



Strategies for Innovation Sourcing

11 July 2007

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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

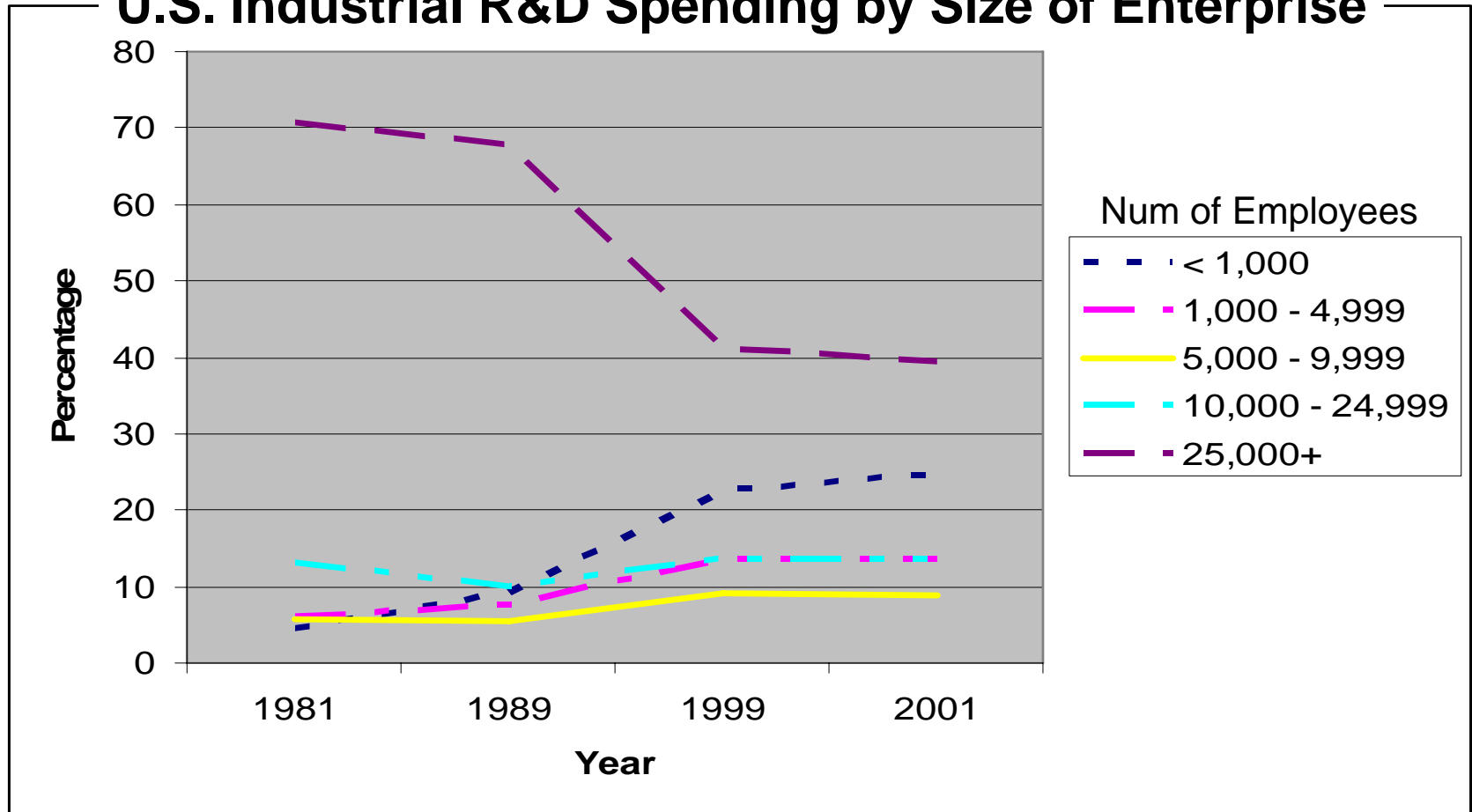
(Intelligence Agency)

... and bringing them into the government sector

The Importance of Innovation Sourcing Continues to Grow



U.S. Industrial R&D Spending by Size of Enterprise



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

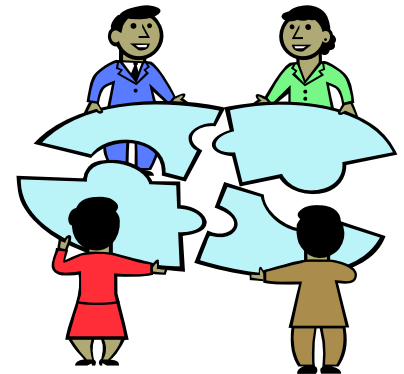
**** Extra Credit ****

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

