

## DRAFT RECRUITMENT LETTER

Dear **(Company Contact)**,

Between 2000 and 2016, the National Institute of Standards and Technology (NIST) awarded more than \$53 million in Small Business Innovation Research (SBIR) awards. This included more than \$23 million for 281 Phase I awards and more than \$29 million for 110 Phase II awards.

The SBIR program was designed with the goal of stimulating the development of innovative new technologies that would help federal agencies meet specific research and development needs and encourage small businesses to develop new processes and products.

NIST's management has recently initiated an internal study to assess how well NIST's SBIR awards have met their objectives and to determine how NIST might improve the management of this program. As part of this study, NIST has prepared a brief survey that addresses the impact of awards upon SBIR Awardees.

As a winner of a **[(Award Year) SBIR Phase I award] or [(Award Year) SBIR Phase I and (Award Year) Phase II award]**, we would very much like your help in filling out the enclosed survey. The results of this survey will provide valuable insights into the operations and accomplishments of the SBIR program. A summary of survey results will be used to prepare an internal report for NIST management. Researchers working on this survey have signed nondisclosure agreements and all information obtained will be treated as proprietary information and kept in the strictest confidence. Furthermore, no information obtained in this survey will be used to influence the selection of future awardees.

Unfortunately, NIST's current security policy prohibits the use of email or other internet applications for the exchange of proprietary information that might be gathered in this survey. We therefore request that you fill out the enclosed survey form(s) and mail it back to us using the enclosed, envelope.

The survey for this award(s) should take 30 minutes of your time. Note that if your company received multiple SBIR awards, you will receive a survey request for each of these awards. Please return your survey form on or before **(DATE)**.

Thank you for agreeing to participate in this survey. If you have any questions regarding this survey please contact me at **(Phone Number)**.

Sincerely,