DEFENSE MARKETS DOING BUSINESS

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



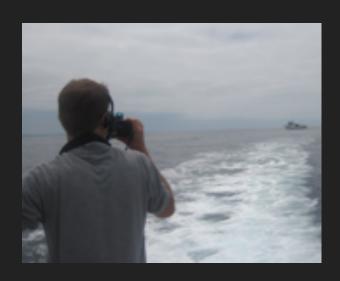
Users/Environments

- 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.mi
- SOF Hard Problems



- 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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