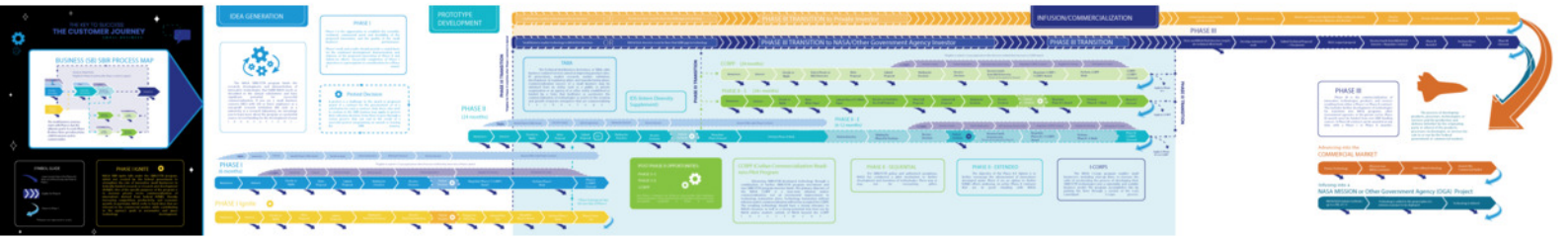
THE KEY TO SUCCESS
THE CUSTOMER JOURNEY
BUSINESS (SBI) SBIR PROCESS MAP
PHASE I GUIDE
PHASE I IGNITE
IDEA GENERATION
PHASE I
Period Decision
PROTOTYPE DEVELOPMENT
PHASE II
(24 months)
PHASE I
(6 months)
PHASE I Ignite
TRIZ
ES's Enters Diversity Supplement
I-CORPS
I-CORPS (6 months)
PHASE II TRANSITION
PHASE II EXPANSION
PHASE II TRANSITION
PHASE II EXPANSION
POST PHASE II OPTIONS NOTES:
I-CORPS (Lothian Commercialization Readiness Pilot Program)
PHASE II - SEQUENTIAL
PHASE II - EXTENDED
I-CORPS
INFUSION/COMMERCIALIZATION
PHASE III
PHASE III
Advancing into the
COMMERCIAL MARKET
Infusing into a
NASA MISSION or Other Government Agency (OGA) Project