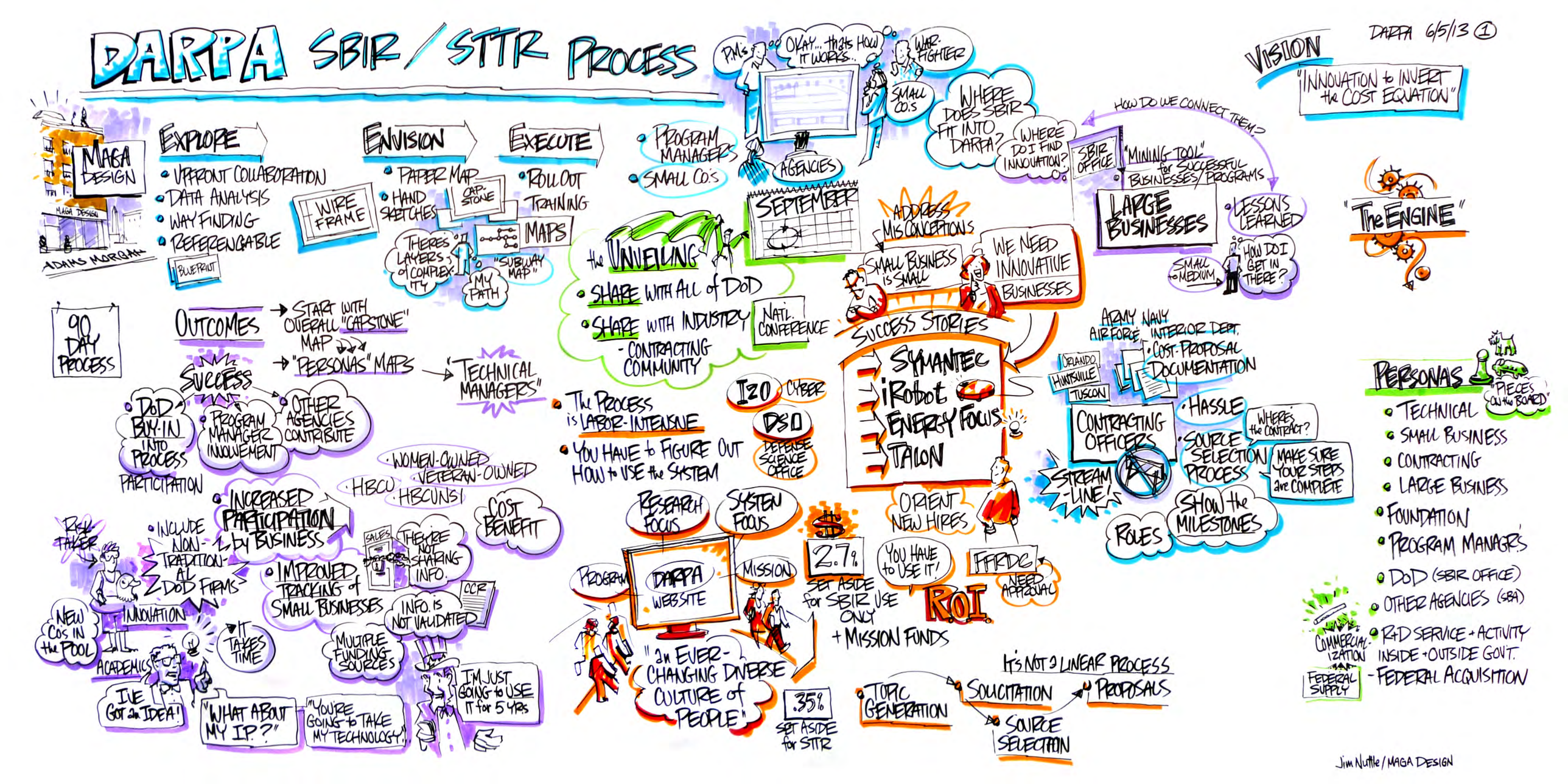
DARPA SBIR / STTR PROCESS
DARPA 6/5/13 ①
VISION
"INNOVATION to INVERT the COST EQUATION"
MAGA DESIGN
ADAMS MORGAN
EXPLORE
• UPFRONT COLLABORATION
• DATA ANALYSIS
• WAY FINDING
• REFERENCABLE
BLUEPRINT
ENVISION
• PAPER MAP
• HAND SKETCHES
WIRE FRAME
CAP-STONE
THERE'S LAYERS of COMPLEXITY
MAPS
"SUBWAY MAP"
MY PATH
EXECUTE
• ROLL OUT TRAINING
• PROGRAM MANAGERS
• SMALL CO.'S
P.M.'s
OKAY... that's HOW IT WORKS...
WAR-FIGHTER
SMALL CO.'S
AGENCIES
SEPTEMBER
WHERE DOES SBIR FIT INTO DARPA?
WHERE DO I FIND INNOVATION?
HOW DO WE CONNECT THEM?
SBIR OFFICE
"MINING TOOL" for SUCCESSFUL BUSINESSES/PROGRAMS
LARGE BUSINESSES
• LESSONS LEARNED
SMALL to MEDIUM
HOW DO I GET IN THERE?
"The ENGINE"
90 DAY PROCESS
OUTCOMES
→ START WITH OVERALL "CAPSTONE" MAP
→ "PERSONAS" MAPS
→ "TECHNICAL MANAGERS"
SUCCESS
• DoD BUY-IN INTO PROCESS
• PROGRAM MANAGER INVOLVEMENT
• OTHER AGENCIES CONTRIBUTE
PARTICIPATION
• INCREASED PARTICIPATION by BUSINESS
• INCLUDE NON-TRADITIONAL DoD FIRMS
RISK TAKER
INNOVATION
NEW CO'S IN the POOL
ACADEMICS
IVE GOT an IDEA!
"WHAT ABOUT MY IP?"
"YOU'RE GOING to TAKE MY TECHNOLOGY"
IT TAKES TIME
• IMPROVED TRACKING of SMALL BUSINESSES
SALES
THEY'RE NOT SHARING INFO.
CCR
INFO. IS NOT VALIDATED
MULTIPLE FUNDING SOURCES
I'M JUST GOING to USE IT for 5 YRS
• WOMEN-OWNED
• VETERAN-OWNED
• HBCU
• HBCUNSI
COST BENEFIT
the UNVEILING
• SHARE WITH ALL of DoD
• SHARE WITH INDUSTRY - CONTRACTING COMMUNITY
NAT'L. CONFERENCE
• The PROCESS is LABOR-INTENSIVE
• YOU HAVE to FIGURE OUT HOW to USE the SYSTEM
IZO
CYBER
DSO
DEFENSE SCIENCE OFFICE
RESEARCH FOCUS
SYSTEN FOCUS
PROGRAM
DARPA WEBSITE
MISSION
"an EVER-CHANGING DIVERSE CULTURE of PEOPLE"
$
2.7%
SET ASIDE for SBIR USE ONLY
+ MISSION FUNDS
.35%
SET ASIDE for STTR
ADDRESS MISCONCEPTIONS
SMALL BUSINESS IS SMALL
WE NEED INNOVATIVE BUSINESSES
SUCCESS STORIES
SYMANTEC
iRobot
ENERGY FOCUS
TALON
ORIENT NEW HIRES
YOU HAVE to USE IT!
R.O.I.
FFRDC
NEED APPROVAL
ARMY NAVY AIR FORCE INTERIOR DEPT.
• COST-PROPOSAL DOCUMENTATION
ORLANDO
HUNTSVILLE
TUSCON
CONTRACTING OFFICERS
• HASSLE
WHERE'S the CONTRACT?
• SOURCE SELECTION PROCESS
MAKE SURE YOUR STEPS are COMPLETE
STREAM-LINE!
ROLES
SHOW the MILESTONES
IT'S NOT a LINEAR PROCESS
• TOPIC GENERATION
• SOLICITATION
• SOURCE SELECTION
• PROPOSALS
PERSONAS
"PIECES ON the BOARD"
• TECHNICAL
• SMALL BUSINESS
• CONTRACTING
• LARGE BUSINESS
• FOUNDATION
• PROGRAM MANAGR'S
• DoD (SBIR OFFICE)
• OTHER AGENCIES (SBA)
• R+D SERVICE + ACTIVITY INSIDE + OUTSIDE GOV'T.
- FEDERAL ACQUISITION
COMMERCIALIZATION
FEDERAL SUPPLY
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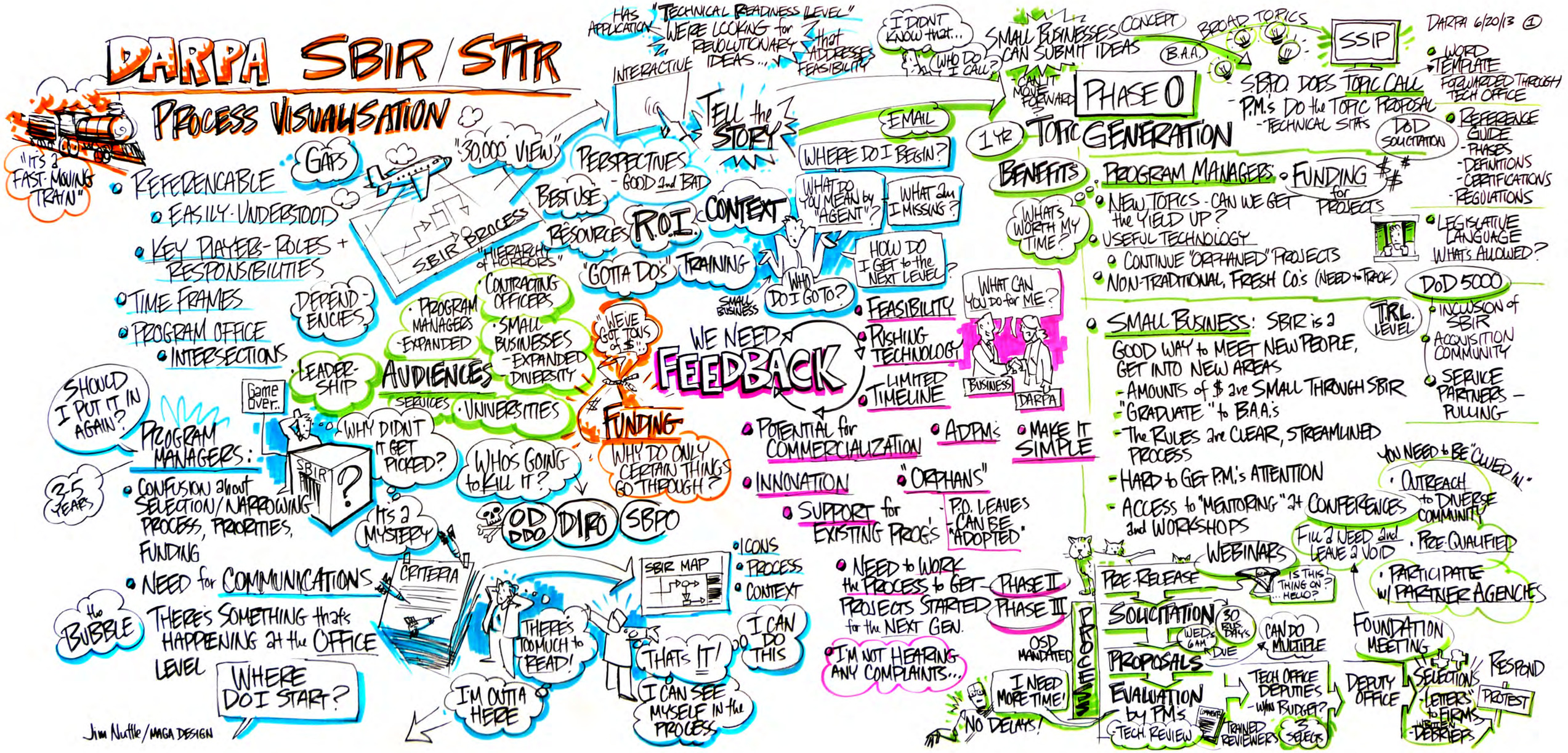
DARPA SBIR / STTR
PROCESS VISUALISATION
"IT'S A FAST-MOVING TRAIN"
REFERENCABLE
EASILY-UNDERSTOOD
KEY PLAYERS - ROLES + RESPONSIBILITIES
TIME FRAMES
PROGRAM OFFICE
INTERSECTIONS
GAPS
"30,000 VIEW"
SBIR BROCESS
DEPEND-ENCIES
LEADER-SHIP
AUDIENCES
PROGRAM MANAGERS - EXPANDED
CONTRACTING OFFICERS
SMALL BUSINESSES - EXPANDED DIVERSITY
SERVICES
UNIVERSITIES
"HIERARCHY of HORRORS"
PERSPECTIVES - GOOD and BAD
BEST USE
RESOURCES
R.O.I.
CONTEXT
"GOTTA DO'S"
TRAINING
SMALL BUSINESS
WHO DO I GO TO?
HOW DO I GET to the NEXT LEVEL?
WHAT DO YOU MEAN by "AGENT"?
WHAT am I MISSING?
WHERE DO I BEGIN?
EMAIL
TELL the STORY
INTERACTIVE
HAS APPLICATION
"TECHNICAL READINESS LEVEL"
WE'RE LOOKING for REVOLUTIONARY IDEAS...
that ADDRESSES FEASIBILITY
I DIDN'T KNOW that...
WHO DO I CALL?
SMALL BUSINESSES CAN SUBMIT IDEAS
CONCEPT
CAN IT MOVE FORWARD?
PHASE 0
1 YR
TOPIC GENERATION
BROAD TOPICS
B.A.A.
SSIP
DARPA 6/20/13 ①
S.B.P.O. DOES TOPIC CALL
P.M.'s DO the TOPIC PROPOSAL
- TECHNICAL SITAS
WORD TEMPLATE
FORWARDED THROUGH TECH OFFICE
DoD SOLICITATION
REFERENCE GUIDE
- PHASES
- DEFINITIONS
- CERTIFICATIONS
- REGULATIONS
BENEFITS
WHAT'S WORTH MY TIME?
PROGRAM MANAGERS
NEW TOPICS - CAN WE GET the YIELD UP?
USEFUL TECHNOLOGY
CONTINUE "ORPHANED" PROJECTS
NON-TRADITIONAL, FRESH CO.'s (NEED to TRACK)
FUNDING for PROJECTS
LEGISLATIVE LANGUAGE WHAT'S ALLOWED?
DoD 5000
INCLUSION of SBIR
ACQUISITION COMMUNITY
SERVICE PARTNERS - PULLING
T.R.L. LEVEL
SMALL BUSINESS: SBIR is a GOOD WAY to MEET NEW PEOPLE, GET INTO NEW AREAS
- AMOUNTS of $ are SMALL THROUGH SBIR
- "GRADUATE" to B.A.A.'s
- The RULES are CLEAR, STREAMLINED PROCESS
- HARD to GET P.M.'s ATTENTION
- ACCESS to "MENTORING" at CONFERENCES and WORKSHOPS
WHAT CAN YOU DO for ME?
BUSINESS
DARPA
FEASIBILITY
PUSHING TECHNOLOGY
LIMITED TIMELINE
WE NEED FEEDBACK
"WE'VE GOT TONS of $"
FUNDING
WHY DO ONLY CERTAIN THINGS GO THROUGH?
POTENTIAL for COMMERCIALIZATION
ADPM's
MAKE IT SIMPLE
INNOVATION
"ORPHANS"
P.O. LEAVES - CAN BE "ADOPTED"
SUPPORT for EXISTING PROG's
NEED to WORK the PROCESS to GET PROJECTS STARTED for the NEXT GEN.
I'M NOT HEARING ANY COMPLAINTS...
SHOULD I PUT IT IN AGAIN?
Game Over..
PROGRAM MANAGERS:
3-5 YEARS
CONFUSION about SELECTION/NARROWING PROCESS, PRIORITIES, FUNDING
NEED for COMMUNICATIONS
the BUBBLE
THERE'S SOMETHING that's HAPPENING at the OFFICE LEVEL
WHERE DO I START?
WHY DIDN'T IT GET PICKED?
SBIR
?
IT'S a MYSTERY
CRITERIA
WHO'S GOING to KILL IT?
OD DDO
DIRO
SBPO
SBIR MAP
ICONS
PROCESS
CONTEXT
THERE'S TOO MUCH to READ!
I'M OUTTA HERE
THAT'S IT!
I CAN SEE MYSELF IN the PROCESS
I CAN DO THIS
PHASE II
PHASE III
OSD MANDATED
I NEED MORE TIME!
NO DELAYS!
PROCESS
PRE-RELEASE
WEBINARS
IS THIS THING ON? ...HELLO?
SOLICITATION
30 BUS. DAYS
WED's 6AM
DUE
CAN DO MULTIPLE
PROPOSALS
EVALUATION by PM's
TECH. REVIEW
TRAINED REVIEWERS
TECH OFFICE DEPUTIES - WIN BUDGET?
3 SELECTS
DEPUTY OFFICE
SELECTIONS
LETTERS to FIRMS
WRITTEN DEBRIEFS
RESPOND
PROTEST
FOUNDATION MEETING
YOU NEED to BE "CLUED IN"
OUTREACH to DIVERSE COMMUNITY
FILL a NEED and LEAVE a VOID
PRE-QUALIFIED
PARTICIPATE w/ PARTNER AGENCIES
Jim Nuttle / MAGA DESIGN

DARPA SBIR (CONT'D)

CAN YOU GO DIRECT to PHASE II?

YES

- WE HAVE the IDEA
- FEASIBILITY ASSESSMENT
- SHOW RESULTS
- MODEL/PROTOTYPE

- EXPERIENCED IN PROCESS
- GOOD for OUTREACH — ARMY, NAVY, AIR FORCE

CASE STUDIES

- SIRI (DARPA BUT NOT SBIR)
- TALON

SOURCE SELECTION

PRE-2013 INVITATION ONLY → NOW: ALL PHASE I CAN SUBMIT (3 Mo., 5 Mo., 6+ Mo.)

- PM MAKES SELECTION
- INSTITUTE PHASE I GAP OPTION
  - MODIFIES PHASE I
  - EXTENDS TIME for PHASE II — FUNDING
- PM'S DON'T USE TECH REVIEWERS
- 30 DAYS for SELECTED FIRMS to SUBMIT.

CONTRACTS
- FIXED PRICE
- COST +
- ANOTHER TRANSACTION

STTR

TIE UNIVERSITY RESEARCH w/ SMALL COMPANIES

BASIC RESEARCH → TECHNOLOGY

SBIR FUNDING!

BIG INDUSTRY — FTOPM: "LET THOSE w/ LESS FUNDING DO SBIR"

NO TIME to FOCUS ON SBIRS

NEW PM: TRAINING THROUGH PM COURSE

- CASE STUDIES IN SUCCESS
- CRITERIA for SELECTION/REJECTION

WELCOME DARPA

WHAT AM I GOING to GET OUT of THIS?

WE AWARD ON MERIT

NO SBIR SET ASIDES

"FAST TRACK"

IT'S NOT FASTER

NOT ALIGNED w/ the MISSION

WE'RE MORE LONG TERM

"SEEDLINGS"

ALTERNATIVE MECHANISM

- 6-12 Mo. BAA PROCESS — OPEN BAA
- FOCUSED PROCESS to PREPARE
- CONTROLLED BY the AGENCY
- NO SBIR SET ASIDES

PHASE II

PROTOTYPE DEVELOPMENT

"TWO-PAGER"

- WHAT'S the NEED?
- WHERE DOES THIS FIT?
- INTRODUCTIONS
- T+E EVENTS
- TESTING, PROTOTYPES

PARTNERS

- OTHER GOVT PM'S
- SERVICE AGENCIES
- OTHER DARPA PROGRAMS
- DoD ACQUISITION
- PROGRAMS of RECORD
- COUNTER PARTS IN FED. COMM.
- LARGE PRIMES
- SBIR → NAVY P&R? — LOOKING to HARVEST SBIRS
- COMMERCIAL HEAVY MACHINERY

BUSINESS CASE

STEVEN SUNSHINE

HOW to POSITION — WHO to TALK WITH

PHASE III

COMMERCIALIZATION

CONTRACT

- PM'S MAY or MAY NOT BE INVOLVED
  - COMMERCIALIZATION
  - TRANSITION to PROG. of RECORD

THEY MAINTAIN CONTACT

DARPA ALUMNI → 20-30+ YEARS EXPERIENCE

CONNECTED

- AWARDED BY CONTRACTING OFFICES
- COMPANIES OPT IN for SUPPORT — REPORTING
- "TEACHING THEM to FISH" – NO FUNDING

GOVT. CONTRACTING

WHAT CAN I CLAIM for DATA RIGHTS?

VENTURE CAPITALISTS?

- AD HOC
- AWARENESS
- CAN THEY OWN an SBIR?
- I.P. ISSUES
- NO TRACKING

DARPA SBIR/STTR

DARPA 7/29/13 ①

WE'RE ABOUT the FUTURE

TELLING the STORY

the GOOD the BAD the UGLY

- IDEAL
- SIMULATION SUITE
- BENEFITS of DARPA
- PRINCIPLES
- PHASES + STEPS
- ROLES + FUNCTIONS

CONTRACTING PEOPLE DON'T WORK EXCLUSIVELY w/ DARPA

CONTRACT SPECIALIST

CONTRACTING OFFICER OBLIGATES the GOVT.

ROLES
- ACQUISITION
- TECH, PHYS, + CONTRACTURAL
- COMPLIANCE

COR'S — CONTRACTING OFFICER REPRESENTATIVE
- REVIEWS DOCUMENTATION + PROCUREMENT PKGE
- REVIEWS PROPOSALS for SBIR REQUIREMENTS
- MAY or MAY NOT SEE SOLICITATIONS BEFORE THEY GO OUT

GET INVOLVED EARLY - TOPIC of SBIR

TECHNICAL GUIDANCE

- REVIEW 1nd COMMENT ON SOLICITATIONS

TERM SPECIFIC to DARPA

AGENTS
- HAND-HOLDING

CONSISTENCY of PROCESS
- REPEATABLE MODEL
- EACH AGENCY HAS ITS OWN REGS, LEGAL REQ'S
- DIFFERENT ACQUISITION LEADERSHIP

ROADBLOCK

LEGAL REVIEW through ADELPHI — WHY? WHY? WHY?

WHERE DO I GET TRAINING?

AREN'T YOUR COR'S + AGENTS THERE at DARPA?

OKAY, LET'S GO!

WHEN DO I GET MY $?

the CONTRACTOR

COST PROPOSAL

STATEMENT of WORK

PROPOSAL

HERE'S OUR INNOVATIVE TECH

PROPOSALS are EVALUATED AGAINST THEMSELVES

CONTRACTING

PHASE I NOTIFICATION — email — CLICK ON LINK...

DO I HAVE to DO ALL of THIS?!

the CONTRACTOR NEEDS to BE RESPONSIVE

WHAT YOU NEED to DO WHILE YOU'RE WAITING for the AGENT

SELECTION LETTER

WE NEED to PROVIDE BETTER INSTRUCTION

VPLS?

NEED BACKUP DOCUMENTATION

SBIR

STTR

IN the DATABASE?

- NEW CO'S?
- CAGE CODE
- ACCOUNTING SYS. VERIFICATION AUDIT

IDENTIFY GAPS

ACCESS to CONTRACTS

AGENTS GET INVOLVED AFTER SELECTION → EXECUTION of CONTRACT

SELECTION ≠ AWARD

DARPA + DoD

GENERIC TEMPLATES

CONTRACTING OFFICER OBLIGATES GOVT

REASONS for NON-AWARD?
- CHANGE of BUSINESS PLAN

FUNDING SENT to AGENT

AWARD of CONTRACT

PHASE I 30 DAYS

PHASE II 60 DAYS

REGISTRATIONS GO INTO SAM

"OBLIGATION" of DOLLARS for CO. to GET PAID

ACCESS THROUGH PORTAL — 3 CLICKS or LESS
- NAME of CONTRACTOR
- SOLICITATION #
- COMPANY NAME

PLANNING DOCUMENT LETS AGENTS KNOW WHAT to EXPECT

I KNOW ITS IN THERE SOMEPLACE

BROKEN

NEW DAI ↔ SAM SYSTEM

DEFENSE AGENCY INITIATIVE

& USED to BE CCR

"FOCAL POINT"

DCAA — INFO. for CONTRACTORS
- JOB CATEGORIES
- ACCOUNTING SYSTEM REQ'S - MAINTAINING
- SAME RULES for LARGE + SMALL CO'S

"WIDE AREA WORKFLOW" - INVOICING

EVERYTHING BEGINS w/ the PROPOSAL

WE NEED to BE MORE SPECIFIC

- TEMPLATES
- COSTS
- TIMELINES
- MILESTONES

RISK:

DARPA SBIR'S CAN PROVIDE DATA POINTS for LARGER PROGRAM

"WE DO HERE"

WHAT'S the RIGHT CATCHER'S MITT?

PROG. of REC ORD

FUNDING

PM'S — 4 YEAR PERIOD at DARPA

LOOK for WAYS to SPEED the PROCESS BEYOND "LOOKS GOOD ENOUGH"

Jim Nuttle / MAGA DESIGN

ONBOARDING

P.M.'s
- ONLINE TRAINING
- FUNDING OPPORTUNITIES
- WHAT'S IN IT for THEM?
  - RISK
  - MARKETING
  - $1.5 MILLION
- STEP PROCESS
- AVOID OFFERING BUSINESS ADVICE
  - RECOMMENDATION of ACCOUNTING SOFTWARE

PHASE I

$100,000 — 6 MOS

SBIR/STTR

- MONTHLY and QUARTERLY REPORTS
  - PROGRESS
  - PAYMENT CAN BE STOPPED for IN-COMPLETE REPORT
  - TECHNICAL PROBLEMS – WON'T ADVANCE to PHASE II
  - QUARTERLY REPORTS + FINAL REPORT for PHASE I
- EXTENSION through PHASE II OPTION (4 MOS) — KEEPS CONTRACT OPEN

- COR REVIEWS DELIVERABLE
- MONTHLY "UPLOADS" (FINAN. REPORTS) to PORTAL
- PAYMENTS BASED ON TIME, PROPOSAL
  - MONTHLY OPTION
  - CONTRACTOR REQUEST → 3 PAYMTS
  - CONTRACTOR REQUEST → 2 PAYMTS
  - PAYMENT UPFRONT? STARTUP COSTS

FIRM FIXED PRICE for ALL PHASE I

- WHAT GOES WRONG w/ PROJECTS?
  - LACK of QUANTIFIABLE DATA, BENCHMARKS
  - FOREIGN NATIONALS – DOCUMENTATION

C.O.R. — DARPA P.M. — SMALL BUSINESS — "CATCHERS MITT" PROGRAM of RECORD

EDUCATION of CONTRACTORS

- PERCENTAGES of WORK
  - PRIME
  - UNIVERSITY
  - SMALL BUSINESS
  - SUB CONTRACTORS – NO RESTRICTIONS
- INDENTIFY KEY PERSONNEL
  - PRINCIPAL INVESTIGATOR
  - WE'RE HIRING the BRAIN

DOLLAR AMOUNTS — % BASED ON COSTS

SBIR PHASE II: 50% 50%

2/3 for SBIR, 1/3 for SUB — SBIR PHASE I

STTR PHASE I and PHASE II: 60% 40% — 30 UNIVERSITY, 30 OTHER, CONTRACTOR

COR RECEIVES REPORT – INVOICING

- REPORTS (QUALITY VARIES)
  - OUTLINE AVAILABLE for FORMATTING SBIR SEC. 3.3.2
  - WHAT'S EXPECTED for QUARTERLY OBJECTIVES
  - TECHNICAL APPROACH
  - DARPA DOESN'T DO PROGRAM of RECORD
- RARELY "COST + FIXED" CONTRACTS
  - ACCOUNTING SYS.

IT'S ALL ABOUT DATA

STTR IS ABOUT FUNDAMENTAL RESEARCH – NON-ITAR?

DCAA-APPROVED ACCOUNTING SYSTEM – COMMERCIAL SOFTWARE AVAILABLE?

WHO's the TRANSITION PARTNER?

PHASE II

2 YEARS — $500,000 PER YEAR

P.M.'s CAN NO LONGER INVITE PHASE I's to PARTICIPATE

ALL PHASE I's are ELIGIBLE to SUBMIT for PHASE II's

- CONTRACTOR HAS to SUBMIT PROPOSAL for PHASE II (DEAD-LINE)
  - FEASIBILITY STUDY NOT NECESSARY

- FIRST YEAR is GUARANTEED
  - SECOND YEAR is an OPTION, BASED ON PERFORMANCE, EVEN if ORIGINAL CONTRACT is for 2 YEARS (P.M. HAS to APPROVE)
- NOTIFICATIONS to SUBMIT PROPOSAL for PHASE II GO OUT STARTING 5th MO. of PHASE I (P.M. INVITES)

- FINAL REPORT w/IN 60 DAYS
- $500K OPTION
- "COST PLUS" FIXED CONTRACTS PREFERRED (EASIER to CHANGE)
  - ACCOUNTING OFFICE is SUPPORTING SMALL BUSINESS
  - MILESTONE-BASED CONTRACTS (75%)

- HUMAN + ANIMAL SUBJECTS for TESTING
  - ADDIT. APPROVAL PROCESS (MEDICAL COMMAND)
  - CAN BE SEGREGATED, APPROVAL CAN DELAY CONTRACT
  - TESTING MUST BE APPROVED
- DATA RIGHTS "ASSERTION"
  - PROTECTED THROUGH 5 YEARS AFTER COMPLETION
  - TIERS DOWN to SUB CONTRACTORS
  - CONCERN of MANY CONTRACTORS
    - THEY DO HAVE RIGHTS
    - WHAT'S the FUNDING SOURCE?

DATA RIGHTS are TRANSFERRABLE

- MILESTONES
  - MONTHLY or QUARTERLY REPORTS
  - 9 MO. REVIEW – EXTENSION?
- LESSONS LEARNED (30 DAYS)
  - "NO COST" EXTENSION
  - PAPERWORK DELAYED
  - LAST MINUTE REQUESTS
  - "WE DON'T WANT to PENALIZE SOMEONE DOING a GOOD JOB" (POOR PLANNING)

Jim Nuttle / MAGA DESIGN

DARPA SBIR/STTR

TRANSITION and COMMERCIALIZATION SUPPORT

FOUNDATION for ENTERPRISE DEVELOPMENT

RESOURCE INTENSIVE

MISSION

COLLABORATIONS

DARPA

SMALL BUSINESS

the WARFIGHTER

FUNDING

TECHNOLOGIES

CAPTURING the STORIES IN SBIR/STTR

TRANSITIONS

KNOWLEDGE

PATHWAYS

The "CATCHER'S MITT"

WOW, THEY GET THIS STUFF...

CAN THEY REALLY HELP ME?

The DARPA MISSION

"TRANSITION is a CONTACT SPORT"

UNDERSTANDING HOW the GAME is PLAYED

MANAGE COMPANY EXPECTATIONS

"THERE MUST BE SOMEONE WHO WANTS THIS"

NEW TIRES!

IT STARTS WITH the TOPIC

- SOLICITATION

ENABLING SBIR/STTR

WE'RE a RESOURCE

COMPANIES HAVE to OPT-IN

DON'T HAVE to RIGHT AWAY

- COST and SCALABILITY
- MANUFACTURING

PRINCIPLES from the PILOT

WE'RE LEARNING WHAT'S HELPFUL

- NOT COOKIE CUTTER
- FAIR BUT NOT EQUAL
- PARTICIPANTS CAN MAKE THIS WHAT THEY WANT
- DARPA is NOT IN the BUSINESS of DIRECT COMMERCIALIZATION or ACQUISITION
- THIS STUFF MIGHT NOT WORK

EDUCATION

DARPA

LIKE a ONE-ROOM SCHOOLHOUSE...

MANAGING MANY DIFFERENT LEVELS of EXPERTISE

- The ACQUISITION SYSTEM/PROCESS
- DISCOVERY
- LOW-RATE PRODUCTION
- LANGUAGE of GOV'T. and BUSINESS

FACILITATION

The PROGRAM

- TOOLS
- RESOURCES
- KNOWLEDGE
- CONNECTIONS
- CONTRACTING VEHICLES

START

FINISH

ACQUISITION is NOT ALREADY LINED UP.

The ECOSYSTEM

- WHO'S the PRIME
- SUPPLY CHAIN

"SEEDLINGS" FUNDING OUTSIDE of SBIR

The P.M.

- THEIR ROLE IN TRANSITION
- POTENTIAL OPP'S for SBIR to TRANSITION to DARPA PROGRAMS
- "LOW-HANGING FRUIT"
- VISIBILITY
- THERE are NO BROWNIE POINTS for TRANSITIONING

The PROCESS

LASTS for DURATION of PHASE II

- OBSERVATION
- ENGAGEMENT

START → PHASE II AWARD

- INVITATION E-MAIL, FOLLOW-UP, DOCUMENTATION
- OPT-IN/OPT-OUT (60-70% OPT-IN)
- ACCEPTANCE FORMS
- REQUEST for ADDIT. INFO.

KICK-OFF CALL

- TECH
- RISK
- INFORMAL
- the Co. STORY/VISION
- POTENTIAL APPLICATIONS

→ INITIAL LIST of ACTION ITEMS

- PLANNING TOOLS
- RESOURCES
- PATH

"CHOOSE YOUR GRAIL"

→ WEBINAR TRAINING

"WHAT KIND of FISH DO YOU WANT?"

APERETURE

→ UNDERSTANDING WHERE THEY are IN the ECOSYSTEM

"TWO-PAGER"

- BUSINESS PLAN
- FUNDING
- TARGETING/APPLICATIONS
- THOUGHT LEADERSHIP OPP'S
  - MEDIA
  - CONFERENCES
- PATHWAYS
- LEVERAGING RESOURCES → DARPA → FED → STATE + LOCAL
- VISIBILITY IN MARKET

→ COACHING

- REVIEW TWO-PAGER
- BENEFIT ARTICULATION

APPROVAL REQUIRED

DISTRIB. STATEMT.

- DARPA PUBLIC RELEASE
  - 20 WORKING DAYS

Jim Nuttle / MAGA DESIGN

PROCESS (CONT'D.)

CONTACT INFO.
- FEDERAL, CIVILIAN, MILITARY PROGRAM MGR'S
- STRUCTURE QUERIES to I.D. PROG MGR'S

WE MAKE the INTROS

VIRTUAL INTROS
- LEVERAGE NETWORKS
- START CONVERSATIONS
- BROADEN OPPORTUNITIES
- EDUCATION ON OPTIONS

OPEN the APERETURE

"CURATION"
- WHERE ELSE DOES THIS APPLY?
- WHAT DO YOU WANT to BE?

TRANS-LATION

MANY LANG-UAGES

OPPORTUNITIES
- WE MAKE the INTRODUCTIONS

EXPERIMENTS
- END-USERS
- VENDORS

- SOCOM
- ARMY (TSOA)
- NAVY (JFIX)

DEMONSTRATIONS

CONFERENCES
- "DEF. MANUFACTURING"
- SET UP SIDE BARS
- VIRTUAL SHOWCASES
- "FAST-PITCH"

CONTRACTING

LEGISLATION

COMMERCIAL OPPORTUNITIES

I.P. - VALUE of ASSETS
- LICENSING
- "TALK to YOUR PATENT ATTY."
- PATENT, TRADESECRET, COPYRIGHT

"OFF-BOARDING"
- END of PHASE II
  - "WHERE are YOU?"
  - UPDATE RESOURCES
- COPY DARPA P.M.

TRANSITION ASSISTANCE SUMMARY REPORT

PHASE III ANALYSIS
- ONCE a YEAR
- DATA FROM MANY SOURCES
  - INVESTMENT $
  - ROI
- LOOK at DATA
  - TIME
  - COSTS
  - EMPLOYEES
  - PHASE II
- COMMERCIALIZATION RECORD (MUST BE UP to DATE) CAN BE BARRED from PARTICIPATING

SBA LEGISL. REQ.

DoD CCR-SELF REPORTED

DARPA-SBIR WIDE SINCE 1987

REALLY? THIS DOESN'T LOOK RIGHT...

PHASE II $'s SPENT vs PHASE III $'s GENERATED

- NON-DILUTED SOURCE of CAPITAL
- FAILURE RATE - EXPECTED

ROI on SBIR DOLLAR — $1 : $1.60

PHASE III
- MONEY RECEIVED from NON-SBIR/STTR SOURCES
- COMMERCIAL SALES
- THIRD PARTY $
- TECHNOLOGY is ACTUALLY FIELDED
  - DEMO
  - LIMITED PROD.
  - PILOT IMPLEMENTATION

WHAT DOES THIS MEAN?

ALUM NETWORK

RAPID INNOVATION FUND

FUNDING RESOURCES

CCR
- COMMERCIALIZATION
- GENERATE CCI

HOW DO YOU TRACK SUCCESS?

SUCCESS REPORT
- IT'S NOT JUST "DARPA SUCCESS"
- HOW DO YOU QUANTIFY OPPORTUNITY LOST?
- KNOWLEDGE GAINED

BENEFIT the LARGER TECH. COMM.

BENEFITS

P.M.
- THEY are RESPONSIBLE for TRANSITIONING
- ABILITY to BRING IN SMALL, DEEP THINKERS
  - BENEFITS P.M. and LARGER CO'S
- FED. is COMMITTED to TRANSITION/COMMERCIALIZATION "BRIDGE to OPPORTUNITY"

UNIVERSITIES
- PART of the S.B.'S
  - TESTING + EVAL.
  - OUTREACH
  - COLLABORATION
- "DUAL HAT" PROFESSOR/P.I.

INVESTMENT

GOV'T
- STATE MATCHING PROGRAMS
- CONTINUED FUNDING
- CONTRACTS

NEWSLETTER
S.S.T.I.

TAKE IT to the NEXT LEVEL

- CONTINUAL R&D
  - PARALLEL PROJECTS
  - MENTORING
    - MENTOR/PROTEGE
- WHAT'S the NEXT CRITICAL THING?
- HOW DO YOU COME UP w/ that NUMBER?
  - RESOURCES
  - COACHING
- RUNNING a SMALL BUSINESS

"DCAA AUDIT" HUH?

"CASH FLOW" HUH?

EDUCATION

OUTSIDE FUNDING
- SUCCESSFUL BUSINESS PLAN
- INTRODUCTIONS
  - "FAST-PITCH"
  - "ANGEL NETWORKS"
  - V.C.'S
  - COMM. O.E.M'S
  - LICENSING
  - TESTING + DEV.
- MANAGE EXPECTATIONS

FUNDING CONNECTIONS
- S&T COMMUNITY
  - P.O.C.
  - AREAS of INTEREST
  - ROAD MAPS
  - RELATIONSHIPS OUTSIDE of DARPA

CONNECTION

ACQUISITIONS
- PROGRAM
- BUDGET

- CONTACTS
- SMALL + LARGE BUSINESS
- GOV'T

WE DON'T TRACK the LARGER COMMUNITY
- JUST WHO'S in the GAME

SEMICONDUCTORS

BATTERIES

BENEFITS (CONT'D)

PARTNERS
- ACCESS to INNOVATION
- DARPA FUNDING
- DIRECTLY LEVERAGE LOW-COST R&D
- POTENTIAL COMPETITION

PIPELINE

LOW-RISK

THE FEAR... PRIME

I DON'T WANNA BE ACQUIRED...

THE NEXT BIG THING

PRIMES → PARTNER → INNOVATION NETWORKS

S.B. MEETS CERTAIN REQUIREMENTS to BECOME a SUBCONTRACTOR
- TALKING w/ P.M.'S w/in PRIMES
- LEARN ABOUT CAPABILITIES
- NETWORKING w/in SMALL BUSINESS

MATURING the CO.

HE'S GONNA BE BIG ONE DAY...

DELTAS
- CONTRACT AGENTS UPDATE P.O.P.'S
- EAST COAST / WEST COAST
- INCREASE VISIBILITY w/in DARPA
- STREAMLINE APPROVAL PROCESS
- TRACKING "SELF-SERVE" ON WEBSITE
  - ONE STOP
- "CONNECTING the DOTS" - OPPORTUNITIES to BRING IN S.B.
- DATA COLLECTION - CONFIDENCE IN METRICS, DATA
- TRACKING SUCCESS + VALUE
- CONNECTING PEOPLE w/ COMMERCIAL
  - GROUND RULES for INFO. RELEASE/APPROVAL to COMMERCIAL CO'S (NOT PUBLIC)
  - YOU CAN'T GET IN the WAY of BUSINESS
- DARPA TESTING and EVAL. SITE
  - TRANSITION
  - FUNDING
  - PART of PROPOSAL TEMPLATE

Jim Nuttle / MAGA DESIGN