



Navy CPP the Details

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DoN CPP Manager
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Agenda

- What's New?
- Roles & Responsibilities
- Benefits of CPP
- ONR
- NAVAIR
- NAVSEA
- DoN CPP Points of Contact
- Dawnbreaker – CPP Program Support
- Best Manufacturing Practices Center of Excellence



What's New in FY07/08?

- ❑ SBIR process to maximize the potential for transition by:
 - ❑ Focusing Topics on Navy priorities and managing projects to meet acquisition timelines
 - ❑ Increasing the involvement of key transition decision-makers throughout the process
 - ❑ Expanding support to both firms and Navy program personnel for transition efforts
 - ❑ Implementing best practices and removing barriers to transition

A Lean Six Sigma Kaizen Event will be scheduled in FY08 to develop the detailed processes for accomplishing these objectives.



CPP Roles & Responsibilities

- ❑ PEO
 - ❑ Develop topics to support your future program needs
 - ❑ Negotiate and monitor transition plans and agreements for relevant SBIR technologies
 - ❑ Include SBIR technology considerations in your acquisition strategy, technology roadmaps, and program/milestone reviews
 - ❑ Encourage prime contractors and system integrators to assess the feasibility of using SBIR technologies and in identifying barriers to their use
 - ❑ Ensure that the SBIR PM office and transition managers are kept abreast of changes in acquisition requirements and milestone schedules that could impact the viability of SBIR technologies under development
 - ❑ Continue to work with the SBIR PM and transition manager to ensure that funds provided to SBIR firms for technology development result in program transitions – a ROI vice a “tax”



Roles & Responsibilities Cont.

- ❑ PEO SBIR Technology Managers
 - ❑ Work with PEOs and topic authors to insure that the right topic is prepared and issued at the right time
 - ❑ Monitor on-going projects to make sure they are working towards “real requirements”
 - ❑ Help in the early identification of potential changes in requirements or deadlines to avoid wasted effort
 - ❑ Assist the SBIR PM office, contracting office and others in assessing the potential for transition of a proposed technology
 - ❑ Key player in bringing together the relevant parties for negotiation of the TTP and TTA



Roles & Responsibilities Cont.

- ❑ SYSCOM SBIR PM
 - ❑ Oversee the topic solicitation process across the PEOs and obtain required approvals
 - ❑ Manage the proposal selection and evaluation process in accordance with Navy/SYSCOM requirements
 - ❑ Manage requests for non-financial assistance from/for SBIR firms
 - ❑ Provide information and data inputs for SYSCOM, Navy and DOD review of SBIR, and CPP efforts



Roles & Responsibilities Cont.

- ❑ SBIR Firm
 - ❑ Think about who your customer is going to be early in the process and get to know them
 - ❑ Know what is required of you now (read your contract) and in the near future (plan for what comes next)
 - ❑ Remember it isn't enough to be able to do it once; you must have a well documented, repeatable and predictable process
 - ❑ Think about the entire product life cycle when deciding whether or not you will manufacture an item yourself
 - ❑ Don't forget the "small stuff" (e.g., training manuals, spares, warranty, configuration control documentation, material lead-times, etc.)
 - ❑ Know the intended environment and end-user of your product



Benefits of CPP

- ❑ Greater likelihood of transition
 - ❑ High Priority Need
 - ❑ Transition Agreement in Place
 - ❑ Assistance in Qualifying Products/Testing
 - ❑ Assistance in Risk Management and Manufacturing to become “Responsible Supplier”
 - ❑ Technical Management against Program Milestones Mapped to Transition Strategy
 - ❑ Early Involvement of Program Sponsor and/or Prime Contractor/System Integrator



Benefits of CPP

- ❑ SBIR firms sell more products and grow their business
- ❑ Navy gets access to new technology and gets a return on its SBIR investment
- ❑ Taxpayers see more money spent in the U.S. economy instead of having jobs and technology transfer overseas
- ❑ Warfighters get a product that can help them do their job better

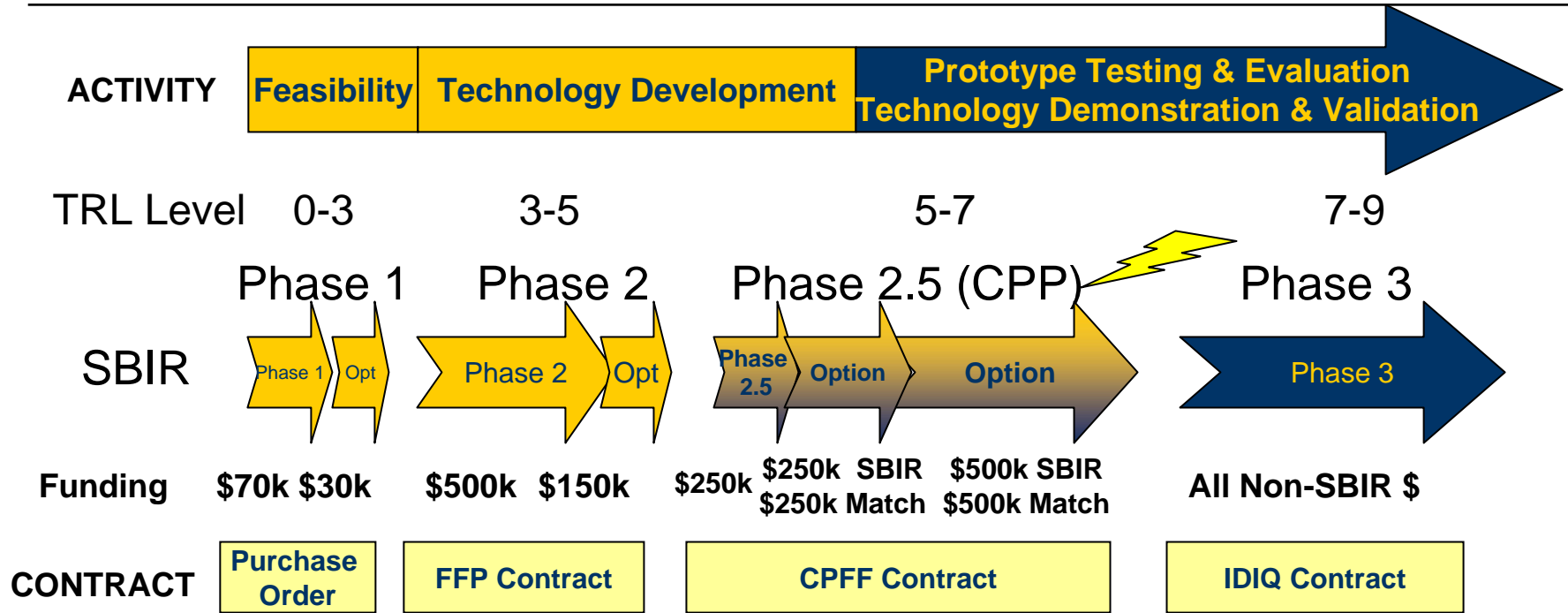


Office of Naval Research Commercialization Pilot Program





ONR SBIR Pilot Process For FY08



Using a standardized firm fixed price contract with detailed milestones and common deliverables should allow for faster and easier cost analysis and contract award. By limiting award value to \$650k there is no requirement for certified cost and pricing data. All of this should reduce administrative burden and costs to the firm and the government and also help shorten the gap between Phase I and II. Firms would also have time to develop approved accounting systems and find matching funds for Phase 2.5 (CPP) awards. The amounts listed for Phase 2.5 options are average and may vary depending on the amount of SBIR and matching funds available.

NOTE: This is a generalized model and some variation in individual awards may be justified when they are determined to be in the best interest of the Navy





ONR's Future Phase I's

- ❑ ONR continues the use of purchase orders for faster award of Phase I
- ❑ Phase I Final Reports will include:
 - ❑ Quad Chart (format to be provided)
 - ❑ Assessment of current technology readiness level
 - ❑ Identification of transition target (either program or platform)
 - ❑ Whether or not firm intends to manufacture or license production and interactions with Primes/Systems Integrators
 - ❑ Current manufacturing readiness level if firm intends to be the manufacturer of any items





ONR's Phase II Pilot

- ❑ ONR will alter the Phase II process to more clearly identify transition targets and programmatic benchmarks required for continued program support
- ❑ Validation of requirements will be made prior to award and exercise of option
- ❑ A Technology Transition Plan must be in place prior to award
- ❑ ONR supports use of Firm Fixed Price contracts with specific milestones/deliverables to shorten contract lead times
- ❑ Increased use of risk assessments for firms and technologies
- ❑ Manufacturing assessment for firms who plan to produce, and/or support the developed technology as part of the TTP
- ❑ All Phase II recipients will be eligible to participate in CPP.





ONR's Phase II.5 Pilot (CPP)

- ❑ Validation of requirements will be made prior to award and exercise of option
- ❑ A Technology Transition Agreement must be in place and signed by the Program of Record funding sponsor prior to award
- ❑ Matching (Non-SBIR) funds are required
 - ❑ \approx 50% in Option 1
 - ❑ \approx 1-1 in Option 2
- ❑ Activities covered include test and evaluation, preparation for manufacturing, supplier certification requirements, and other efforts necessary to meet contract/transition requirements



All Phase II.5 awards are CPP;
but, not all CPP are Phase II.5



Non-Phase 2.5 CPP Participants

- ❑ Phase II firms whose transition assistance requirements do not involve additional financial resources to achieve TRL level 6.
- ❑ Firms who transition technologies prior to completion of Phase II efforts.
- ❑ Firms who receive targeted technical and business support during Phase II without receiving Phase 2.5 awards.
- ❑ Firms who transition to Phase III based on TTP/TTA signed prior to or during the Phase II.





Naval Air Systems Command Commercialization Pilot Program





2006 NAVAIR CPP Approach



- ❑ Improve CPP pipeline by implementing improvements in the topic development process and strengthening PEO/PMA/Prime involvement.
- ❑ Better coordination between PMA Acquisition Plans, the Requirements community, and linkage to SBIR technology Maturation.
- ❑ Bureaucracy busting and process improvement through proactive action throughout the NAVAIR SBIR process.
- ❑ Supplier Risk Identification & Risk Mitigation Assistance to CPP Phase II projects with potential for rapid transition.



NAVAIR CPP Candidate Transition Issues

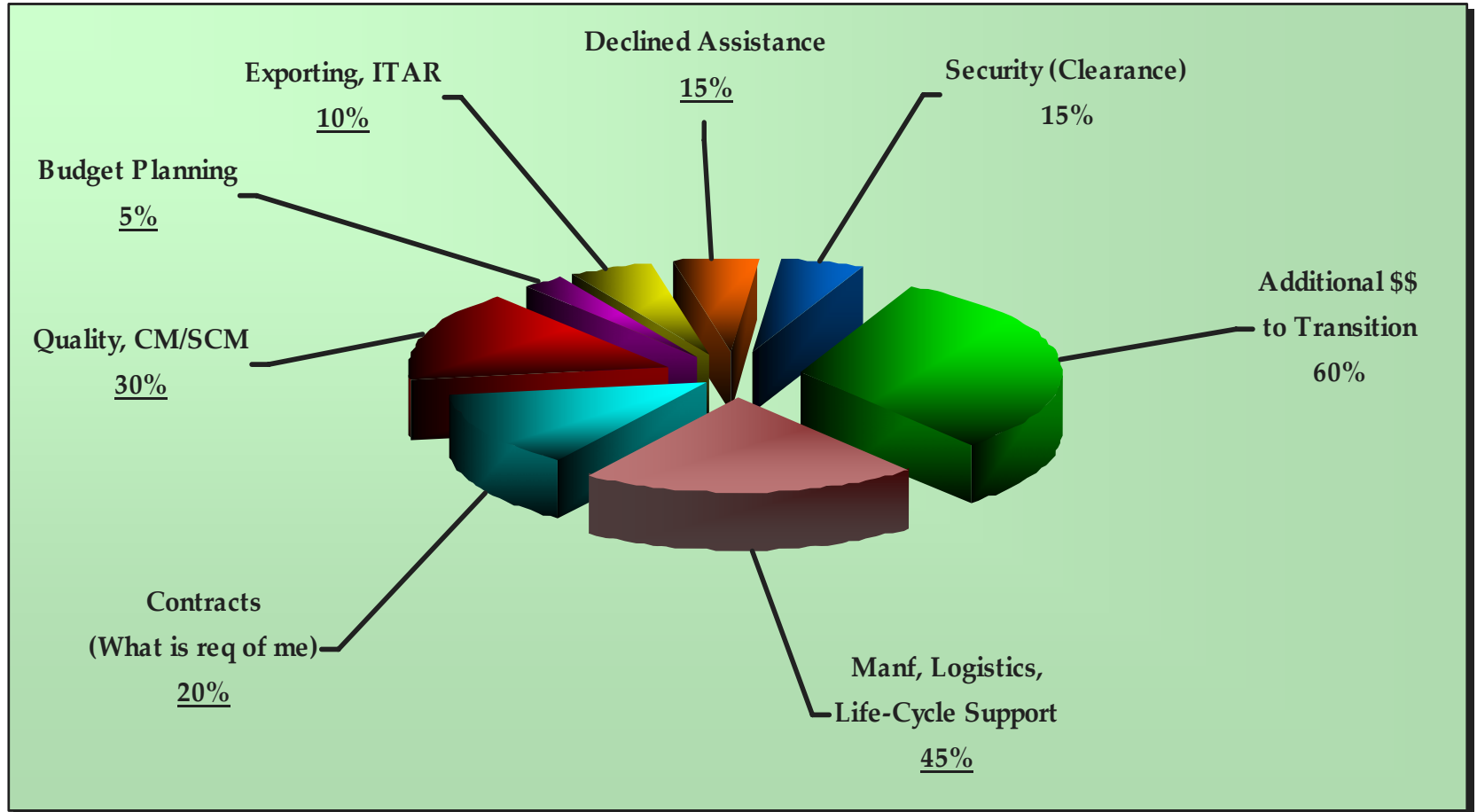


Figure 1: (CPP) Candidate PHASE III Transition Issues



FY07 NAE CPP Approach



- Develop a process to identify SBIR technologies ready for transition into a Program of Record within 2 years.
- Develop transition roadmaps for technologies selected by PMAs.
- Perform risk assessment of technology.
- Provide assistance to small company as necessary to prepare for transition.



FY07 NAE CPP Selections



- “CPP Project” Selections will be made by an NAE Review Board consisting of PEO SBIR Technology Managers and the NAVAIR SBIR PM
 - ❖ Made continuously as requirements and maturity of technology dictate
- **Leading indicators:**
 - High Military Need – Program of Record has a known requirement for the technology
 - Transition Potential(TRL/MRL, Risk, and \$)
- **Considerations**
 - NAVAIR SBIR Phase II Listing (2nd year Phase II’s)
 - SAT Companies not recommended for SAT 06 funding but flagged by PEO/PMA/TPOC as “topic of interest”



NAE CPP Selection Criteria



■ **Requirements and criteria:**

- Identification of Program Of Record (or fielded system)
 - Increased performance
 - Added capability within requirements
 - Reduced cost
 - Improved Safety
 - Other benefits to NAE
- Program Of Record transition funding identified.
- TRL maturation to 6+
- < 2 year Execution



“Proposed” FY-07 NAVAIR CPP Selection Process

Step (2)

Quad charts reviewed by TPOC & Mapped to PMA's.

Topic transition assessment.

- TPOC's coordinate PMA topic review and transition assessment.
- Topic Transition Assessment: (one of five categories selected by PMA)
 - Support
 - Endorse
 - Interest
 - Pass
 - Concern
- **PMA Topic Ranking**
- Level of matching non-SBIR funds (if known)
- Endorsed Topics priority ranked

Phase II's

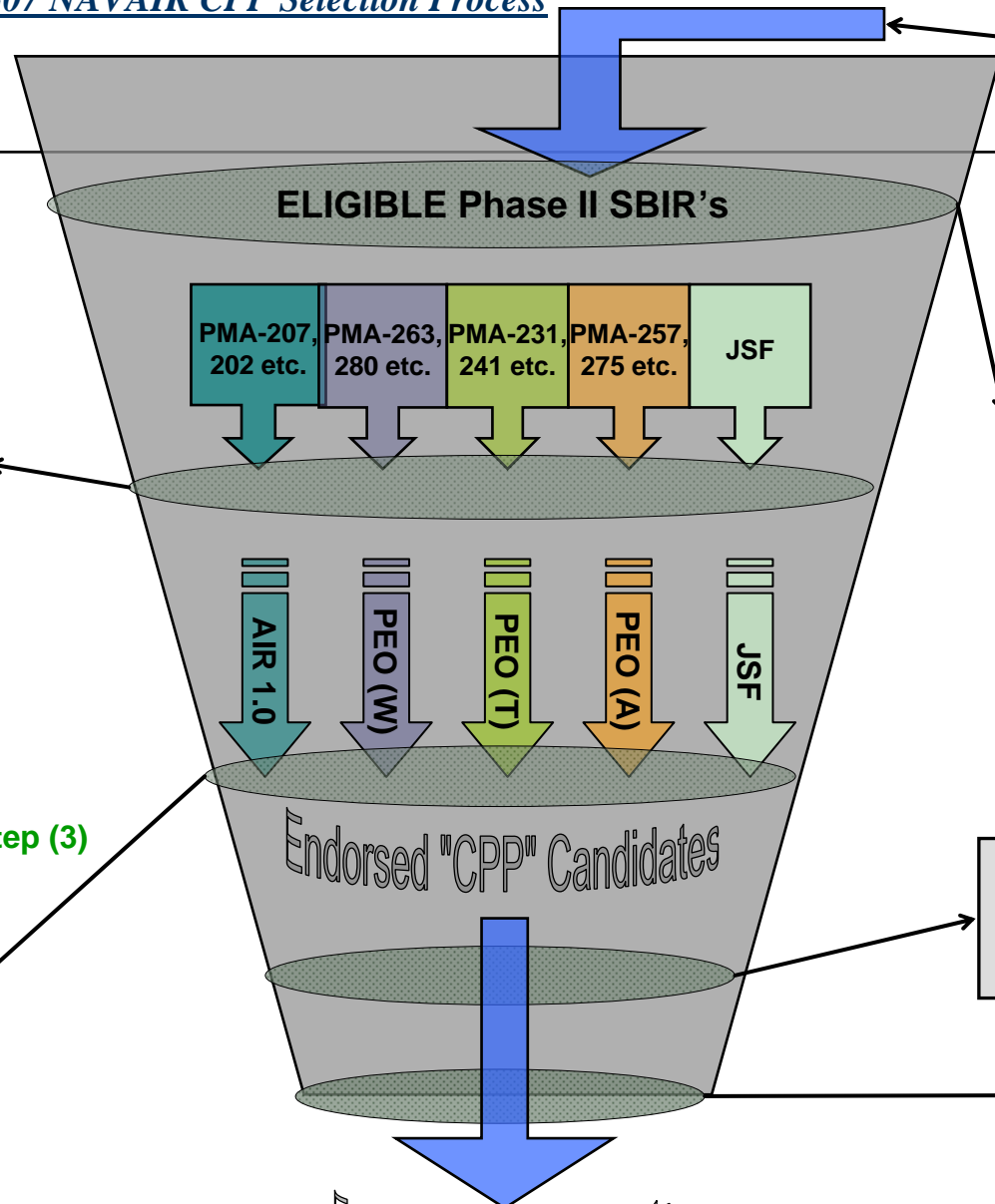
Step (1)

SBIR Portfolio Review

- All (2nd yr) Phase II Topics mapped to TPOC's & PMA's.
- All Phase II (enhancements)
- SAT Companies not recommended for SAT 06 funding but flagged "of interest"
- ATRB SBIR Endorsed Topics

SBIR firms

- Prepare Quad Charts



Step (3)

- PMA**
Endorsed / Ranked Topics Briefed to PEO's (if Req)
- PEO's**
Select / Prioritized /Endorse CPP Projects
- Requirements**
- PM funding
 - PMA Endorsement
 - Transition to POR

Step (4)

- PEO/SBIR PM Final Selection**
- Budget constraints
 - ✓NAE Requirements prioritization
 - ✓Multi Platform applicability

Step (5)

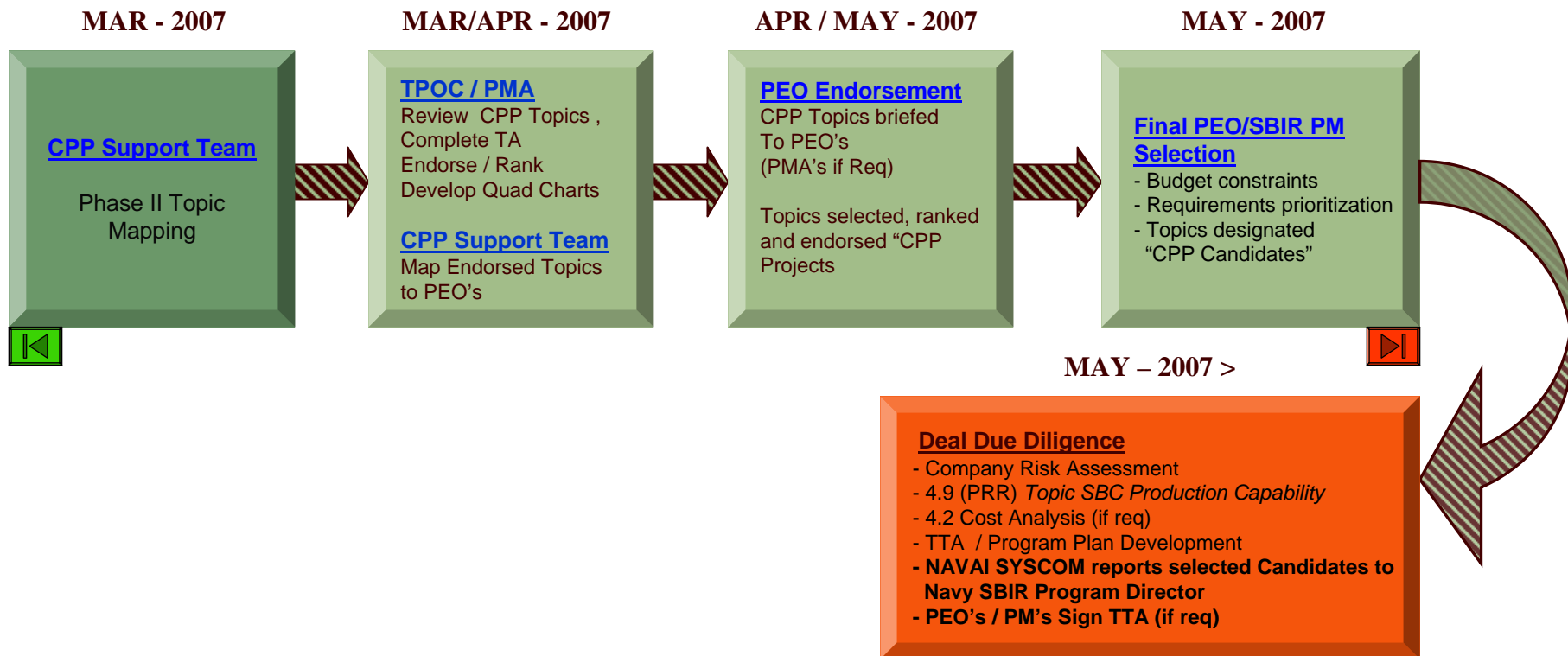
Deal Due Diligence



NAE CPP Selection Time Line



90 ≤ Day Selection Process





Naval Sea Systems Command Commercialization Pilot Program





NAVSEA CPP FY06 & FY07 Selections

- “CPP Project” Selections made by the NAVSEA PEO SBIR Sponsors and the NAVSEA SBIR PM from inputs developed and initially selected by each Sponsor
- **Leading indicators:**
 - High Fleet Need – identified by Acquisition Programs
 - Transition Potential – insertion in Acquisition Roadmaps targeted
- **Annual selection process**
 - Project identification by PEOs and Directorates
 - Selection – projects reviewed and prioritized by NAVSEA Board of SBIR Sponsors



NAVSEA CPP Selection Criteria

- **Requirements and criteria:**
 - Identification of Transition Program of Record (or fielded system)
 - Increased performance
 - Added capability within requirements
 - Reduced cost
 - Improved Safety
 - Other benefits to Fleet
 - Program of Record transition funding identified
 - Executed Transition Memorandum
 - Potential to executed in < 2 years





NAVSEA CPP Support Overview

- ❑ Major Focus areas:
 - ❑ Ensure early and continued planning/interaction between the NAVSEA Transition Support Team (Sponsors, TPOCs, Transition Program Mgrs, Tech Authorities, Fiscal Support Officers) and the Small Business
 - ❑ Provide informational resources, and automated transition support tools
- ❑ Automated Support Guidance and Execution aides
 - ❑ Facilitate and track all actions in support of CPP
 - ❑ CPP Report Generation system (at Sponsor, SYSCOM Levels)
 - ❑ Integrate/interface with Navy SBIR PM Database
- ❑ Key Participants
 - **SYSCOM PM/Program Office**
 - **PEO Sponsors**
 - **TPOCs**
 - **Reservists**
 - **Small Businesses**





NAVSEA CPP

Support Action Mgt. Sys. (SAMS)

- ❑ Objective: Assist the SBIR office in reporting CPP performance metrics to Congress
- ❑ On-line web based **CPP Support Action Management System (SAMS)**
 - ❑ Assist small business transitions to Phase III of the SBIR Process by providing instant access to informational resources and automated Q&A
 - ❑ Achieve increased efficiencies in the execution of the CPP SAMS through **data interoperability within SBIR CPP DB and Navy PM DB**
 - ❑ Provides CPP SB Contractors with direct documented access to **NAVSEA Transition Support Team** for Transition Guidance and Assistance when needed
 - ❑ Track all support provided to the Phase II Small Businesses in support of their transition to Phase III
 - ❑ Track baseline CPP support metrics that show the effectiveness of SBIR commercialization support over time
 - ❑ Provide real-time management metrics to SBIR Office





Who do I Contact for More Info?

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