

PROPOSAL STRATEGY DEVELOPMENT

OPPORTUNITY SELF-ASSESSMENT

SBIR Topic #:	Topic:
What is the customer asking for? (Be specific, use concise bullet statements)	
What technology, concept, approach, etc. are we planning to offer in response?	
List features of our offering:	
List benefits of our features:	

Match our benefits to customer needs:

What is the state of the art? (i.e., what is the existing technology, product, etc. that we are trying to replace. Note: there may be a number of different SOA to list. Use competitive assessment form to develop this section)

List SOA Features (insert separate rows for each)

List SOA Benefits:

Compare SOA Benefits to Customer Requirements:

Where does the SOA fall short?

Compare our offering to the SOA (Be specific, avoid generalities):

List differentiators:

Compare differentiators to customer need: