

# SBIR/STTR SUCCESS STORY SURVEY

Success Stories provide a means for the Air Force to demonstrate the value of the Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Program and for you, the small business, to highlight your accomplishments. This survey will be used to determine if the process for writing a Success Story based on your SBIR/STTR work is a good fit for one of five categories (*listed below*); it **does not guarantee** a story will be written. At some point after submission, you may be contacted by the program office to provide additional information or clarification.

**Please Note:** Once a final story draft is complete, the Air Force SBIR/STTR Program Office will work with the Technical Point of Contact (TPOC) to obtain OPSEC and Public Affairs clearance. Once approved for public release through proper Air Force channels, the success story will be published - on the program website and in other collections of material - and becomes part of the public domain. As such, do not include any proprietary, sensitive, or For Official Use Only (FOUO) information.

Additionally, any drafts you may have been asked to review for accuracy **are not** authorized for release. No one is authorized to distribute a success story until a final version has been approved for release, only then can the final, approved version be openly distributed by stakeholders.

Once completed, this survey should be sent to Joe Cogliano, Technical Writer | Air Force SBIR/STTR Program Management Support (Peerless Technologies Corp.) at [joseph.cogliano.ctr@us.af.mil](mailto:joseph.cogliano.ctr@us.af.mil). He can also be contacted with any questions. By submitting this form, you acknowledge that you understand that this information may eventually become part of a publicly releasable document.

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## INTRODUCTION

### STEP 1: THE BASICS

(1) Company and Company POC:  
*(Please include the email address and phone number of the person who can answer questions about this project, as well as the city and state of the company HQ)*

(2) Contract Number:

(3) SBIR/STTR Topic Number:

(4) Title of SBIR/STTR Topic:

(5) Air Force Technical Point of Contact (TPOC):  
*(include office symbol, location, email and phone number)*

(6a) Success criteria which qualify your project for publication: (*Select all that apply*)

Transition to use in the field  
Transition to acquisition program  
Led to additional effort or work to develop the product further  
Technology transfer to the private sector  
New technical concept or innovation  
Advance the state of the technology

(6b) The current status of your work addresses which of the following? (*Select all that apply*)

Reliability  
Operability  
Usability  
Affordability  
Dependability  
Maintainability

(7) Briefing describe how your project fulfills the success criteria above:

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## STEP 2: THE STORY

(8) Provide an eye-catching headline or a tagline that communicates the benefits of your project:

(9) In simple language, describe your project, how it works and the benefits. ***For example*** - *We developed technology that improves upon the laboratory evaluation of aerospace coatings. Having a better way to measure the effectiveness of coatings that protect aircraft structures from corrosion and environmentally-produced cracks will allow the Air Force to accelerate the adoption of new coatings while reducing the risk associated with their integration.*

(10) What problems does this address?

(11) Describe a hypothetical or real world anecdote that illustrates the need for your project.

(12) How did SBIR funding allow you to advance the technology?

(13) Describe how your company set about finding a solution to the problem.

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### STEP 3: THE ECONOMIC IMPACT

(14) Explain how this project helped your company. Did it lead to additional military and/or commercial sales? Has it helped spur the development of other products?

(15) What other impact, if any, has the project had?

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### STEP 4: OTHER

(16) Please attach as separate JPEG files, at least two images for the story. These images must be high quality (min. 1MB) and acceptable to use publicly. The rights to these images must be owned by the company or the Air Force. The best photos for our use typically include people working on the project and the technology being demonstrated.

(17) Is your company certified as any of the following? (*Select all that apply*)

HUBZone

SDVOSB

VOSB

WOSB

HBCU/MI