What will be covered today:

- Navigating the BAA
- Notable Changes
- ProSAMS Submission System
- Best Practices and Common Pitfalls

What will not be covered today:

- In-Depth Info on Subtopics
- In-Depth Info on Focus Areas
- Technology Questions
- Input from Topic/Subtopic Authors

Program Overview


WE ARE
PIONEERS,
AND SO
ARE YOU.

Who can join?

- The SBIR/STTR program's **focus is on R&D**, funding ideas that have the potential to solve some of NASA's most pressing challenges
- You **must be a Small Business Concern (SBC)** with 500 employees or less and legally established in the U.S.
- **For STTR**, the partnering research institution (RI) must be in the U.S. and be a nonprofit college or university, domestic nonprofit research organization, or a federally funded R&D Center (FFRDC)
- Read more about **eligibility requirements** in the NASA SBIR/STTR FY 2026-2027 BAA
- **If NASA is not the right fit**, there are 10 other government agencies that have SBIR/STTR programs that you may want to explore: www.sbir.gov/participating-agencies

Approximately 80% of the small businesses we fund have less than 50 employees

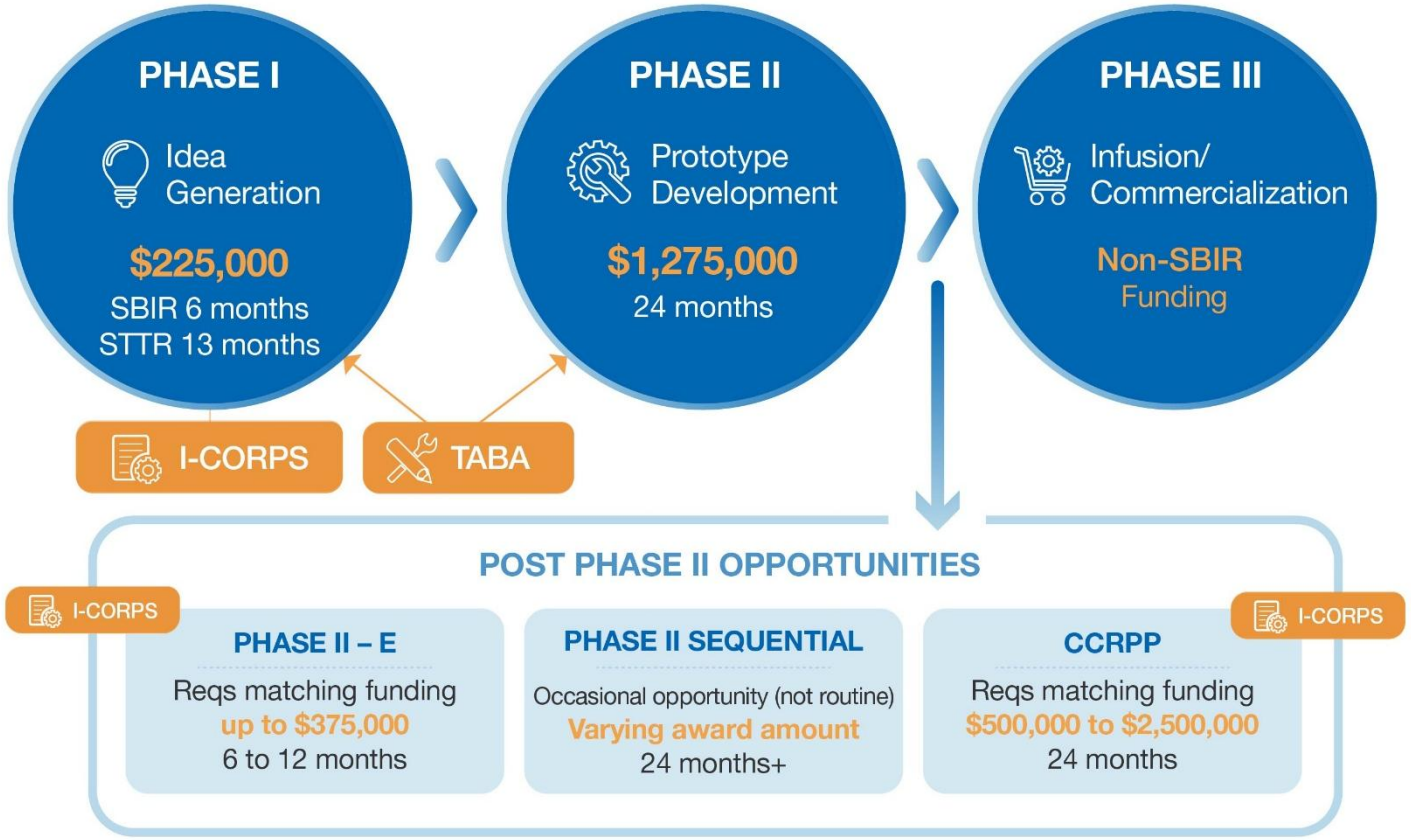
What is the difference between SBIR and STTR?

- The STTR program exists to unlock the power and innovative thinking of the country's **research institutions** (RIs)
- The primary difference is that for STTR, the small business **must formally partner** with a RI
- The **period of performance** for a Phase I is longer for STTR due to the nature of the academic calendar for universities
- **SBIR**: Principal Investigator (PI) must be more than 50% employed by, and at least 67% of the research or analytical work must be performed by, the small business.
- **STTR**: PI can be employed by either the small business or the RI. At least 40% of the research or analytical effort must be performed by the small business, and at least 30% of the effort must be performed by a single RI.

What exactly do you get?

Up to $1.5M for Phase I and II, and up to $3M or more for Post Phase II opportunities!





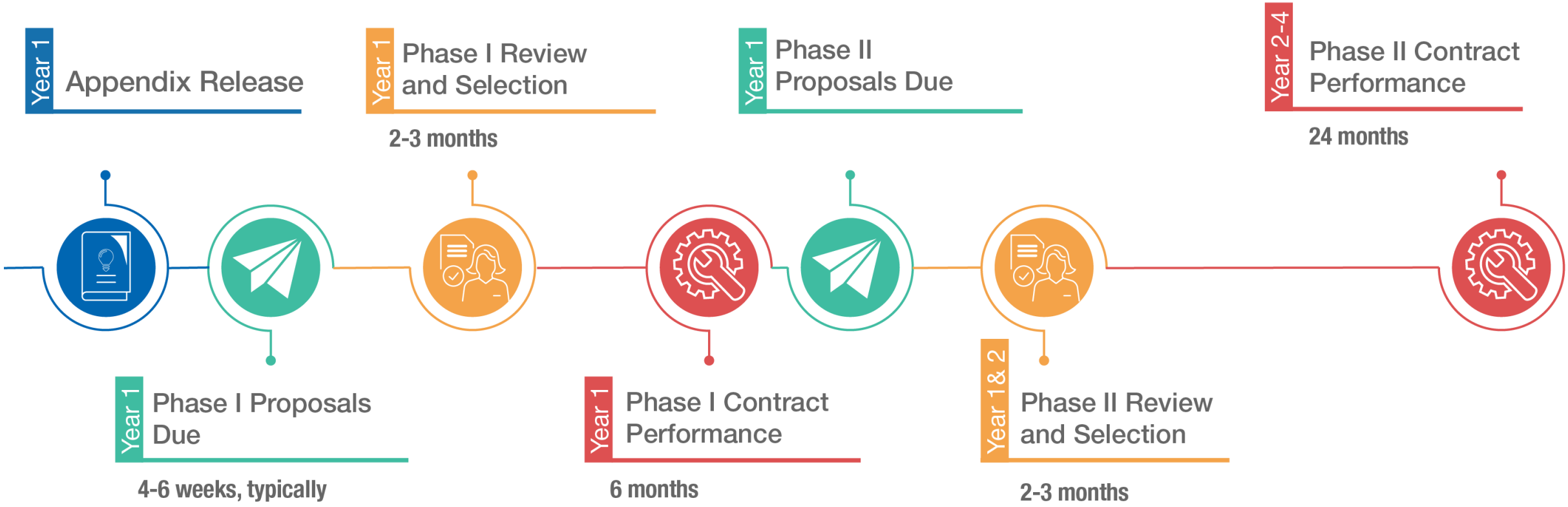
NASA SBIR/STTR Program BAA Model

In April 2026, we began using the NASA SBIR/STTR Broad Agency Announcement (BAA), which empowers us to release subtopics for SBIR, STTR, and SBIR Ignite over multiple appendices throughout the year.

- New solicitation cycle for program year 2026 & 2027
  - **NASA SBIR/STTR Broad Agency Announcement**
    - Outlines proposal guidelines and requirements
      - **2026 Appendix A & B**
      - Released in **April 2026**
      - Contained a small number of SBIR and STTR subtopics per appendix
      - **2027 Appendix A**
      - Targeted for release **this winter**
- Please look to the BAA Information Hub on our website as we update it throughout the year. Or sign up for our e-mail updates to receive the latest information about our program right in your inbox.

SBIR/STTR Technology Development Timeline

Participating in the SBIR/STTR program is a nearly 3.5-year process from Phase I solicitation release to the end of a SBIR Phase II contract.



How does it work?

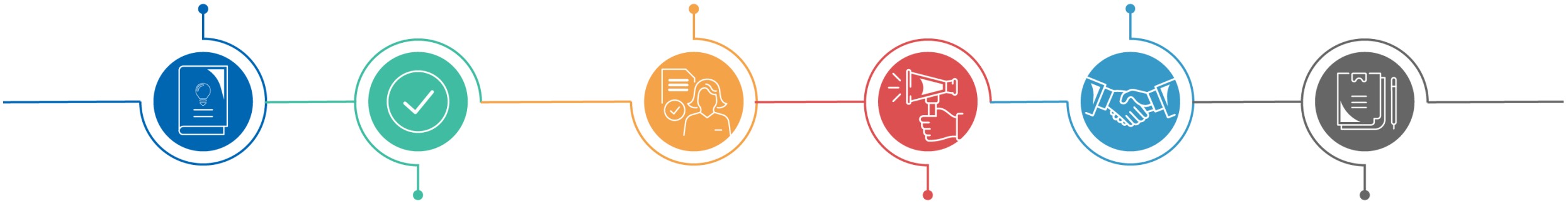
Solicitation Release

Proposal Submissions

4-6 weeks, typically

Proposal Reviews and Selection

2-3 months



Phase I Selection Announcement

About 3 months after submissions close

Note: A Federal agency may enter into a Phase III agreement at any time with a Phase I or Phase II awardee.

Contract Negotiations/Awards

2-3 months

Phase II Proposal Submission

Due by Phase I contract end date

Details of the Broad Agency Announcement

What's a BAA?

Broad Agency Announcement (BAA):

- A **funding mechanism** used to procure basic and applied research. As outlined in section 35.016 of the Federal Acquisition Regulation (FAR), a BAA is used by agencies to fulfill their requirements for scientific study and experimentation directed toward advancing the state-of-the-art or increasing knowledge or understanding rather than focusing on a specific system or hardware solution.

Why did the NASA SBIR/STTR program move to a BAA?

- The BAA opens up a world of opportunity for our community of innovators and for the Agency by allowing the NASA SBIR/STTR program to be more flexible and responsive.
- Through **phased appendix releases**, we can solicit proposals for both known and emergent technology needs in a way that can better adapt to changes in mission priorities and developments in the commercial marketplace.
- Additionally, the phased release schedule creates more opportunities for small businesses to propose and **participate throughout the year.**

Who Issues a BAA?

A wide array of government entities deploy BAAs, such as:

SBIR + STTR Programs

- Department of War (DOW)
- Department of Health and Human Services (HHS)
- Department of Energy (DoE)
- National Aeronautics and Space Administration (NASA)
- National Science Foundation (NSF)

SBIR Program Only

- Department of Agriculture (USDA)
- Department of Education (DoEd)
- Department of Transportation (DoT)
- Environmental Protection Agency (EPA)
- Department of Homeland Security (DHS)
- Department of Commerce (DoC)

BAA Timeline

We released a Broad Agency Announcement that is valid for 2 years: FY 2026-2027

The BAA document contains:

- General information about opportunities
- Specific details about proposal preparation
- Contractual requirements for Phase I and Phase II SBIR, SBIR Ignite, and STTR

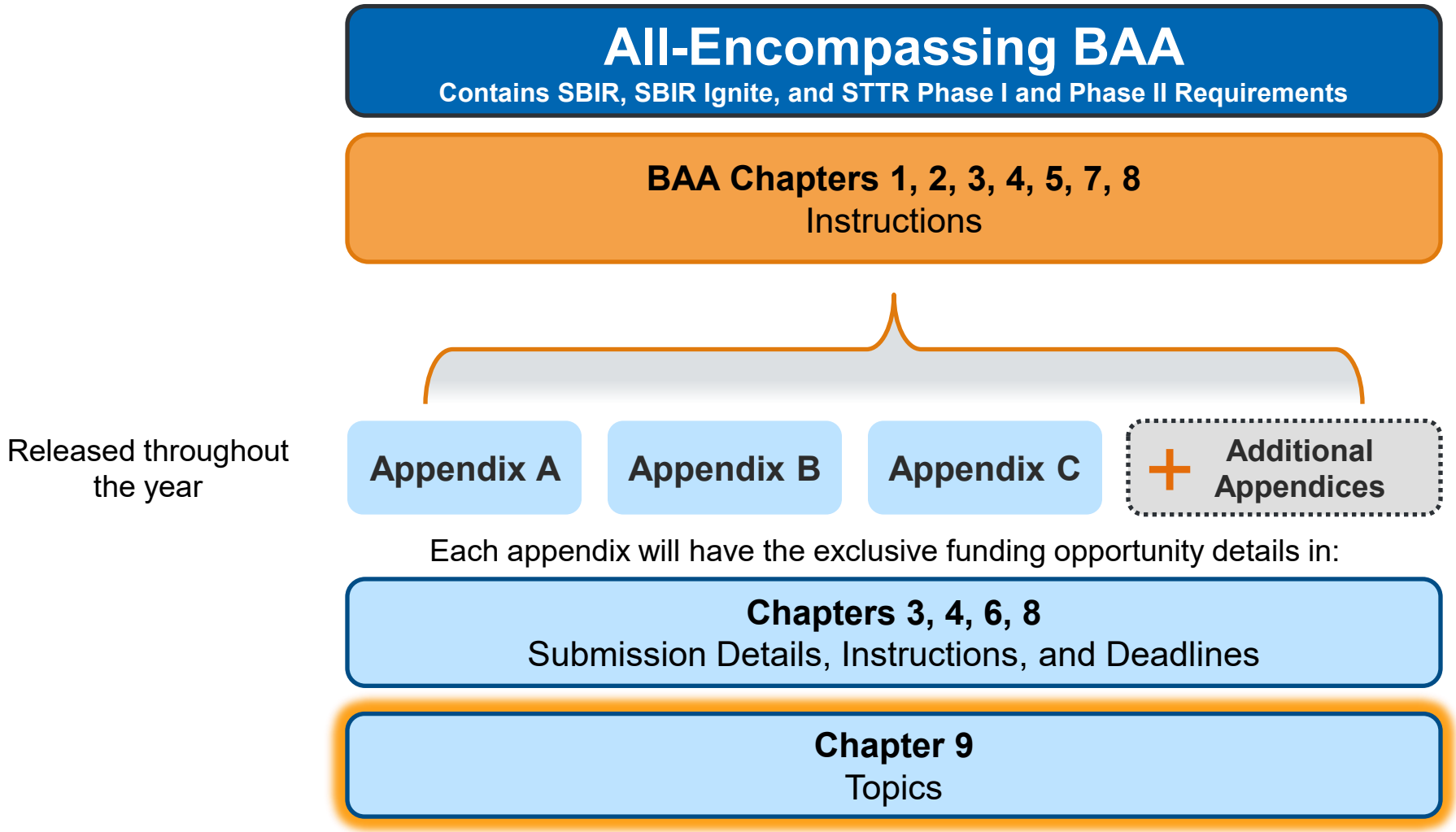
Appendix 27A



The appendix to the BAA contains:

- Specific requirements for the funding opportunity being solicited, including eligibility, submission instructions, and clauses.
- Targeting release this winter.

Solicitation Structure



What will you find in the BAA?

Chapter 1
Program Description

Eligibility Requirements
- Small Business Concern (SBC) Description and Size
- Restrictions
- Location of work
- Principal Investigator (PI) Requirements

Resources and General Information
- NASA Software and Patents
- i-Corps
- Technical and Business Assistance (TABA)
- NASA Mentor-Protégé Program (MPP)

Chapter 2
Registrations, Certifications and Other Required Information

Registrations
- SAM.gov
- SBIR Registry

Certifications
- Firm and Proposal Certifications

Other Required Information
- Disclosure of foreign affiliations
- Other standards

Chapter 3
Proposal Preparation Instructions and Requirements

Format Requirements
- Page Limits
- Margin, Type-size, Header/Footer

Proposal Package Requirements
- Phase I and Phase II (including SBIR Ignite) Proposal Guidelines

Other Required Information
- Proprietary Information
- Patents
- Proposal Information Release

What will you find in the BAA?

Chapter 4
Method of Selection and Evaluation Criteria

Selection Process and Evaluation Criteria
- Review Process
- Evaluation Criteria
- Scoring, Prioritization, and Selection

Other Information
- i-Corps Evaluation
- TABA Evaluation
- Notifications
- Feedback Request

Chapter 5
Considerations for Contracting and Additional Information

Requirements
- Negotiation
- Contract Requirements

Additional Information
- Conditions, Type of Contracts
- Reporting and Deliverables
- Payment Schedule
- Use of Government Resources

Chapter 6: Submission of Proposals – Instructions will be provided in the Appendix

Chapter 7
Proposal, Scientific and Technical Information Sources

Links to
- NASA Centers
- Mission Directorates
- Small Business Administration (SBA)

Chapter 8
Submission Forms

Links to
- SBIR/STTR Firms Library

What's in each appendix?

The title of the appendix will indicate the funding opportunity
Example: “Appendix 26A: Small Business Innovation Research (SBIR) Phase I Funding Opportunity”

Chapter 3
Proposal Preparation Instructions and Requirements

Limitations on Multiple Proposal Submissions

Chapter 4
Method of Selection and Evaluation Criteria

Evaluation Rubric

Chapter 6
Submission of Proposals

Submission Details
- Electronic Submission System Links
- Deadline for Proposal Package
- Acknowledgement of Receipt

Other Important Information
- Withdrawal of Proposal Packages
- Service of Protests

Chapter 8
Submissions Checklist

Proposal Package Checklist

Chapter 9
Research Topics

List of the research topics specific to the funding opportunity
(SBIR, STTR, or SBIR Ignite)

Planning Ahead

Registrations

Submitting a Phase I proposal requires the offeror to complete several registrations.

- *To submit a proposal you must have the following:*
  - *SBA's Company Registry (link)*
  - *System for Award Management (SAM.gov) Registration (link)*
  - *ProSAMS registration and firm certifications*



- These registrations take time to complete. If you have not already, start the registration processes immediately.
- **Do not assume past registrations are up to date**. Please confirm and/or update required registrations immediately.

Did you know?



SAM registration must be renewed annually; processing time can take up to two weeks.

Administrative Requirements

- Follow format requirements in the solicitation.
- Note page suggestions and requirements for certain sections.
- All registrations (e.g., SAM, SBA, Electronic Submission System) must be current and correct.
- **Your proposal can be rejected for failing to adhere to these requirements**.

Disclosure of Ties to Foreign Countries

- Under the Small Business Innovation and Economic Security Act, all SBIR/STTR awarding agencies/administrations are required to assess security risks related to foreign countries of concern.
- Areas of assessment:
  - Cybersecurity
  - Patent analysis
  - Employee analysis
  - Foreign ownership
  - Foreign affiliations
  - Investment relationships
  - Technology licensing / joint ventures
  - Business relationships

Required - Disclosure of Foreign Affiliations:

1. Is any owner or covered individual of the applicant or awardee party to any malign foreign talent recruitment program?
2. Is there a parent company, joint venture, or subsidiary, of the applicant or awardee that is based in or receives funding from, any foreign country of concern?
3. Does the applicant or awardee have any current or pending contractual or financial obligation or other agreement specific to a business arrangement, or joint venture-like arrangement with an enterprise owned by a foreign state or any foreign entity?
4. Is the applicant or awardee wholly owned in a foreign country?
5. Does the applicant or awardee have any venture capital or institutional investment?
6. During the previous 5-year period, did the applicant or awardee have any technology licensing or intellectual property sales or transfers, to a foreign country of concern?
7. Is there any foreign business entity, offshore entity, or entity outside the United States related to the applicant or awardee?
8. Does the applicant or awardee have an owner, officer, or covered individual that has a foreign affiliation with a research institution located in a foreign country of concern?

Deadline

- **A complete proposal package for Phase I shall be received via ProSAMS no later than 5 p.m. ET on the designated date in the appendix.**
- *Read more about these requirements in the specific appendix.*
  - *Visit the NASA SBIR/STTR Program webpage for the current schedule.*
- All files constituting the complete proposal package must be uploaded prior to the deadline.
  - After upload, we recommend you **download your proposal package** to make sure you have uploaded the **correct documents** and **they are readable**.
- If you wait to submit a proposal package near the deadline, you risk not completing the required uploads and endorsements of your completed proposal package by the deadline.
- If a complete proposal package is not received by the 5 p.m. ET deadline, the proposal package will be determined to be incomplete and will not be evaluated.

NASA will not accept late proposals.

Did you know?



Don't wait until the last minute! On average, the journey from starting a draft to hitting 'submit' can span **about a week**.

Focused Q&A #1

Topics: Program Overview, Notable Changes, Planning Ahead

Additional Opportunities

Did you know?



Less than 15% of firms that apply for Phase I take advantage of additional opportunities that NASA provides to help them be successful in commercial markets.

Technical and Business Assistance (TABA)

What is it?

- TABA services are aimed at **improving the commercialization success of SBIR/STTR awardees**
  - e.g., product sales, IP protections, market research, market validation, development of regulatory/manufacturing plans
- **TABA funds are now included within the total award value and must comply with the applicable maximum award limits.**
  - **Phase I: Up to $6,500** | Phase II: Up to $50,000
- Proposed TABA services and TABA vendors are subject to NASA review and approval
- TABA provides an opportunity for you to **stay focused on R&D** while utilizing a vendor to help shape your commercialization roadmap in order to:
  - Strengthen your ability to apply for future Phase II and Post Phase II/Phase III funding
  - Put in place strategies to commercialize in federal and NASA-relevant commercial markets
- Read more about this opportunity in this year's solicitations:
  - *SBIR: Chapter 1.8; Chapter 3.5.3.8 | STTR: Chapter 1.8; Chapter 3.5.3.8*
  - *BAA link:* https://sbir.nasa.gov/solicit/97360/detail?l1=97535



Technical and Business Assistance (TABA)

How do I get it?

- Small businesses may request up to $6,500 in TABA funding as part of the Phase I proposal
  - This request must contain a vendor quote that includes a description of how the funding will be used and statement on vendor's qualification(s) to complete the TABA effort
  - A request for TABA funding is not required and **will not be considered during the technical evaluation**
  - Eligibility for requesting TABA funds at Phase II is not dependent on Phase I TABA participation.

How do I use it?

- NASA encourages using Phase I TABA funding for:
  - Development of a Phase II TABA Needs Assessment – The goal of the TABA Needs Assessment is to determine and define the types of TABA services and costs the offeror would need if TABA is requested at Phase II and the project is selected. This assessment will be submitted with the Phase II proposal.
  - Development of a Phase II Commercialization and Business Plan – Phase II proposals require a commercialization and business plan so that NASA can evaluate a firm's ability to commercialize the innovation and to provide a level of confidence regarding the firm's future and financial viability.

I-Corps

What is it?

- The Innovation Corps (I-Corps) training program is designed to enable small businesses, **including start-up firms**, to increase the odds of accelerating SBIR/STTR technology development into a **repeatable and scalable business model**
- The NASA SBIR/STTR program partners with the National Science Foundation (NSF) to offer selected teams the opportunity to participate in the I-Corps program. We offer two versions:
  - A less intensive "Mini" I-Corps program (SBIR) and the National I-Corps Program (STTR)
- **NASA will fund the I-Corps training** via a modification to the SBIR/STTR Phase I contract
  - Up to **$23,000** for each Mini I-Corps team | Up to **$35,000** for each National I-Corps Program team
- Read more about this opportunity in the BAA:
  - *SBIR: Chapter 1.7; Chapter 3.1.5.10 | STTR: Chapter 1.7; Chapter 3.1.5.10*
  - *BAA link:* https://sbir.nasa.gov/solicit/97360/detail?l1=97535



I-Corps

How do I get it?

- We conduct an abbreviated competition for I-Corps after Phase I selections
  - You must complete an "opt-in" when submitting your Phase I proposal; **opting in does not obligate you to participate.**
  - You will be eligible to submit an I-Corps proposal during the abbreviated competition period.

How do I use it?

- I-Corps trainees develop business model hypotheses using the Business Model Canvas and test these hypotheses through the Customer Discovery Interview process
- The goal is to develop
  - A better understanding of the **needs of your customer base**
  - Your **value proposition** as it relates to those customer needs
  - An outline of a **business plan** for moving forward

What do NASA I-Corps graduates have to say?



"Why did we get a Phase III? **We listened to I-Corps** and changed our approach to selling this as a service."



"**I-Corps was an eye-opener**. We learned a lot about how to target products to customer needs. We adopted most of what we learned from I-Corps for the company."

Focused Q&A #2

Topics: TABA; I-Corps

Key Takeaways

Key Takeaways

1. **Read the BAA**
   - The BAA is available now on SAM.gov.
2. **Carefully review the BAA and the Appendix you are applying to in its entirety**
   - Remember the programs are different from each other and there are different rules for SBIR vs. STTR
   - Note that there are additional rules that were not covered in this webinar that are critical to a successful proposal
3. **Plan ahead and be thorough**
   - Complete all the requirements in the solicitation (e.g., registrations, certifications)
4. **Submit early!**
   - Avoid last-minute stress and leave time to address any issues. Remember—we will not accept late proposals
5. **Leverage the additional opportunities the program offers**
   - Strongly consider applying for both TABA and I-Corps
6. **Use available resources**
   - Look into the numerous sources of local and regional assistance available throughout the country

Open Q&A

Live ProSAMS Submissions Demonstration

Questions?

Visit our website:

www.sbir.nasa.gov

