NIH Commercialization Assistance Programs: I-Corps, Niche, and CAP

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Technical Assistance Programs

The “B” in SBIR is for Business!

https://sbir.nih.gov/nap
Technical Assistance Programs

Helping companies cross the “Valley of Death”

- Phase I
- Phase II
- Phase IIIB
- Phase III

Fast-Track

Niche Assessment

Commercialization Accelerator

Third-Party Funds

Founders:
- Friends & Family
- Angels
- Angel Groups
- Seed Funds
- Venture Funds
- Institutional Equity
- Loans/Bonds
In-Depth Market Analysis Report

• Since 2004, Niche has provided 1,200+ assessments
• Active **Phase I** HHS SBIR/STTR awardees
• Program opened October 4th for 175 companies
• Registration is **first-come, first-serve** for eligible awardees
• Technology Niche Analyses® (TNA®) are provided by: “Foresight Science & Technology”
• The average time to complete a TNA® is approximately 2-3 months, between November 2017 and March 2018
• Helpful when developing commercialization plan for Phase II application

Register online!

The report includes:

• Needs and concerns of end-users
• Competing products
• Competitive advantage of the SBIR/STTR-developed technology
• Market size and potential market share (national and global)
• Barriers to market entry (i.e. pricing, competition, government regulations, manufacturing challenges, capital requirements)
• Market drivers
• Status of market and industry trends
• Potential customers, licensees, investors, or other commercialization partners
• The price customers are likely to pay
Three Step Analysis

Foresight will:

1. Collect data to identify feasible applications of the technology. Often times, several non-obvious uses are found (i.e. secondary applications with faster path to market).

2. Analyze the selected use of the technology to determine the technology's current competitive advantages and how to improve competitiveness (i.e. end user needs; market size).

3. Recommend a market entry strategy (i.e. marketing strategy; how to approach partners; project revenues).

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Inquiries

Specific questions about TNA’s may be directed to:
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