



SBIR/STTR Matching Grant Program

Program Guidelines for Fiscal Year 2025	
Lead Division: Entrepreneurship and Innovation	
<input type="checkbox"/> New	<input type="checkbox"/> Revised
<input checked="" type="checkbox"/> Grant	<input type="checkbox"/> Loan <input type="checkbox"/> Tax Credit <input type="checkbox"/> Technical Assistance

Introduction

Background Information: The program provides funds to technology-based businesses that qualify as a small business concern as defined by the Small Business Administration (SBA) in or relocating to Wisconsin by matching a portion of Phase I and/or Phase II awards under the federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs provided through periodic competitions. The program will be administered by the Center for Technology Commercialization (CTC).

Program's Purpose: The intent of the SBIR/STTR Matching Grant program is to help high-tech companies meet milestones required by investors to raise capital and to transition from research and development to commercialization of their product/service. The SBIR/STTR program is intended to bolster businesses that are receiving funding from the federal SBIR program which provides over \$2.5 billion annually in grants from 11 federal agencies designed to help small businesses create and commercialize new innovations and technologies. The federal program consists of three phases:

- Phase I – awards range from \$100,000 to \$225,000 to support feasibility studies.
- Phase II – awards range from about \$750,000 to \$1,500,000 to support research and development.
- Phase III – entails commercialization activities supported by funding outside of the federal program.

Eligibility Requirements

The SBIR/STTR program is administered through a grant made by WEDC to CTC. CTC then facilitates the administration of providing technical and financial assistance to participating businesses.

Eligible Applicants: Applicants applying to CTC for participation for SBIR/STTR support must be businesses that are recipients of either Phase I or Phase II federal SBIR/STTR funding. The business must be an existing Wisconsin business or an out-of-state business who will commit to receive funding contingent on the business relocating to Wisconsin within 90 days of receiving the matching grant funding.

Eligible Use of Funds: Eligible businesses may receive the following assistance under the program:

- Phase I Assistance – An amount equal to no more than 50% of the federal Phase I grant awarded, capped at \$75,000.



- Phase II Assistance – An amount equal to no more than 50% of the federal Phase II grant awarded, capped at \$100,000.

The awards will support activities including, but not limited to:

- Customer validation activities.
- Market research.
- Intellectual property assessment.
- Feasibility assessment.

Available Incentives

FY25: \$1,500,000

Award Sizes: Eligible businesses may receive the following assistance under the program:

- Phase I Assistance – An amount equal to no more than 50% of the federal Phase I grant awarded, capped at \$75,000.
- Phase II Assistance – An amount equal to no more than 50% of the federal Phase II grant awarded, capped at \$100,000.

Awards per Applicant: Businesses may receive matching grants for both Phase I and Phase II awards, but the program will primarily support first-time recipients of a federal award for the phase for which a matching grant is pursued.

Activities and Expected Outcomes

Award one organization to support 15 businesses and achieve a leverage to federal grants of 3:1.

Impacts: Improve outcomes of SBIR/STTR recipients by increasing their ability to meet milestones needed to get investor funding or otherwise commercialize the technologies being developed by these research and development grants.

Metrics:

- Leverage – Total.
- Leverage – Public.
- Pass-through Businesses Assisted (financial).
- Pass-through Leverage Total.
- Pass-through Job Creation.
- Pass-through Job Retention.

Application Guideline

Timeline: CTC will conduct competitive application processes throughout the year.

How to Apply: The SBIR/STTR program is administered through a grant made by WEDC to CTC. CTC applies to WEDC to receive the funding via Network Wisconsin.



Eligible businesses will apply to CTC via an online application at wisconsinsbir.org. CTC will process and approve applications and manage the awards to eligible businesses.

Award Process: CTC's application to WEDC will be assigned to a WEDC underwriter and go through WEDC's award administration process.

This single-entity program award is an exception to WEDC's standard awards approval thresholds outlined in WEDC's Awards Administration Policy. Upon Board approval of this program guideline, the award may be approved by WEDC's CEO and does not require further approval by either the Awards Administration Committee or the Board, regardless of the cumulative awards to the approved entity if the award for this program does not exceed the Board approved budget.

Performance Reporting: CTC will be required to quarterly submit a performance report documenting the number of businesses receiving grants, the amount of each grant, the amount of federal funding leveraged, as well as any other contract deliverable, for four years after receiving an award. CTC will report annual employment, wage and outside investment information submitted by each business.

WEDC annually selects awards on a sample basis for an audit. All backup to the performance report and financial records are required to be maintained by the Recipient for a period of at least three (3) years after the last performance report is due.

WEDC may impose additional reporting requirements to evaluate project performance and to ensure compliance with contract deliverables.

Revision History

Program Inception – Fiscal Year 2015

- 7/1/2019: Clarified performance reporting requirements.
- 7/1/2023: Exempts single-entity program recipients from the standard awards administration policy.