



American Security Challenge

June 5, 2008 Washington D.C.



American Security Challenge

- The American Security Challenge is a technology contest open to anyone with a product or service that has national security applications.
- The American Security Challenge brings the power of the market together with the power of our nation's best ideas to take the next generation of technologies from thought to reality.
- The Challenge will be held June 5, 2008 as a part of June 2-5 2008 Homeland Security S&T Stakeholders Conference East, presented by the National Defense Industrial Association (NDIA) with subject matter support provided by the Science & Technology Directorate (S&T) of the Department of Homeland Security. The theme of the conference is 'Partnering for a Safer Nation.'



Challenge Objective

The objective of the American Security Challenge is to help protect America by bringing innovative technology to the attention of potential investors, customers, strategic partners and serial entrepreneurs so that new technologies probability of getting to market is increased while the time/cost it takes to get to market is decreased.



What is a “national security” technology?

- **Energy** including renewable energy, fuel cells, cleantech, stationary and mobile power supplies and storage, nanotechnology, etc.
- **Information management** including large scale data handling and fusion of multi-lingual, multi-source, multi-format, visualizations, data mining, etc.
- **Life sciences** including CBRNE, WMD, IED detection
- **Cybersecurity** including authentication, identification, wireless security, information assurance, signal intelligence, etc.
- **Data storage and collection** including location based technology, RFID, satellite and other imagery, spectroscopy, x-ray, gamma, chromatography, etc.
- **Facility security** including CCTV, perimeter security, biometrics, etc.



Who should enter?

- SBIR winners
- Angel funded companies
- Companies with \$1M or less 2007 annual revenue
- Incubator companies
- University researchers with innovative IP
- Entrepreneurs
- Companies looking for more/better customers, funding, licensors, strategic partners, or manufacturing partnerships





Increased visibility for innovators

- Early stage Angel and venture capitalists seeking additional deal flow
- Prime contractors and integrators looking for interesting technology to license, acquire or insert into a program
- Critical infrastructure owners and supporting members of our economy such as large financial, energy, communication, transportation, shipping, or healthcare stakeholders
- Service providers including law firms, investment bankers, accounting and management consultants
- Senior members of the federal government such as DOD, DHS, or DOE
- Serial entrepreneurs looking for their next opportunity to build



Dates and Deadlines

Proposed

- **April 14, 2008** – Deadline for entrants to submit Executive Summaries.
- **April 19, 2008** – Top 25 entrants are notified to submit business plans
- **May 10, 2008** - Deadline for Top 25 entries to submit full business plans.
- **May 15, 2008** - Semi-finalists selected to have additional due diligence performed and six will be invited to present their business plans live at the 2008 U.S. Department of Homeland Security Science & Technology Annual Stakeholders Conference in Washington DC June 5, 2008.
- **June 5, 2008**- American Security Challenge finalists present for **prize money up to \$100,000** for grand prizewinner and 1 runner-up!



Finalists





June 5, 2008 Event Schedule

Proposed

- **1:30pm Opening Remarks**
- **1:45pm Finalists Presentations (3)**
- **2:30pm Patriot Award presentation- Honorable Tom Ridge**
- **3:00pm Finalists Presentations (3)**
- **3:50pm \$100,000 award winner announcement**
- **4:00pm Reception**



Thank You



Roger London

Event Chairman

American Security Challenge

410-340-5335

rlondonmd@gmail.com