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TABA Planning Worksheet

A practical worksheet for planning Technical and Business Assistance activities that strengthen SBIR/STTR commercialization strategy, market readiness, customer discovery, intellectual property planning, regulatory planning, investor preparation, and transition toward follow-on funding.

Company / Team	Technology or Product	SBIR/STTR Agency / Phase	Prepared By / Date

1. TABA Objective and Planning Context

Use this section to define why TABA support is needed and what business, technical, regulatory, market, or investor-readiness gaps it should address. Confirm all agency-specific rules, budget caps, allowability requirements, and submission instructions before finalizing any request.

Planning Question	Working Response / Notes
What commercialization decision or gap will TABA help resolve?	
What phase of development is the technology currently in?	
What external expertise is needed that the team does not currently have?	
What deliverable should exist by the end of the TABA effort?	
How will the TABA work improve the grant project, Phase II readiness, fundraising, licensing, partnering, or customer adoption?	

2. Potential TABA Work Categories

Check the activities that may be useful. Not every category is appropriate for every project; choose activities that directly support the next commercialization decision.

Planning Item	Planning Item
☐ Customer discovery interviews	☐ Market segmentation analysis
☐ Competitive landscape review	☐ IP landscape or freedom-to-operate snapshot
☐ Regulatory pathway assessment	☐ Reimbursement or payer assumptions
☐ Manufacturing or scale-up planning	☐ Quality system or compliance planning
☐ Investor pitch and fundraising strategy	☐ Partner or licensee identification
☐ Commercialization plan refinement	☐ Pricing and business model analysis
☐ Go-to-market strategy	☐ SBIR Phase II commercialization planning
☐ Technical transition or adoption planning	☐ Data room or diligence package preparation

3. Commercialization Gap Inventory

Gap Area	Current Status	Risk if Not Addressed	TABA Activity Needed?	Priority
Market need / customer evidence			☐ Yes ☐ No	High / Med / Low

Gap Area	Current Status	Risk if Not Addressed	TABA Activity Needed?	Priority
Buyer, user, and stakeholder map			☐ Yes ☐ No	High / Med / Low
Competitive positioning			☐ Yes ☐ No	High / Med / Low
IP and licensing strategy			☐ Yes ☐ No	High / Med / Low
Regulatory or quality pathway			☐ Yes ☐ No	High / Med / Low
Reimbursement or payer assumptions			☐ Yes ☐ No	High / Med / Low
Manufacturing / scale-up / operations			☐ Yes ☐ No	High / Med / Low
Business model and pricing			☐ Yes ☐ No	High / Med / Low
Partnering, licensing, or investor readiness			☐ Yes ☐ No	High / Med / Low

4. TABA Scope Definition

Translate the selected gap areas into a clear scope of work. The scope should be narrow enough to complete within the available timeline and practical enough to support a concrete decision.

TABA Workstream	Specific Activities	Deliverable / Output	How Output Will Be Used
Workstream 1			
Workstream 2			
Workstream 3			
Optional Workstream 4			

Preferred TABA deliverable package: describe the final files, memo, report, pitch materials, contact list, analysis, or planning package the team should receive.

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5. Vendor / Provider Planning

Use this section to compare internal needs with external expertise. The strongest provider fit is usually based on relevant domain experience, clear deliverables, availability, and practical commercialization judgment.

Provider / Consultant	Relevant Expertise	Proposed Role	Estimated Cost	Selection Notes

Provider Fit Question	Yes / No / Notes
Does the provider understand SBIR/STTR commercialization expectations?	

Provider Fit Question	Yes / No / Notes
Does the provider have direct experience with this sector, technology, customer type, or regulatory context?	
Can the provider produce usable deliverables within the award or supplement timeline?	
Are deliverables clearly defined, non-duplicative, and tied to commercialization outcomes?	
Does the provider avoid vague advisory-only work and instead produce actionable outputs?	

6. Budget and Timing Planner

Build a preliminary budget and schedule. Confirm whether the TABA request must be submitted as part of the original application, through a supplement, or through another agency-specific process.

Activity	Provider / Owner	Estimated Hours or Fee	Timing	Required Before Next Milestone?
Customer / stakeholder discovery				☐ Yes ☐ No
Market / competitive analysis				☐ Yes ☐ No
IP / regulatory / reimbursement planning				☐ Yes ☐ No
Business model / investor / partner strategy				☐ Yes ☐ No
Commercialization plan or Phase II support				☐ Yes ☐ No
Other:				☐ Yes ☐ No

Budget Check	Notes
Agency-specific TABA limit or supplement cap verified?	
Quote, scope, or provider estimate obtained?	
Budget narrative explains why the work is needed?	
Deliverables are distinct from normal research and development work?	
Timeline aligns with award period, supplement deadline, or application submission schedule?	

7. Application or Supplement Narrative Builder

Draft concise language explaining why TABA is needed, what work will be performed, who will perform it, and how the results will improve commercialization outcomes.

Narrative Element	Draft Language / Notes
Need for assistance	The team needs external technical and business assistance to...
Selected assistance activities	The requested activities will include...
Provider rationale	The selected provider is appropriate because...
Expected outputs	The TABA engagement will produce...
Commercialization impact	The results will support commercialization by...

Narrative Element	Draft Language / Notes
Fit with Phase I, Phase II, or transition goals	This assistance aligns with the project by...

8. Deliverable Acceptance Checklist

Before closing the TABA engagement, confirm that the final outputs are usable for decision-making, grant reporting, commercialization planning, and follow-on funding discussions.

Deliverable Quality Check	Complete?	Notes / Evidence
The deliverable answers the original commercialization question.	☐	
Assumptions and data sources are clearly documented.	☐	
Recommendations are specific enough to act on.	☐	
Risks, uncertainties, and unresolved questions are clearly identified.	☐	
Findings can be reused in a commercialization plan, investor deck, Phase II proposal, or partner discussion.	☐	
Next steps, owners, and timelines are documented.	☐	

9. Key Assumptions and Decision Log

Assumption / Decision	Evidence Supporting It	Risk if Wrong	Next Validation Step	Owner

10. Next-Step Action Plan

Action Item	Owner	Due Date	Dependency	Status
Confirm agency-specific TABA requirements and submission route				
Finalize provider scope and budget				
Draft TABA narrative or supplement language				
Collect supporting quote, scope, or provider description				
Review alignment with commercialization plan or Phase II strategy				

Action Item	Owner	Due Date	Dependency	Status
Submit request / include in application package				

Additional notes, concerns, or follow-up questions:

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ScienceDocs Support

Need help applying this tool? ScienceDocs supports commercialization, change management, AI adoption, grant strategy, and operational optimization.