

### CRADA Survey

Note: there will be an email that delivers the survey that provides more background.

*PRA Statement: Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Derek Parks), NOAA Office of Oceanic and Atmospheric Research, 1315 East-West Highway Silver Spring, MD 20910; [Derek.Parks@noaa.gov](mailto:Derek.Parks@noaa.gov).*

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Thank you for taking the time to complete this survey! This survey will focus on your CRADA project entitled [TITLE].

NOAA is conducting this survey to collect feedback on your experience with the SBIR program and to collect information on the outcomes that companies who received SBIR funding obtained.

- 1. Before we begin, we made an attempt to classify your CRADA project into a product category. We classified your CRADA as [description]. Is this accurate? If not, please provide a better (and brief description).**

Yes, it's accurate  
 No, it should be \_\_\_\_\_

- 2. How would you describe the focus of your CRADA agreement? (Check all that apply)**

(a) Developed new products or services (including data) that your company would be able to sell to customers [Will be prompted with questions 3. to 7.]  
 (b) Improved existing products or services (including data) that your company would be able to sell to (external) customers [Will be prompted with questions 8. to 13.]  
 (c) Improved existing products or services (including data) that are used internally at your company [Will be prompted with questions 15. to 19.]  
 (d) Performed research activities to improve your company's commercial opportunities [Will be prompted with questions 15. to 19.]  
 (e) Developed new products or services (including data) for NOAA to enhance NOAA's mission  
 (f) Improved existing NOAA products or services (including data) that enhance NOAA's mission  
 (g) other

*Note: the letters in parentheses will not appear for respondents. Those are intended to allow reviewers to follow the survey flow.*

**[If Q2a is selected] You indicated that you developed a new product or service that your company would be able to sell. We'd like to ask you a few questions about that.**

**3. How would you describe the commercialization status of those products or services? (If products/services are at different stages, select the category with the highest number.)**

- 1. Under development
- 2. Pre-market testing (no sales)
- 3. On the market
- 4. Off the market / not currently being sold any more
- 5. Other (please describe): \_\_\_\_\_

*If Q3. is "On the market" or "Off the market...", go to Q4., else go to next required question sequence prescribed in Q2.*

**4. Over what time frame were the products or services sold to customers? (Please select start and end dates below.)**

Start: {year drop-down}

End: {year drop-down, with 'current'}

**5. Over that time frame, what were the approximate sales of the products or services?**

\$ \_\_\_\_\_ (Please use dollars)

**6. Please estimate the expected sales of those new products or services over the next year.**

\$ \_\_\_\_\_ of sales are expected in the coming year

No additional sales are expected in the coming year

**7. In what state were the new products manufactured or the new services based? (If more than one state is relevant, select the most significant state.)**

{State drop down}

**[If Q2b is selected] You indicated that your CRADA involved enhancing or improving an existing product or service. We'd like to ask you a few questions about that.**

**8. Are these products or services currently being sold?**

Yes

No

*If Q8. = "Yes", then go to Q9.*

**9. Have the product or service improvements generated by the CRADA implemented into the products or services that are currently being sold?**

Yes

\_\_\_ No

If Q9. = "Yes", then go to Q10., if not go to next required question sequence prescribed in Q2.

**10. Over the last year, what were the approximate sales of the improved products or services?**

\$ \_\_\_\_\_ (Please use dollars)

**11. Over that time, what impact on sales can be attributed to the product or service improvement that was made? (Please use one of the approaches listed below.)**

<> The improvement led to a(n) \_\_\_\_\_ % increase in sales over the prior year

<> \_\_\_\_\_ % of the sales are attributable to the improvement

<> \$ \_\_\_\_\_ of sales are attributable to the improvement

**12. Please estimate the expected sales of those new products or services over the next year.**

\$ \_\_\_\_\_ of sales are expected in the coming year

\_\_\_ No additional sales are expected in the coming year

**13. In what state were the products manufactured or the services based? (If more than one state is relevant, select the most significant state.)**

{State drop down}

**14. Are there any additional comments or feedback that you would like to provide? {open-ended text response}**

[If Q2d is selected] You indicated that your CRADA involved enhancing or improving an internal product or service or was a research project designed to improve your commercial opportunities. We'd like to ask you a few questions about that.

**15. Have the improvements or research led to any improvements or changes to products or services that are currently being sold?**

Yes

No

If Q15. = "Yes", then go to Q16., if not, go to Q.

**16. Over the last year, what were the approximate sales of the improved products or services that were improved?**

\$ \_\_\_\_\_ (Please use dollars)

**17. Over that time, what impact on sales can be attributed to the product or service improvement that was made? (Please use one of the approaches listed below.)**

<> The improvement led to a(n) \_\_\_\_\_ % increase in sales over the prior year

<> \_\_\_\_\_ % of the sales are attributable to the improvement

<> \$ \_\_\_\_\_ of sales are attributable to the improvement

**18. Please estimate the expected sales of those new products or services over the next year.**

\$ \_\_\_\_\_ of sales are expected in the coming year

No additional sales are expected in the coming year

**19. In what state were the products manufactured or the services based? (If more than one state is relevant, select the most significant state.)**

{State drop down}

**20. Did you receive any additional resources (investment funding) from external external sources (e.g., venture capital) to assist in the conduct of this CRADA? (If no additional investment money was obtained, use \$0.)**

\$ \_\_\_\_\_ in additional investment funding

**21. Did the CRADA lead to the development of additional products or services at your company?**

Yes

No

If Q21. = "Yes", then go to Q22.

**22. What was the approximate total amount of sales of these additional products/services? (If sales are \$0, indicate as such.)**

\_\_\_\_\_ dollars in sales

**23. Over what time period did those sales occur? (Please select start and end dates below.)**

From: {Year drop-down}

To: {Year-drop-down, "present"}

**24. How would you describe the CRADA's impact to your company's commercial success to this point in time?**

Very beneficial

Beneficial

Marginally beneficial

Not beneficial

**25. How would you describe the collaborative experience with NOAA?**

Very beneficial

Beneficial

Marginally beneficial

Not beneficial

**26. How satisfied are you with your interactions with NOAA under your CRADA agreement?**

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied