



Alumni/Grantee Toolkit

As an NSF SBIR/STTR recipient, you are the face of our program. We look to you to help us maximize reach, engagement, and the advocacy of NSF SBIR/STTR within your community.

YOUR ADVOCACY EFFORTS ON BEHALF OF NSF SBIR/STTR ARE GREATLY APPRECIATED.

We are always looking to help spread the word of your accomplishments, as well as other individuals who have taken part in the program, to promote your hard work and the potential opportunities that NSF SBIR/STTR provides. Increasingly, that word is being spread through digital channels. Therefore, we're reaching out with some digital media tips and ways that you can help us help more entrepreneurs like you.

GENERAL DIGITAL TIPS

Whether you're acting as an ambassador for NSF SBIR/STTR or your own company, here are some digital media tips.

- Have a purpose – how do you want to use each channel? Have a strategy.
- Use your platform regularly and personally. Your content should add value and encourage participation.
- Keep posts short and sweet.
- Proofread content.
- Link back and out to other content. Use URLs, link shorteners and hashtags.

SPREADING THE WORD ABOUT NSF SBIR/STTR

Whatever platform you choose, spreading the word about the program as a grantee will be incredibly powerful. In your own words, addressing any one of the following topics will help others learn about the program and if it is right for them:

- How has NSF SBIR/STTR helped your business?
- Why would you recommend the NSF SBIR/STTR program?
- What are some valuable resources you gained from NSF SBIR/STTR?
- Share quick facts about the program (at the bottom of this document).

SAMPLE CONTENT

Please feel free to utilize the sample content below for your digital channels to help share important NSF SBIR/STTR information and impact messaging. But be you! We funded you and want to fund more folks like you, so reach out through whatever channels and share whatever experiences that you would like to.

- **SHORTCUT:** Check out our Twitter account (<https://twitter.com/NSFInnovateSBIR>) and retweet anything you like!
- **REAL-LIFE EXAMPLES:**

<https://twitter.com/CBinsights/status/537695414590648322>



CB Insights @CBinsights · Nov 26
@NSFInnovateSBIR Thanks to NSF SBIR for your support. We're growing like a weed and your support really helped - cbinsights.com/blog/thank-you...

CB Insights

Thank You to the Early Believers
We've been lucky to have people believe in us along the way. Here are some of the folks who gave us a break in our earliest days as a company.




<https://twitter.com/dkroy/status/299178214176223232>



Deb Roy @dkroy 

Thanks to Errol Arkilic & NSF SBIR for original seed funding to create Bluefin!
nsf.gov/eng/iip/sbir/

<https://twitter.com/Ginkgoo/status/578310394097352704>



Ginkgo Bioworks @Ginkgoo · Mar 18
@NSFInnovateSBIR Thanks -- @NSF was a huge help! And is providing early capital to about 50% of the synbio startups out there today!!

■ **OTHER CONTENT EXAMPLES (Copy & Paste):**

Proud to be an @NSFInnovateSBIR recipient. Find out if @NSF can help you, too. <http://1.usa.gov/1EiFhg4>

Interested in learning about one of our funders, @NSFInnovateSBIR? (Video): <http://bit.ly/1EQeAhH>

. @NSFInnovateSBIR funded us and hundreds of other #startups and #smallbiz. Current portfolio here: <http://1.usa.gov/NFCgPR>

Need funding for your new venture? @NSFInnovateSBIR could be your answer. They helped us! <http://1.usa.gov/1awfsNp>

There's still time to apply, check out <http://1.usa.gov/1EiFhg4> to see if you're a good fit. #NSFSBIR #NSFSTTR

We received key business training and mentorship from @NSF via @NSFInnovateSBIR. Consider applying! <http://1.usa.gov/1awfsNp>

. @NSFInnovateSBIR provides up to \$225,000 in R&D funding for #startups and #smallbiz. See where your business fits <http://1.usa.gov/1EiFhg4>

We <3 @NSFInnovateSBIR b/c it provides funds for early stage R&D for #smallbiz and #startups <http://1.usa.gov/1awfsNp>

.@NSFInnovateSBIR funds game-changing innovation and technology. Check out the tech topic areas <http://1.usa.gov/1HUdiV6>

.@NSFInnovateSBIR provides seed funding for science and technology #startups (like us!) <http://1.usa.gov/1awfsNp>

■ **LONGER FORM SAMPLE POSTS (FACEBOOK, LINKEDIN*, BLOG, AND OTHER PLATFORM POSTS)**

Share how NSF SBIR/STTR has impacted your business.



Being a Phase I and Phase II NSF SBIR/STTR grant recipient helped my business to flourish. The mentorship provided in each phase helped me to understand complicated business language and gave me a clear idea of my commercial potential. If you need funding or are interested in learning more about NSF SBIR/STTR please visit <http://www.nsf.gov/eng/iip/sbir/home.jsp> #NSFSBIR

Share why you applied for a NSF SBIR/STTR grant.



We applied for a NSF SBIR grant because we wanted to explore our technological potential, which would not have been possible without funding. NSF SBIR and NSF STTR grants are highly competitive and being a recipient of this amazing award just showed we had great a product. NSF SBIR/STTR can provide great resources for your business, start your application process today by visiting <http://www.nsf.gov/eng/iip/sbir/howtoapply.jsp> #NSFSBIR #NSFSTTR

*Note: LinkedIn posts should not include hashtags.

QUICK FACTS

Use these NSF SBIR/STTR key facts in custom social media posts (Copy & Paste).

- **WHAT NSF SBIR DOES:** The NSF SBIR/STTR program seeks to assist companies with early-stage technologies that require additional research and development in order to advance commercialization efforts. LINK: <http://www.nsf.gov/eng/iip/sbir/topicshome.jsp>
- **GRANTS THAT GO BEYOND FUNDING:** NSF SBIR/STTR grants go beyond R&D funding; recipients receive training in key business areas and gain mentorship from Program Directors who have extensive industry experience. LINK: <http://www.nsf.gov/eng/iip/sbir/topicshome.jsp>
- **FUNDING PHASES:** NSF SBIR/STTR grants are provided in two phases (Phase I and Phase II).
 - **During Phase I, grantees will receive:**
 - » Up to \$225,000 for a 6-12 month project
 - » These funds go toward feasibility and proof-of-concept research.
- **TYPES OF TECHNOLOGIES FUNDED:** The NSF SBIR/STTR program funds in every area of science and engineering. LINK: <http://www.nsf.gov/eng/iip/sbir/topicshome.jsp>
- **ADDITIONAL LINKS TO SHARE**
 - Home - <http://www.nsf.gov/eng/iip/sbir/home.jsp>
 - Technology Topic Areas - <http://www.nsf.gov/eng/iip/sbir/topics.jsp>
 - How to Apply - <http://www.nsf.gov/eng/iip/sbir/howtoapply.jsp>
 - Is NSF SBIR/STTR a Good Fit?- <http://www.nsf.gov/eng/iip/sbir/goodfit.jsp>
 - Online Q&A Sessions - <http://www.nsf.gov/eng/iip/sbir/Webinar/PhaseI.jsp>