

Grant Brief: SBIR / STTR (America's Seed Fund)

For-profit small business grant · Federal

**Phase I up to
\$295,000; Phase
II up to \$2M**

AWARD AMOUNT

Federal

SCOPE

**Multiple solicitations per
year**

DEADLINE

Funder

11 federal agencies (USDA, NSF, DOE, etc.)

Eligibility

US for-profit small businesses (<500 employees) performing R&D with commercialization potential.

Summary

Non-dilutive federal R&D funding. USDA SBIR routinely funds food-tech and food processing innovation.

Key Details & Fit for WOW

- Best fit if WOW invests in proprietary batter, par-bake/freeze, or trailer-mounted production tech.
- USDA SBIR Topic 8.5 is a common entry point.

- Application requires technical research proposal — heaviest lift on this list.

Application Strategy

1. **Confirm current cycle** on the funder's site: <https://www.sbir.gov/>
2. **Tailor the narrative** — lead with WOW's role as a kid-favorite Texas event brand and operator-licensing model.
3. **Attach assets** — pitch deck, business plan, and 2-3 hero photos of the product.
4. **Submit before deadline**; calendar a follow-up 14 days later.

Reminder: grant programs change. Always verify deadline, amount, and eligibility on the funder's official page before applying.

Open funder website ↗