



## Beyond Phase II 2018

Laurie Moncrieff  
Executive Director



DEFENSEWORX

Challenges are opportunities



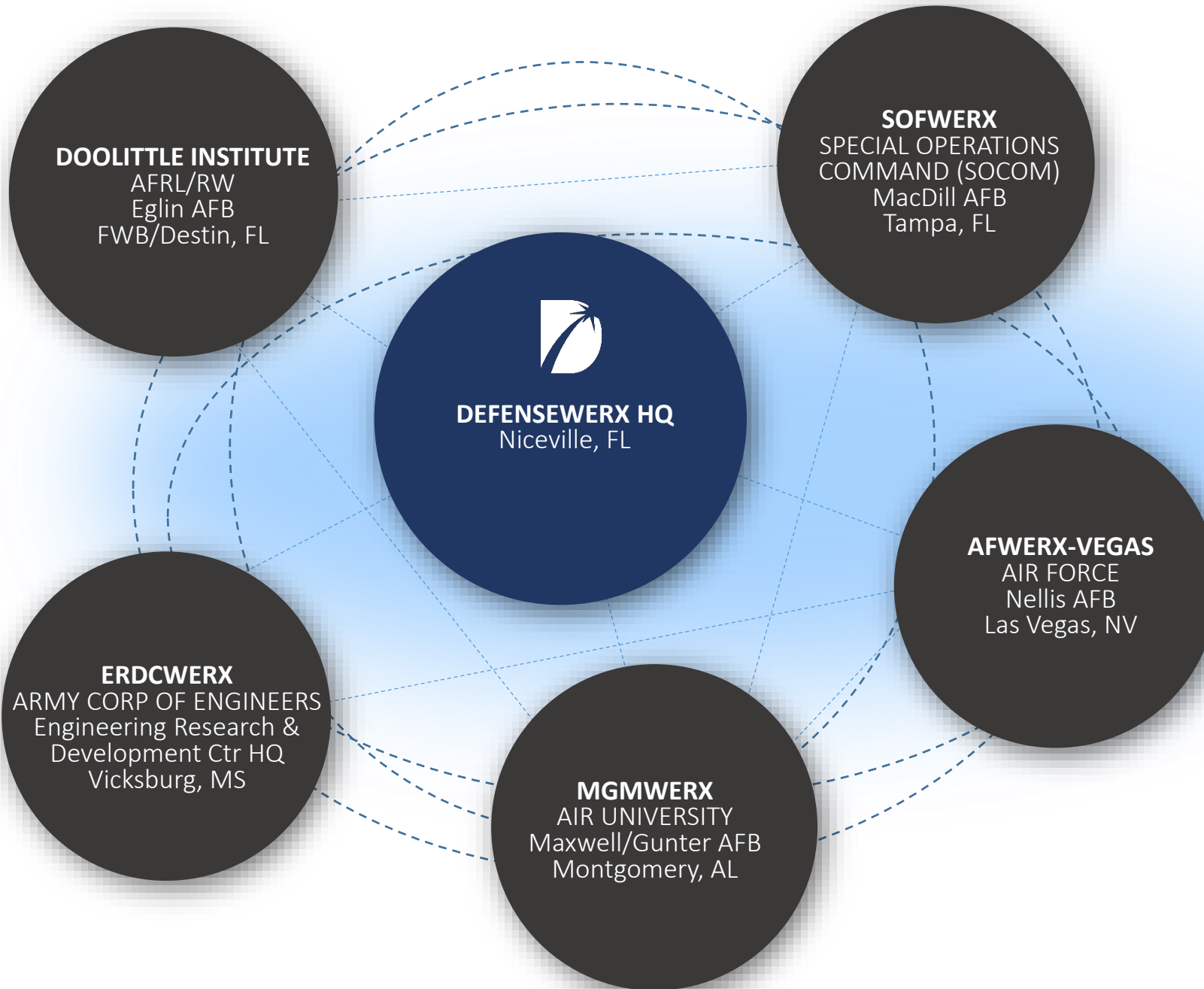


D E F E N S E W E R X

## DEFENSEWERX Introduction

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- A 501c3 organization
- Funded thru a Partnership Intermediary Agreement (PIA)
- Headquartered in Niceville, FL
- Multiple locations and contracts across the joint command
- Launching across the joint environment & region
- We are neutral facilitators & connector







## COMPANY VISION

### **Purpose**

- I. To be a valued DOD partner, connecting technologies with the military and the market to secure a strong and prosperous nation.

### **Mission**

- II. To cultivate a vibrant ecosystem by shaping successful collisions to innovate and commercialize technologies that benefit the warfighter.

# Mission under current agreements (PIA focused):

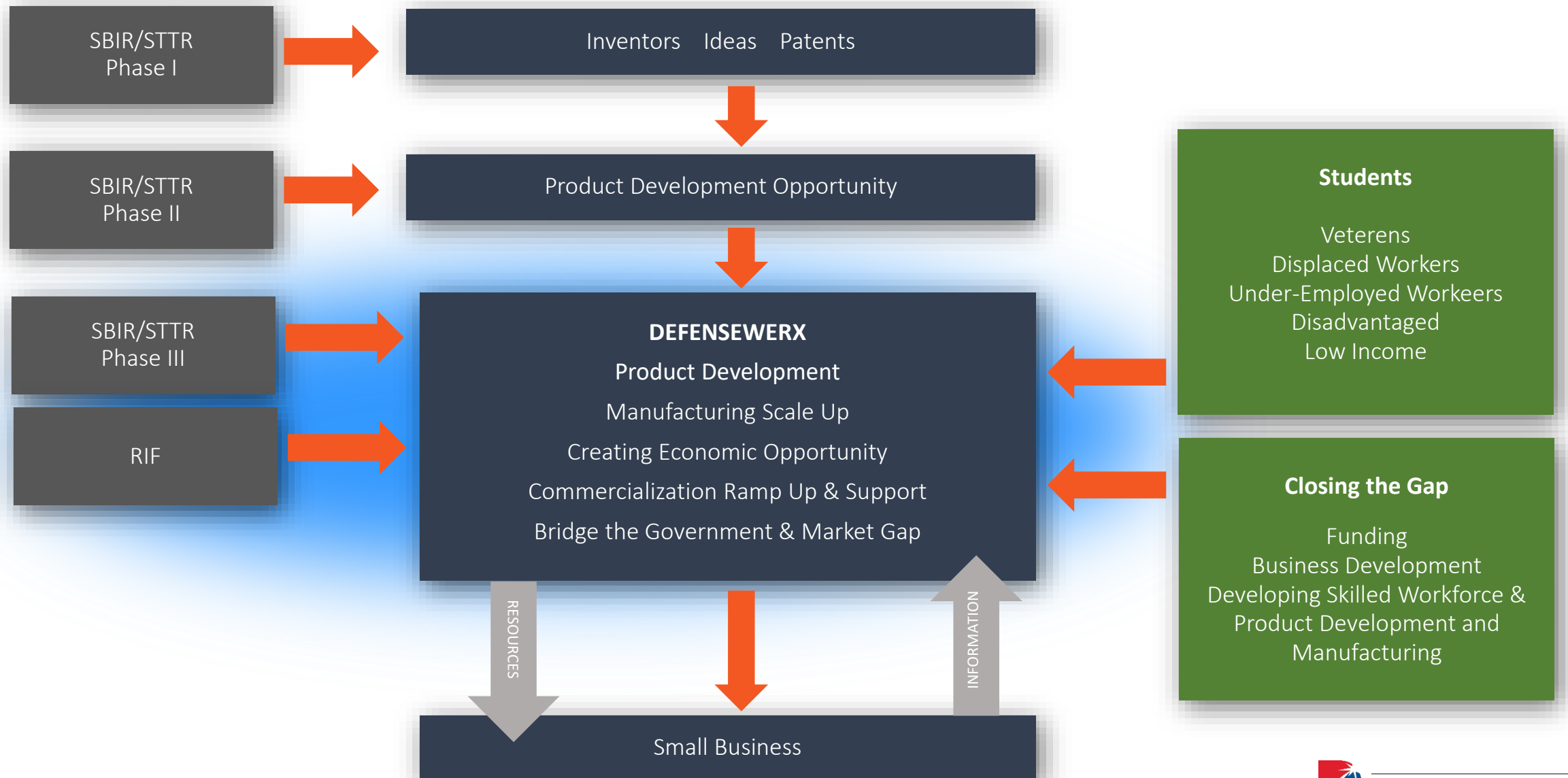
1. Technology transition (getting technology to the warfighter)
2. Technology transfer (getting technology to industry)
3. Innovation & Collaboration
4. Workforce development (current & future, STEM)
5. Concept prototyping

# Why an Intermediary?

- Focuses on non-traditional enterprises.
- Emulates private sector business operations.
- Systematically addresses business barriers.
- Can act quickly and proactively.
- Is a neutral facilitator focused on results.



# Phases of Innovation





## Barriers we remove

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- Funding
- Workforce
- Connection to Demand
- Product development with an ROI- including manufacturing

**Removing barriers accelerates innovation and commercialization.**

# Importance to DoD

As stated in the 2018 National Defense Strategy:

*“The security environment is affected by rapid technological advancements”*

*“New commercial technology will change society and ultimately, the character of war”*

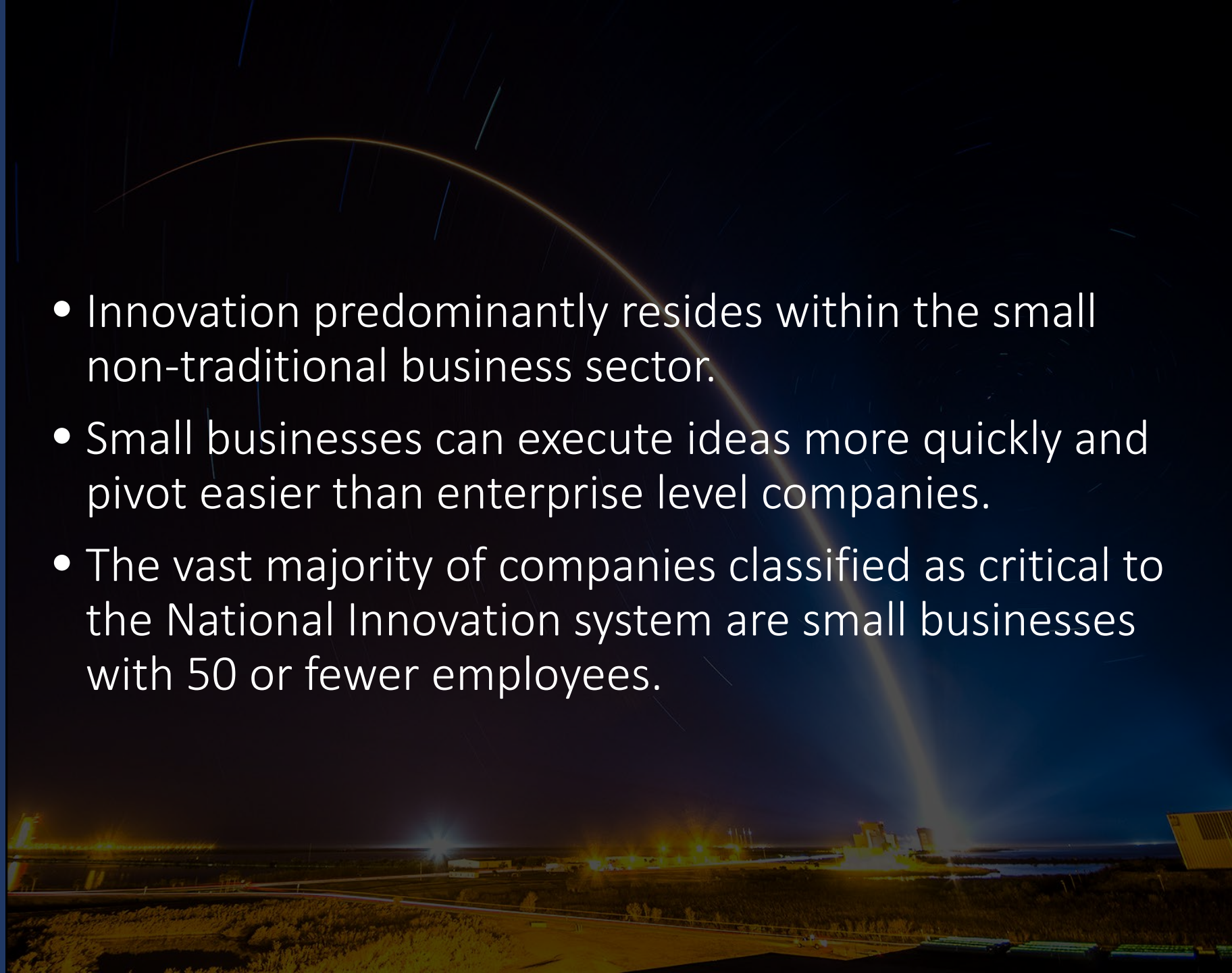
*“A strong and responsive research and development (R&D) enterprise has always been the backbone of defense innovation—and is crucial to delivering cutting-edge military technology.”*



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## **Where does Innovation Reside and why?**

- Innovation predominantly resides within the small non-traditional business sector.
- Small businesses can execute ideas more quickly and pivot easier than enterprise level companies.
- The vast majority of companies classified as critical to the National Innovation system are small businesses with 50 or fewer employees.







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## Characteristics of Innovation

- It is not easy because it is hard for others to see.
- There is no innovation and creativity without failure.
- Innovation makes technology affordable.
- Innovation is more about application than invention.
- The DOD has played a major role in innovation & technology.





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## **An Upcoming Project**

- Technology topics selected by DOD
- Build a team of public and private partners to fund a nationwide campaign
- Solicit applications from innovators
- Narrow the field and host final selection events
- Cohorts selected to receive: funding, a nationally recognized mentor, and training.
- A demo day followed by support for long term funding including crowdsourcing.





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## How can you participate?

- Sign up to follow us on social media
- Sign up to join our ecosystem
- Watch for events on our website & participate
- Visit one of our Innovation hubs
- Participate if asked to be a subject matter expert
- Following this presentation give me a business card

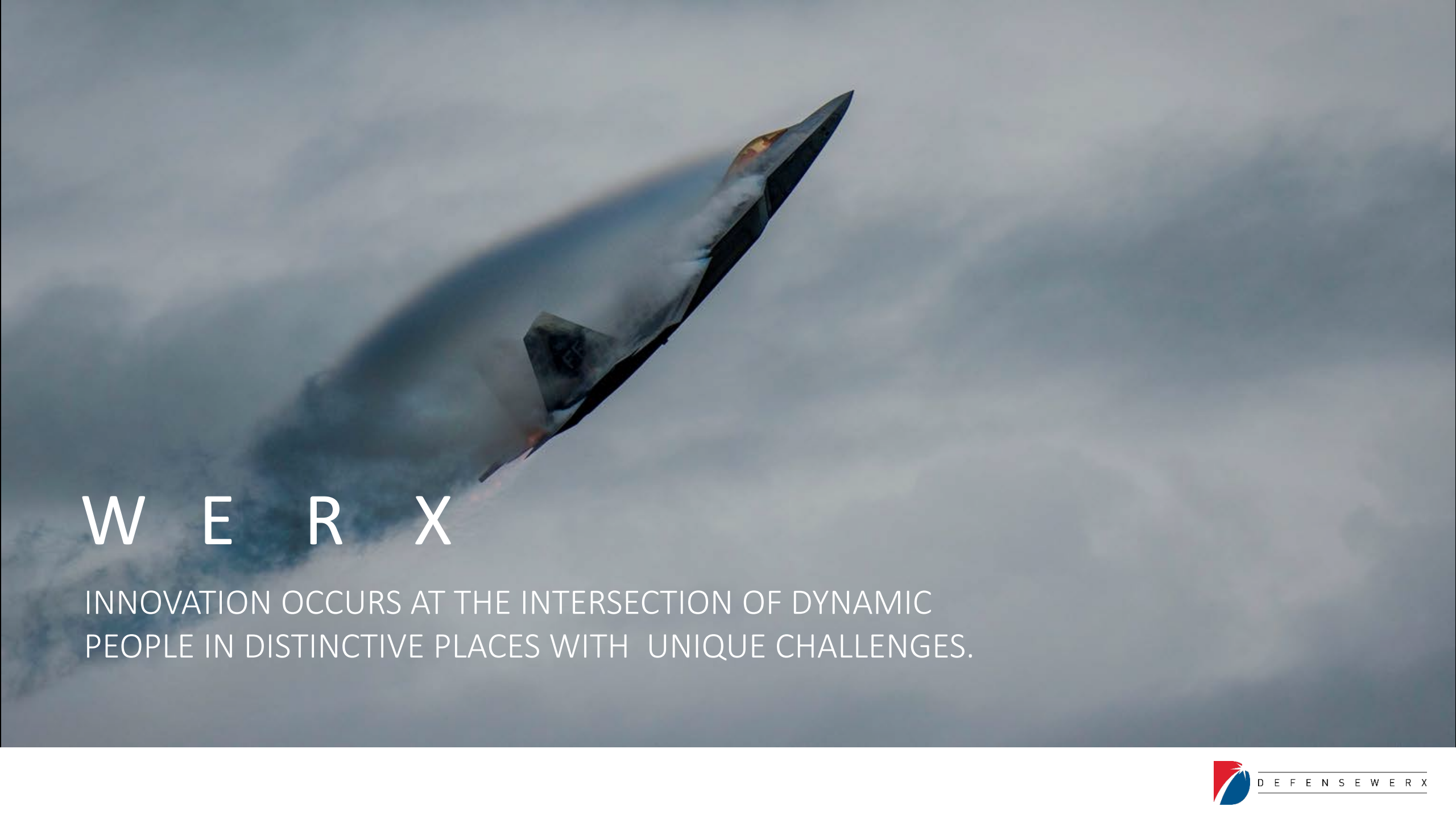




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## Summary

- Federal efforts to foster innovation fail to remove market barriers.
- A systems approach has been developed.
- Innovation and technology need the support of DOD as private sector is unable to fill the gap.
- Entrepreneurs and small businesses are critical as they are willing to take risks and sacrifice to develop product and new ideas.



# W E R X

INNOVATION OCCURS AT THE INTERSECTION OF DYNAMIC  
PEOPLE IN DISTINCTIVE PLACES WITH UNIQUE CHALLENGES.