



Department of Defense



2018 Beyond Phase II – Orlando, FL
SBIR/STTR Beyond Phase II and
Mentor-Protégé Training Week
(BP11/MPTW18)
‘Commercialization Programs’

Wednesday, 15 August 2018
1400hrs – 1445hrs

www.acq.osd.mil/osbp/sbir
<https://sbir.defensebusiness.org>

UNCLASSIFIED



Panel Members

- Larry Pollack: Chemical and Biological Defense (CBD) SBIR/STTR Program Manager
 - Joint Science and Technology Office for Chemical and Biological Defense, Fort Belvoir, VA
- David Busigo: Director, Small Business Programs Office, DARPA
 - Defense Advanced Research Programs Agency, Arlington, VA
- Anthony Aldrich: SOCOM SBIR/STTR Program Manager
 - United States Special Operations Command, MacDill Air Force Base, FL
- Doug Deason: Director, Advanced Research, MDA
 - Missile Defense Agency, Huntsville, AL



Where is your technology prototype?





And how are you going to get it in front of the 'right' people



- NETWORKING – NETWORKING & MORE NETWORKING!
- QUESTION: How much of the technology transition process is the responsibility of the Government and how much is up to the small business?



Is it at an Appropriate Technology Readiness Level (TRL)



Are there Test & Evaluation data to back-up the performance claims?

TRL 1: Basic principles observed and reported

TRL 2: Technology concept and/or application formulated

TRL 3: Analytical and experimental critical function and/or characteristic proof of concept

TRL 4: Component and/or breadboard validation in a laboratory environment

TRL 5: Component and/or breadboard validation in a relevant environment

TRL 6: System/subsystem model or prototype demonstration in a relevant environment

TRL 7: System prototype demonstration in an operational environment

TRL 8: Actual system completed and qualified through test and demonstration

TRL 9: Actual system proven through successful mission operations

<https://techlinkcenter.org/technology-readiness-level-dod/>



Questions to Ask from Day 1



- During Pre-Release, when the SBIR topic is initially released, contact the Topic Author and ask: “Has a Technology Transition Path been identified for the technology developed in conjunction with this topic?”
- What is the Concept of Operations / CONOPS
- Who will be the end users?
- What are the logistics for operation? Training? SWaP? Environmental limitations? Expendables? Shelf-life? Etc., Etc.

PLAN FOR SUCCESS



A Question for you and for the Panel



- Is there a difference between Technology Transition vice Commercialization?
- When is a success a success?
 - Meets the requirements of the original SBIR/STTR Topic, as solicited? – and gets inserted into an Acquisition Program of Record?
 - Meets the requirements of another DoD organization?
 - Meets the technology needs of another Government organization?
 - Has commercial value outside of the Government, and brings sales and revenue to the small business?
 - Attracts the attention of 'industry' (non-small business) to be used as a subsystem to a larger technology platform?
 - Small business is bought by 'large business'?



Opportunities to Show Your Technology



- Sequential Phase II projects
 - Plan for independent Test & Evaluation in the Statement of Work
- Test & Evaluation events
 - Joint Capability Technology Demonstrations
 - Operational Assessments
 - Other events – Small Business Development Centers
- OTA: Other Transaction Authority
 - Join multiple OTAs applicable to your technology/research specialization
 - Put your technology in 'The OTA Basket'



OSBP SBIR/STTR Webinars



- **“Commercialization Assistance Programs and Beyond Phase II Considerations”**
- September 18, 2018 *
- **“Phase III Process – How to Identify non-SBIR Funding”**
- October 30, 2018 *
- Register (no charge) at: <http://www.surveygizmo.com/s3/4302495/Registration-Site>

Prior webinars in the series are archived at:

<https://training.defensebusiness.org/recordings/>

- How to use the DoD SBIR/STTR Submission Site/Important Proposal Considerations/Using SITIS
- Managing Intellectual Property – Important Business Considerations for Commercialization
- Understanding the Evaluation Process / What to do with a Debrief
- Working with Prime Contractors
- The DoD Acquisition Process / Contracting

* Date Subject to Change

www.acq.osd.mil/osbp/sbir

<https://sbir.defensebusiness.org>

UNCLASSIFIED