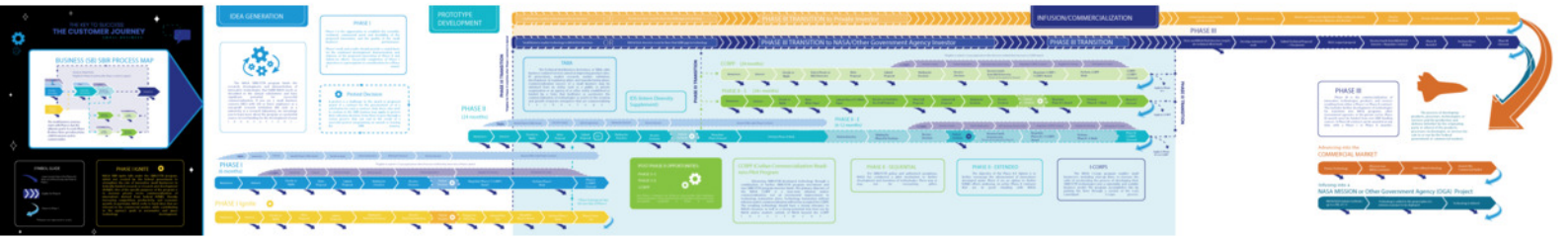
THE CUSTOMER JOURNEY
BUSINESS (SB) SBIR PROCESS MAP
IDEA GENERATION
PROTOTYPE DEVELOPMENT
INFUSION/COMMERCIALIZATION
PHASE III
PHASE III TRANSITION
PHASE II TRANSITION
PHASE I TRANSITION
PHASE II
PHASE I
PHASE I Ugrate
PHASE III
COMMERCIAL MARKET
NASA MISSION or Other Government Agency (OGA) Project