

Project Pitch: 00108466

Topic Area: SBIR/STTR: Human-Computer Interaction (HC)

Invite Date: 9/23/2025

Dear Brandon,

Upon reviewing your submitted Project Pitch, I am pleased to invite you to submit a full Phase I proposal to the U.S. National Science Foundations (NSF) Small Business Innovation Research (SBIR)/Small Business Technology Transfer (STTR) program.

Your full proposal (based on the project proposed in the associated Project Pitch) must be submitted within the submission window that is active on the date of your invitation or within the subsequent submission window that is offered. In other words, you must submit your full proposal to one of the next two announced deadlines. A full list of submission window deadlines can be found in the current Phase I solicitation, which can be found here: <https://seedfund.nsf.gov/solicitations/>. If the currently-posted solicitation does not offer two future solicitation window deadlines, you will be allowed to submit your proposal to submission windows that are offered in the next Phase I solicitation.

This invitation can only be used for one full proposal submission (i.e. cannot be used as the basis for more than one Phase I full proposal).

Please submit your proposal to the Human-Computer Interaction (HC) topic as soon as you are ready. If applicable, additional guidance to consider as you develop your proposal is given below.

Please note that this invitation must be submitted by the next deadline -or- the next adjacent deadline as per our solicitation: <http://tiny.cc/tf78001>

Before submitting your proposal, review key aspects of the solicitation to understand our program's purpose and focus. Here's what you must include:

Summary Page. A clear one-page overview of your proposal highlighting intellectual merit and broader impacts following this guidance: <https://rb.gy/exw7gn>

Project Description. Use the full 15 pages to describe your project. Keep in mind that experts will evaluate your proposal based on NSF's SBIR/STTR criteria: Intellectual Merit, Broader Impact, and Commercial Potential: <https://rb.gy/6lr9ha>

Proposal Sections. Review and address questions in EACH of the following sections:

Intellectual Merit. <https://rb.gy/28kzz4>

Company/Team. <https://rb.gy/zlnodp>

Broader Impact. <https://rb.gy/std2c5>

Commercial Potential. <http://tiny.cc/j3ulzz>

If you choose to utilize GAI to draft your proposal, disclose it per NSF guidelines and remember NSF investigates misuse of funds and false statements: <https://bit.ly/3XYrhqW>

Be sure to attend one of our many webinar events to ask any questions you have while drafting your proposal: <https://seedfund.nsf.gov/events/>
Best wishes to you and your team!

To prepare your full Phase I proposal, please follow the NSF SBIR/STTR guidelines and instructions as outlined in the Phase I solicitation. You may use this invitation to submit either an SBIR or an STTR proposal, but not both.

NSF SBIR/STTR Phase I Solicitation

SBIR - No partnership requirement; partnerships are allowed. The small business must perform a minimum of two-thirds of the research, as measured by the budget.

STTR - Requires a partnership with an eligible research institution. A small business must perform a minimum of 40% of the research, as measured by the budget, and a minimum of 30% must be performed by the partner research institution.

To receive an award, you must meet the eligibility criteria as a small business (see section IV of the solicitation document and the SBIR/STTR Eligibility Guide for details). Proposals that do not comply with the guidelines or do not meet the listed eligibility requirements outlined in the solicitation may be returned without review.

Please save this email. This email invitation must be uploaded as part of your Phase I proposal submission in the Additional Single Copy Documents section of the Research.gov System.

Please also make sure to select the following topic area from the drop-down menu when completing the NSF SBIR Phase I Cover Page for your proposal: Human-Computer Interaction (HC). For a list of sub-topic areas, please review our most recent solicitation topic and subtopic.

I recommend starting the required governmental and NSF registrations immediately (See more information about the registrations on the full proposal page). The System for Award Management (SAM) registration process is free but can take up to a month to complete. You **MUST** have an active SAM.gov registration number to register with NSF and submit an invited full proposal through Research.gov. Sam.gov registration must be renewed annually.

Please refer to the NSF's website for more information about proposal preparation and we invite you to join us at an upcoming webinar. Details about these sessions can be found here: [Events](#)

We look forward to receiving your Phase I proposal. Please let me know if you have questions.

Thank you,
Lindsay Portnoy

Americas Seed Fund powered by NSF
National Science Foundation
Alexandria, VA 22314
lportnoy@salesforce.nsf.gov