Commercialization Pilot Program
CPP

23 August 2007
CPP PURPOSE

- Accelerate the transition of SBIR-funded technologies to Phase III
- Enhance connectivity among SBC, LBC, DoD S&T and Acquisition communities.
- Improve SBC capability to provide identified technology to the Department, directly or as a subcontractor.
REQUIREMENTS

- Identify SBIR research projects with the potential for rapid transition to Phase III
- SEC certify in writing that the successful transition of the research program into Phase III
- Acquisition process is expected to meet high priority military needs of the Department
- CPP resources will be used for payment expenses to administer the CPP
ADDITIONAL REQUIREMENTS

☐ Details of the CPP Plan
  ■ PEO
  ■ Program
  ■ Prime

☐ Amount of funds

☐ Use of funds
  ■ Activities
  ■ Incentives to facilitate transitions
  ■ Results expected
Transition success hinges upon strategic technology investment focus and roadmapping towards future capability needs.

“Digging to the Future”

Will The “Tunnels” Meet?

SBIR “Pipeline”

SBIR Transitions

Technology Investment Focus

Transition Success

Approaching Future Needs
SBIR “Pipeline”

Typical flow of SBIR workload is steady from topic generation to end

Phase I
- Feasibility Study
- 6 Months

Phase II
- Prototype Development
- 24 Months

Phase III
- Commercialization & Transition

Today
- Ideas

Future
- Outcomes
  - Gap-Filling Capabilities

SBIR Topic

Performance
- Technology S-Curve
  - Early Exploration
  - Technological Breakthroughs
  - Technological Limits Reached

Time
CPP accelerated process needs to move beyond batch decision making to counter today’s threats.

SBIR Pipeline

Pipeline should have multiple “lanes” with requirements and technology maturity driving which lane is appropriate.
YOUR SBIR SCORECARD SHOULD:

✓ Balance Current & Future Readiness
✓ Reduce Cost of Doing Business
✓ Enhance Agility
✓ Improve Alignment
✓ Implement Metrics Management of Technology

Diagram:

- Disruptive Technologies
- Sustaining Technologies
- High Risk
- Low Risk

SBIR Balanced Scorecard
SBIR BALANCED SCORECARD

Alignment and visibility of SBIR “Topic Portfolio” using a Balance Scorecare approach enhances Strategic Management of technology.

Enterprise Alignment & Focus

Naval Aviation Enterprise Goal Areas

Balance Current & Future Readiness
Reduce Cost of Doing Business
Enhance Agility
Improve Alignment
Implement Fleet-Driven Metrics

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The PEOs and PMs play critical roles throughout the SBIR process enabling integration and synchronization of technology investments with future capability and product-line roadmaps.
2006-07 CPP
PELIMINARY DATA

☐ Early
☐ Incomplete
☐ Mostly Planning
Early Preliminary Data Shows CPP Firms Strong in Partnering
CPP VALUE TO THE WARFIGHTER

- Improved Capability: 55%
- Improved Safety: 14%
- Cost Reduction: 31%

Legend:
- Cost Reduction
- Improved Capability
- Improved Safety
PARTICIPATION IN CPP BY STATE
WHY CPP

☐ We Need Agility
☐ Cost & Schedule
   Overruns are Not Acceptable
☐ SBIR Can Deliver More

☐ We Owe the Troops our Best
   ■ Innovation
   ■ AND Transitions
☐ It takes a TEAM

Air Force, Army and Navy:
How can we make CPP successful?
CPP POINTS OF CONTACT

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BACK-UP SLIDES
SBIR Technology Insertion Within the DoD Acquisition Process

- Technology opportunities and user needs

- SBIR Technology Insertion
  - Phase I
  - Phase II
  - Phase III

- SBIR Program
- SBIR Funding
- Technology Maturity
- Supplier Maturity
- Transition Enhancement

- Initial product/process
- Capability
- Development
- Insertion
- Improvement and sustainment

- TRL 1
- TRL 2-4
- TRL 5-6
- TRL 7
- TRL 8
- TRL 9

- Start-up
- Growth
- Mature

- EMRL 1
- EMRL 2
- EMRL ≥ 3

- CML 0-1
- CML 1-2
- CML ≥ 3

- SYSCOM
  - Topic-PEO/PM
  - Rqts. Alignment
- TAP
- CPP

- Acquisition Programs
  - Other DoD Tech Transfer Programs
  - Congressional Plus-up
  - Venture Capitol
  - Sales

- PEO/PMA Alignment
- Bureaucracy Busting
- Supplier Risk Reduction