



Optional 5 Page White Paper

The only instructions given for the Optional 5 Page White Paper are that it may be used to provide additional information that was not included in the 25 slide deck. We highly recommend including the White Paper as a part of your proposal.

As a reminder, the three evaluation criteria (in order of importance) are:

1. The potential for commercial (Government or private sector) application and benefits expected to accrue from commercialization. The SBC's record of commercializing STTR or other research, the existence of Phase II follow-on commitments for the subject research are evidence of commercialization potential.
2. The appropriateness, relevance, and specificity of an identified Defense Need. A complete, signed, and cogent Air Force Customer Memorandum is an indicator of the appropriateness, relevance, and specificity of an identified Defense Need. Adequacy of the proposed effort and its relationship to fulfilling the identified Defense Need.
3. The soundness, technical merit, and innovation of the proposed approach and its incremental progress toward fulfilling the identified Defense need and the qualifications of the proposed Principal Investigators/Project Managers, supporting staff, and consultants to execute against the proposed approach.

Use the White Paper as an opportunity to expand on how your proposal meets these requirements. Ensure that your company name and proposal number is included in the header for each page of the document, and that pages are numbered.



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