

DEFENSE MARKETS DOING BUSINESS

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**AT THE SPEED OF IDEAS**

## DISCUSSION TOPICS

- ▶ Intro / Background
- ▶ DOD Innovation
- ▶ Tech Challenges
- ▶ Creating Value Tips
- ▶ Turning Ideas into \$\$
- ▶ Where to Start



## INTRO / BACKGROUND

- ▶ 29+ yrs combined gov't civilian + small biz + large biz
- ▶ Technologies to market
  - ▶ Federal - RIF, SBIRs, BAAs, CRADAs, OTAs
  - ▶ Commercial - Disti, Manreps, Big Box & Online Retail
- ▶ Tech examples - LightSpeed, Beam, Space Fiber and Sector Optics
- ▶ Currently @ SRC (Scientific Research Corporation) - Sr Dir Market Development
  - ▶ Tech Areas: Cyber Security, Cyber Offense, Cloud, Forensics, DevSecOps, Intel, Data Analytics, Vehicle/Platform Integration
  - ▶ Charleston Headcount: 930 / 1400 overall - 60% cleared TS/SCI and 43% Vets
  - ▶ Charleston Bldg: 104K sq ft. (15K lab spaces)



# DOD INNOVATION

## PAST / PRESENT / FUTURE



- ▶ Internet, GPS, Radar, Microwave, Weather Forecasting, Modern Air Travel, etc.
- ▶ Offsets for asymmetric advantages: 1st (1950's Nuclear Weapons), 2nd (1970's Precision Guided Weapons), 3rd (??)
- ▶ DOD Focus: Hybersonics, DE, C3, Space Off & Def, Cybersecurity, AI/Machine Learning, Missile Def, Quantum Science, Microelectronics, Nuclear Modernization
- ▶ NIWC LANT Focus: Cyber Warfare, Cloud Computing, Autonomy, Mobility, Data Science/Analytics, Enterprise Resource Tools, Assured Comms, On-Demand Mfg, BSA, IoT, Embedded Systems, Collaboration & Social Networking, MBSE, Assured C2

# TECHNOLOGY CHALLENGES

iPhone X BOM example: Sensor Total Cost = \$2.35  
(Accelerometer/Gyroscope, 6-Axis, Electronic  
Compass, Barometric Pressure Sensor, Light Sensor,  
Proximity-time-of-flight)

- ▶ **People** - Global & Commercial vs Federal/DOD
- ▶ **Pace** - Technology vs Decision Making
- ▶ **Transactions**
  - ▶ Understanding all the rules & regulations
  - ▶ Barriers of entry and challenges to survive/continue
- ▶ **Users/Environments**
  - ▶ Links that are Contested, Denied, Unavailable, Not desired
  - ▶ Dismounted SWaP
  - ▶ Underwater, caves, ships, etc.
  - ▶ Classification of work and workforce



## CREATING VALUE TIPS

- ▶ Understand the customer and the uniqueness of environment
- ▶ Seeing is believing (demos & prototypes)
- ▶ It's not dumbing it down it's putting it in their terms
- ▶ Understanding the risk culture
- ▶ Understanding the Readiness and Maturity levels
- ▶ Understanding the system of systems impact
- ▶ Appetite for innovation at all time high



## TURNING IDEAS INTO \$\$

- ▶ Understand The Why
- ▶ Then Follow the \$\$
- ▶ Understanding the new pace
- ▶ Seasonal opportunities
- ▶ Consider partners that compliment
- ▶ Preparing the pitch
- ▶ Showcasing solutions in relevant environment
- ▶ Plan/build for the Follow On in mind



AF Pitch Day Win



## WHERE TO START

- ▶ Defense Innovation Marketplace
  - ▶ <http://www.defenseinnovationmarketplace.mil>
- ▶ SOF Hard Problems
  - ▶ <https://www.socom.mil/SOF-ATL/Pages/SOF-Hard-Problems.aspx>
- ▶ DOD 101 - Organization and Budgets
- ▶ Locally - NIWC LANT IWRP (<https://www.theiwrp.org>) & tech exchanges
- ▶ LB Partnerships for SB set asides, non-traditional (IWRP), & cleared contracts
- ▶ Traditional R&D Sources (SBIRs, BAA, RIF, etc) - 19.2 coming out soon
- ▶ Exposure at SOFWERX, RCO's & REF, SOCOM TE's, and conferences
- ▶ Challenges at DIU, Fed Level (<https://challenge.gov>), and others





## QUESTIONS

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