Strategies for Innovation Sourcing

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Objectives

• Describe ways to identify and harness the wealth of innovation to address challenging problems in Homeland Security

• Look at strategies for effectively navigating the “innovation bazaar”
The Innovation Sourcing Challenge

• There is not a shortage of ideas. The challenge is in finding the good ones and the right ones …

Case Study 1:
- 6,000 ideas yielded 100 marketable ideas
  (Consumer Products)

Case Study 2:
- 3,000 candidates yielded 15 applicable technologies
  (Intelligence Agency)

… and bringing them into the government sector
The Importance of Innovation Sourcing Continues to Grow

Innovation is migrating from government/corporate labs to small businesses
Examples of Proactive Innovation Sourcing

• Proctor & Gamble Connect + Develop
  – Like an Open BAA
• Staples InventionQuest
  – Looking to build the company’s brand
• CTTSO Technical Support Working Group (TSWG)
• Government Venture Capital organizations
Best Practices for Innovation Sourcing

- Know What You’re Looking For
- Execute with Focus
- Find a Guide
- Plan for Transition

** Extra Credit **

FAR Part 10 requires “market research to arrive at the most suitable approach to acquiring, distributing, and supporting supplies and services.”
Know What You’re Looking For

• What gaps are you trying to fill?
• Are some areas more vulnerable to “not invented here?”
• What maturity levels can you accept?
• Variables: Reach, Cost, Risk, Speed
Find a Guide

• Innovation Intermediaries
  – Agents that actively seek out innovation
  – Facilitate the innovation market

• Types
  – Marketplaces, agents, brokers, market-makers, innovation capitalists, incubators, VCs

• Value
  – “Ear to the ground”
  – Territorial knowledge
  – Anonymity
Execute with Focus

- Time constraints lead to results
  - But keep an open door too
- Understand the needs before you begin the search
Plan for Transition

• How can small, dynamic companies fit with a multi-year acquisition program?
• How do you coax an ant into a room full of elephants?
Questions