

startup essentials



SBIR/STTR Kickstarter Web Series

With new SBIR/STTR solicitations opening in 2026, this series provides the knowledge, tools, and community needed to navigate federal funding pathways with confidence.

[Register here.](#)

Module 1 — What SBIR/STTR Actually Funds

Wednesday, July 15th

Orientation to the SBIR/STTR landscape, eligibility, proposal expectations, reviewer criteria, and agency self-selection.

Module 2 — SBIR/STTR Strategy 101: Topic Selection, Budgets, and the Path to Product

****THURSDAY, July 23rd**

How to articulate customer value, product strategy, beachhead markets, and translational bottlenecks.

Module 3 — Proposal Architecture

Wednesday, July 29th

How to structure a competitive proposal, write a strong Specific Aims page or NSF Pitch, and avoid common failure modes.

Module 4 — Commercialization Strategy: Tech-to-Market Positioning

Wednesday, August 5th

Why the Tech-to-Market plan is so important for your Phase I application today and how to articulate IP and its value creation as the two key tenets of SBIR/STTR.

Module 5 — Legal Issues + Company Formation

Wednesday, August 12th

Entity formation, licensing strategy, equity expectations, and founder agreements + IP Issues that SBIR/STTR applicants should understand.

