SBIR Transition Support at DARPA

Foundation for Enterprise Development

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President

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Overview of The Foundation for Enterprise Development (FED)

- Established in 1986, La Jolla, CA, by Dr. J. Robert Beyster
- Focused on educating and training entrepreneurship and employee ownership in US and over 40 countries.
- Have strong emphasis on working with science and technology companies to help prepare their companies for growth and to maintain ownership with those who grow the company.
- Have full and part-time affiliates working from in La Jolla, a satellite office in Washington DC, the San Francisco Bay Area, and other U.S. cities
In support of DARPA and the SBIR Program, the FED provides support in creating linkages with potential end-users and defining/executing roadmaps for technology transition.
DARPA’s transition-support is designed for small companies transitioning state-of-the-art technology.

**Transition-Support to SBIRs**

- Business Model Expertise
- Entrepreneur Organization and Management
- Market, Legal, and IP Expertise
- Strategy Review
- Technology Choices
- Product Development Progress
- Commercialization Roadmap
- Business Development Plan
- Suppliers Agreements
- Partners Relations
- Operations Performance
- Customer Introductions
- Executive Recruitment
- Administrative Support
- Infrastructure
- Capital Funding

**Current Focus of Support**

**What Business Are You In?**

**How Can You Transition Better?**

**What Resources Do You Need to Succeed?**

**Customer**
The FED’s Model: Matching Experienced Mentors to SBIR Needs

- The FED’s transition support services involve:
  - Matching a former senior executive from government markets to serve as a mentor/liaison for each SBIR company
  - Using close-quarter mentoring (e.g., playing an active role in addressing SBIR transition issues)
  - Focusing primarily on marketing and sales tasks that lead to revenue
- Mentors are selected for individual companies based on their knowledge and expertise with government and technology markets and their contacts with potential customers and partners
- The FED conducts independent assessments of technology potential and of market opportunities
- Transition-support is focused on tactical support with high potential for strategic results
# Recent Transition Support to Three SBIR Companies

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<tr>
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<th>Bluetronix</th>
<th>Edaptive Computing</th>
<th>Voxtec International</th>
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<tr>
<td><strong>Autonomous Routing Algorithms</strong></td>
<td>Development, Verification &amp; Security of Complex Systems</td>
<td>Handheld/Wearable Voice Translation Devices</td>
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<td><strong>Early Adoption Phase Transition Issues/Needs:</strong> (January 2007)</td>
<td><strong>Launching Phase Transition Issues/Needs:</strong> (January 2007)</td>
<td><strong>Mainstreaming Phase Transition Issues/Needs:</strong> (January 2007)</td>
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<tr>
<td>- Finding money to continue development</td>
<td>- Finding market niche in services to secure sales pipeline</td>
<td>- Creating steady growth with commercial and DoD</td>
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<td>- Finding best initial application/use for technology</td>
<td>- Defining value prop/unique advantage</td>
<td>- Sales resources</td>
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<td>- Getting support/sponsor from DoD users</td>
<td>- Developing knowledge of selling into DoD</td>
<td>- Building the management team to go to the next stage</td>
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<td>- Creating credibility/trust with stakeholders</td>
<td>- Implementing sales capture process</td>
<td>- Preparing next generation technology position</td>
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**Big Opportunities With FED:**

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<td>- Introduction to key partner/s</td>
<td>- Create contacts for ECI to pursue</td>
<td>- Introduction to key partner/s</td>
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<td>- Develop selling skills and process</td>
<td>- Develop knowledge of government marketing/sales requirements</td>
<td>- Consult on transition/growth issues</td>
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<td>- Create demand from DoD users for Bluetronix concept</td>
<td>- Find services opportunity directly with gov’t and through prime contractor</td>
<td>- Help use new IDIQ</td>
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<td>- Get the next contract through a prime contractor</td>
<td>- Create non-DoD revenue in law enforcement/public safety market</td>
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Key Findings of Recent Transition-Support Activities

- Transition-oriented marketing and sales support:
  - Has high impact ranging from strategic advice to tactical editing of collateral and introductions
  - Varies with their readiness to commercialize their technologies and prior government experience
  - Often generates early wins after initial intensive mentoring sessions with regular follow-up

- The DARPA program manager and SBIR program manager are essential to making the transition process work.
  - Provide oversight, muscle, and opportunities
Next Panelists:

- Mark Heiferling, Bluetronix
- Praveen Chawla, EDAdptive Computing
- Ace Sarich, Voxtec International

SBIR-company perspectives on technology-transition approaches, issues, and needs