

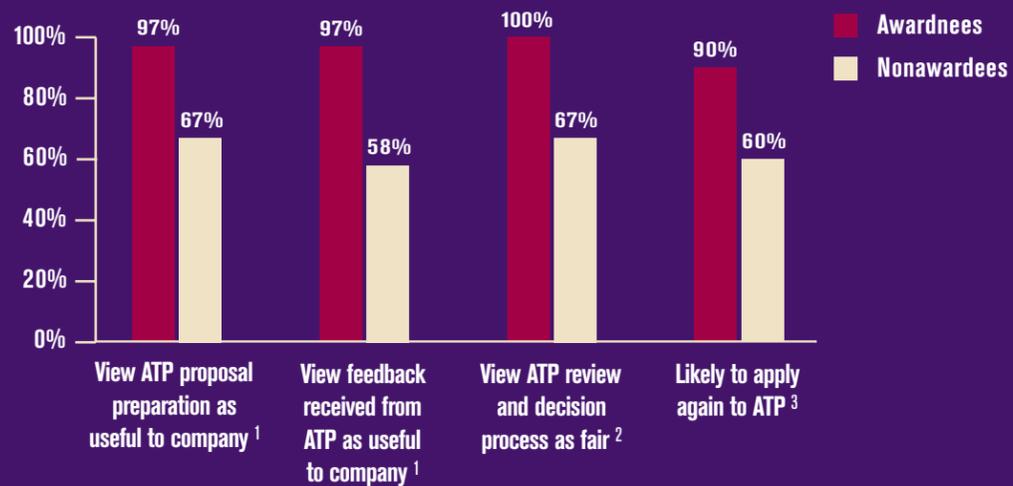
Applicant Perceptions of the ATP Proposal Process

Both Awardees and Nonawardees view the ATP proposal process positively

- Not surprisingly, Awardees view the ATP proposal process more favorably than Nonawardees. (See Figure 4.)
- Still, most Nonawardees view the ATP proposal process favorably, and are likely to apply for funding again.

FIGURE 4.

Awardee and Nonawardee Perceptions of the ATP Proposal Process



¹ The response scale for this item ranged from "not at all useful" to "very useful."

² The response scale for this item ranged from "not at all" to "large extent."

³ The response scale for this item ranged from "very unlikely" to "very likely", and also included a "don't know" option.

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Companies seeking to partner with the Advanced Technology Program (ATP) submit proposals to the ATP. Proposals must be for the development of innovative technologies that could not obtain private funding due to the high technical risk and that have the potential to produce widespread benefits to the economy and society. Proposals are evaluated for technical and economic merit in a rigorous competitive review process.

Applicant Perceptions of the ATP Proposal Process

The Advanced Technology Program (ATP) aims to make the proposal process useful to companies and ensures fair and equal treatment of all applicants. The *Survey of ATP Applicants 2002* collected information about applicants' perceptions of the proposal process.



NIST

National Institute of Standards and Technology
Technology Administration, U.S. Department of Commerce

ATP
ADVANCED TECHNOLOGY PROGRAM

Economic Assessment Office • Survey of ATP Applicants 2002

Applicant Perceptions of the ATP Proposal Process

Respondents were asked to indicate:

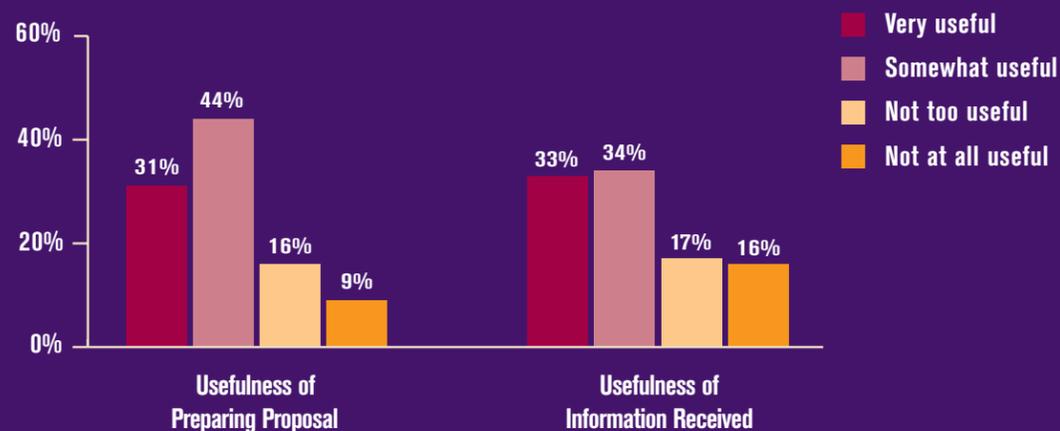
- How useful to their company was the process of preparing the ATP proposal
- How useful to their company was information received from ATP during the review process
- The extent to which they believed the ATP review and decision process was a fair process
- The likelihood that they will apply for funding again from ATP

Most applicants view the ATP proposal process as useful

- Preparing an ATP proposal may be useful to an applicant for a variety of reasons. It may catalyze discussion and planning, focus attention on specific R&D or business issues, or clarify management commitment.
- Three-quarters of all applicants report that the process of preparing an ATP proposal is useful. (See Figure 1.)¹
- Just over two-thirds of all applicants regard the information received from ATP during the proposal process to be useful. (See Figure 1.)
- During the proposal process, companies respond to questions from ATP in oral review regarding technical risk and business aspects of the project. In telephone debriefing of Nonawardees, companies receive feedback on the strengths and weaknesses of their proposal against ATP criteria.
- The extent to which the 2002 applicants viewed the ATP proposal process as useful to their company is almost identical to that found for the year 2000 applicants.

FIGURE 1.

Usefulness to Company of the ATP Proposal Process

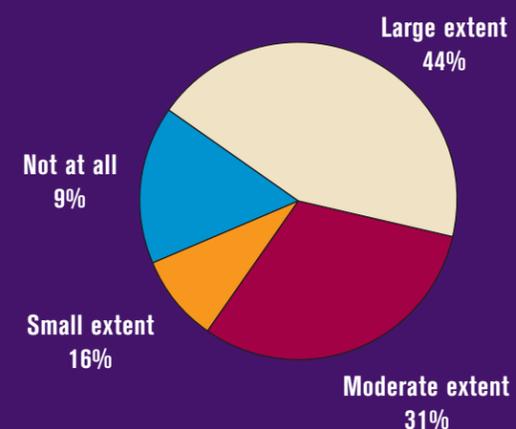


Most applicants view the ATP proposal process as fair

- Three-quarters of all applicants report that the ATP review and decision process is a fair process. (See Figure 2.)² These findings for the 2002 applicants are comparable to what was found for the year 2000 applicants.
 - ATP places great emphasis on ensuring the integrity and fairness of the proposal review and decision process. All proposals are peer-reviewed by technical and business specialists and evaluated according to clearly established criteria.³

FIGURE 2.

Beliefs that the ATP Review and Decision Process is Fair

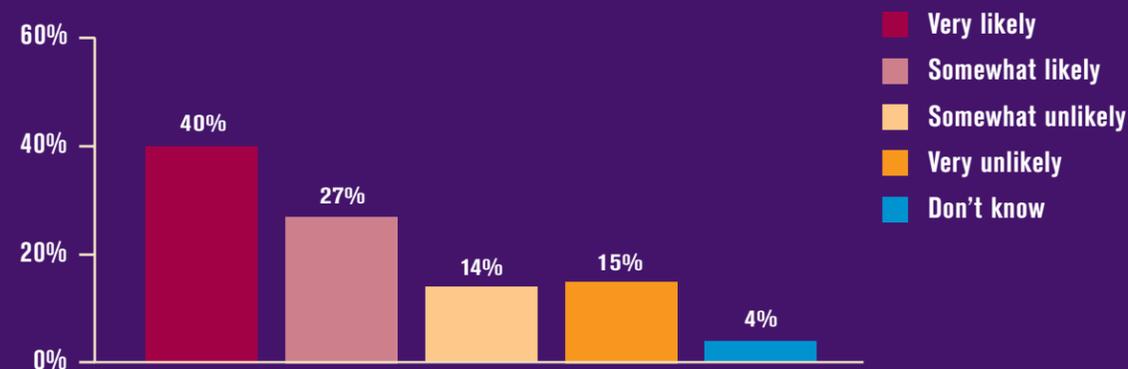


Many applicants believe they will apply for funding again

- Two-thirds of the 2002 applicants say that they will apply for funding again from ATP. (See Figure 3.)⁴

FIGURE 3.

Likelihood of Applying for Funding Again from ATP



¹ We have combined the response categories "very useful" and "somewhat useful" for ease of reporting.

² We have combined the response categories "large extent" and "moderate" for ease of reporting the portion of applicants that view the process as fair.

³ Technical reviewers are government employees and business reviewers are private sector business specialists. All reviewers sign a strict nondisclosure agreement to ensure confidentiality of the information in the proposals.

⁴ We have combined the response categories "very likely" and "somewhat likely" for ease of reporting.