

THINK DIFFERENT:

**Using the "New Normal" For Global Strike Systems Development,
Sustainment, and Modernization**

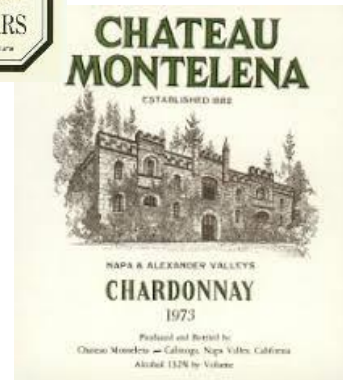
James S.B. Chew

**Chair, NDIA Science and Engineering
Technology Division**

Group Director, Cadence Design System

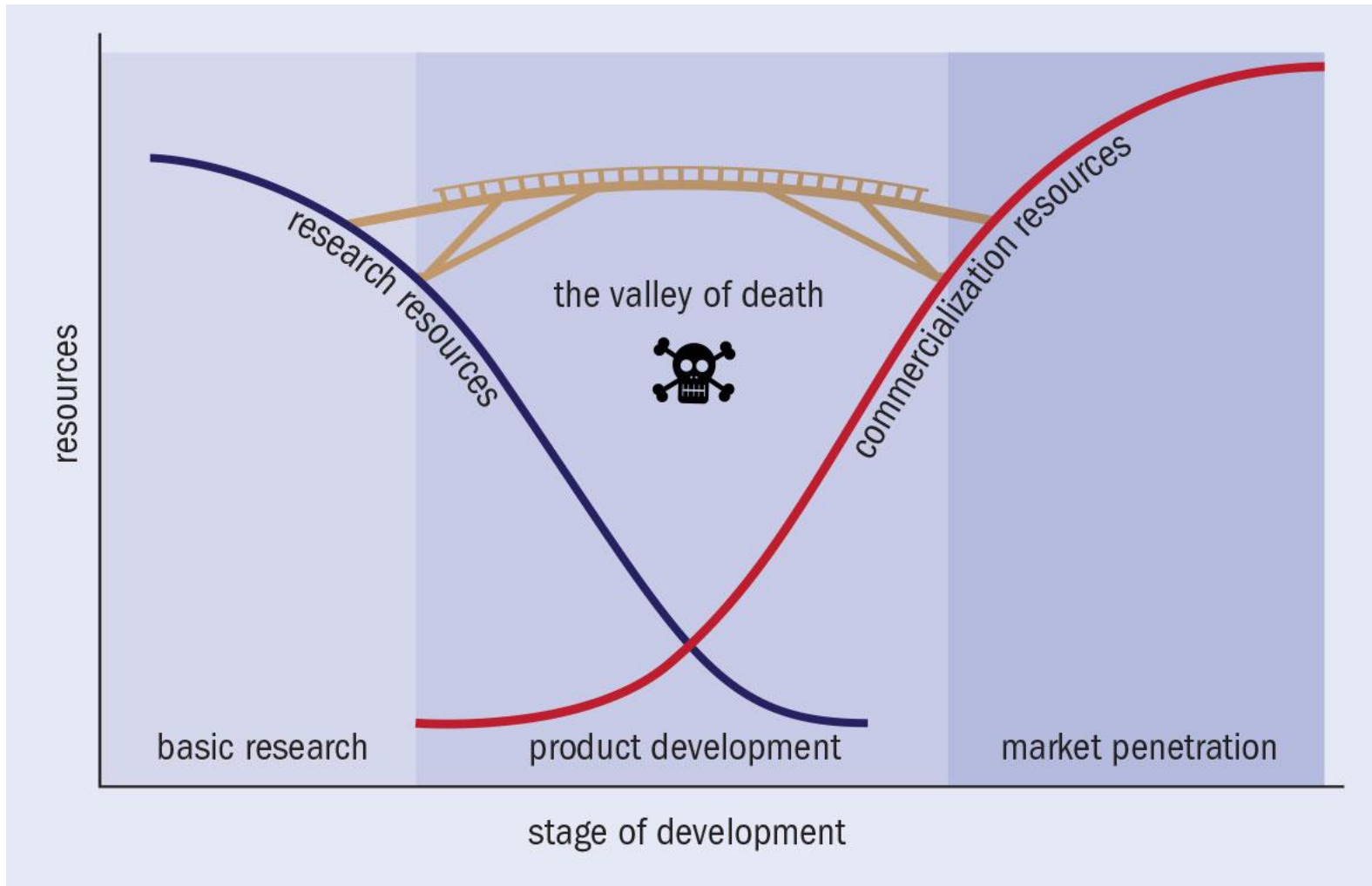
Examples of Market Disruption

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What Do All These Have In Common?

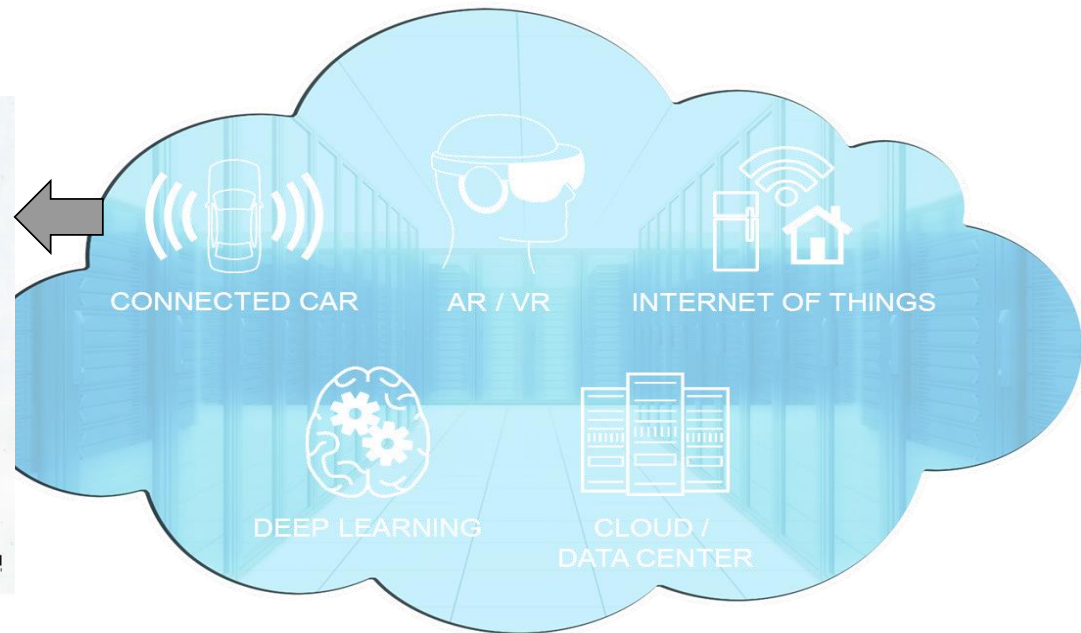
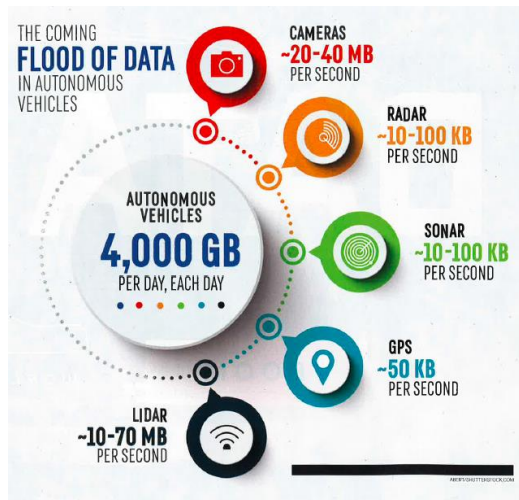
The Myth Of The Valley Of Death



It's Market Driven

Commercial Technology Leverage

Where We're Going: Emerging Market Technology Trends



Projected Double Digit CAGRs over Next Five Years

DoD Human Factors S&T Focus: Dr. Kevin Giess



Defense Microelectronics Activity (DMEA) Mr. Brandon Smith

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Bridging Technology Valley of Death



DMEA seamlessly bridges the valley of death between
microelectronics research and warfighter fielded systems

Air Force Institute of Technology 3D Printing Dean Adedeji Badiru

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The 12 Steps to Innovation and Disruption **NDIA**

- Admit you don't know everything
- *Learn and understand your real business*
- Look at other industries, markets, and other types of companies for ideas and inspiration
- *Seek out your real customers, listen to them, be in their shoes*
- Question the Status Quo (Ask Why?)
- *Ignore the Guardians of the Status Quo*
- Be wary of “the expert”
- *Be willing to change the way you do things (Ask why not?)*
- Be honest
- *Be brave*
- Use technology to innovate and disrupt, not replace
- *Just do it – its always easier to beg for forgiveness than ask for permission*