

# **N D I A**

# **National Small Business**

# **Conference**

“Leveraging Small Business Strengths  
by Primes”

June 2005  
Los Angeles, California

Benita Fortner  
Supplier Diversity Director  
Raytheon

# “Leveraging Small Business Strengths by Primes”

- Bringing Small Businesses “IN”
- Whose TECHNOLOGY Prevails?
- NAVIGATING the Terrain
  - - Culture
  - - Philosophy
  - - Commitment
- PROTECTING INTELLECTUAL PROPERTY

# Bringing Small Businesses “IN”

---

Raytheon has a history of working with small businesses.

- Procurements have consistently exceed 35%
- Participating beyond parts and services to strategic and mission critical applications

SBIR requires leveraging relationships well in advance of procurement decisions

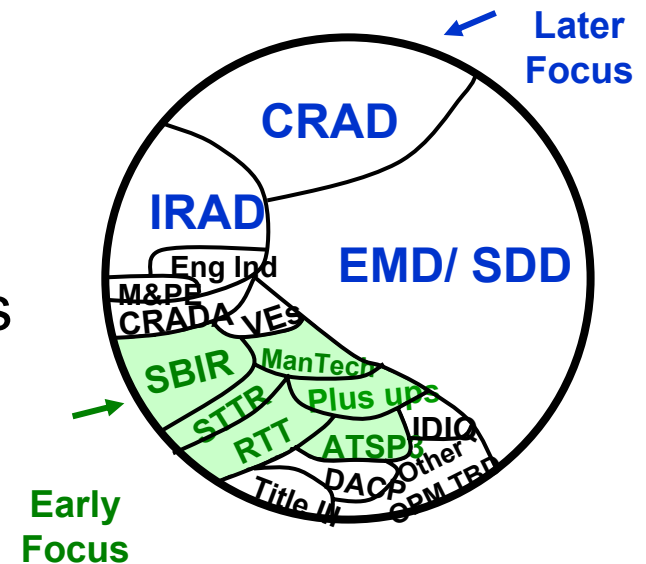
- Sharing strategic business decisions
- Sharing technology road maps
- Sharing customer pursuit strategies

# Whose TECHNOLOGY Prevails?

Small businesses have a history of innovation

- Over 50% of all innovation developed by small businesses
- Ultimate technology wish list
  - Most government agencies participate
- Extension of Primes' Research & Development Efforts
- Fill the gap between large business and government customer needs

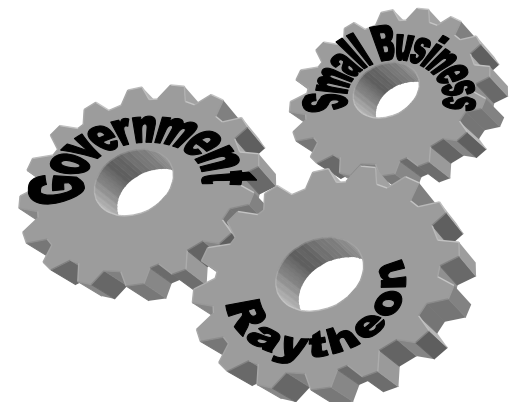
## Integrated Technology Plan



# NAVIGATING the Terrain

Engineers make up over one third of Raytheon's 80,000 employees

- NIH is a part of the Raytheon CULTURE
- Reputation built on technology and innovation
  - (Customer debriefing comments) In most cases – even when we don't win “Raytheon provided the best technological solution”
- Raytheon's PHILOSOPHY for success is to exceed customer expectations
- Raytheon's history includes many technological “firsts”
  - Radio tubes, microwave ovens, lasers, satellite imagery etc.
- Department of Defense Transformation Agenda
  - Speed from concept to deployment
  - Affordability
- Raytheon is COMMITTED to “customer satisfaction”
  - Leverage government technology collaboration program
  - Provide the best solution for the mission
  - Fill the technology pipeline



# PROTECTING INTELLECTUAL PROPERTY

Technology in a vacuum serves no purpose – The greatest barrier to deployment of new technology is cost.

- Large business prime contractors closely manage their intellectual property portfolios
- Small businesses typically feel they are at a disadvantage when dealing with large businesses on issues of Intellectual property rights
- Protection for Small Businesses within the implementing regulations
- Right of use extends to government for “any government purpose”
  - Data rights attach to the product or service resulting from SBIR funded technology
    - includes software
  - Five year non-disclosure period
    - (without Small Business SBIR Grant Holder’s permission)
    - Provide competitive advantage for SBIR Grant Holder
    - Does not consider collaboration partners
  - Technology remains with the company
    - Includes mergers and acquisitions



# Raytheon SBIR Leadership Team

Business Unit	Adv Pgms/ Eng'g Lead	TLC Member	SCM Lead	Supplier Div Lead
RMS	John Waszczak *	Don Uhlir	Bob Laporte	Jo Anne Arvizu
IDS	Richard Karon	David Martin	Lani Loell *	Ed Bogacz
NCS	Jude Franklin	Kevin Riley	Valerie King	Valerie King
SAS	Barry Alexia	Nick Uros	Gerri Whaley	Shirley Patterson
IIS	John McDonald	Lynwood Givens	Barbara Osborn	Barbara Osburn
RTSC	Tommy Gardner	Tommy Gardner	Angela Parker	Angela Parker
RAC	Neal Pfeiffer	Neal Pfeiffer	Paul Archiopoli	Shirley Smith & Richard Olson
Corp	Tom Markarian	Peter Pao	Benita Fortner	Benita Fortner

\* Business Unit Champion/ Lead