SBIR Transition Support at DARPA

Foundation for Enterprise Development

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President

Beyond Phase II Conference Panel Briefing
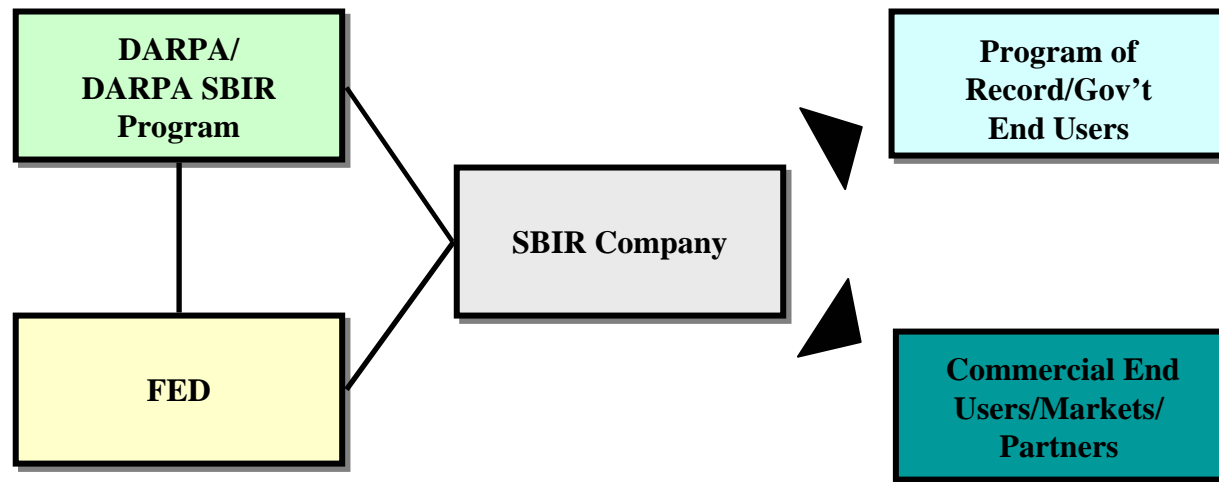August 23, 2007

Foundation for Enterprise Development

- 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
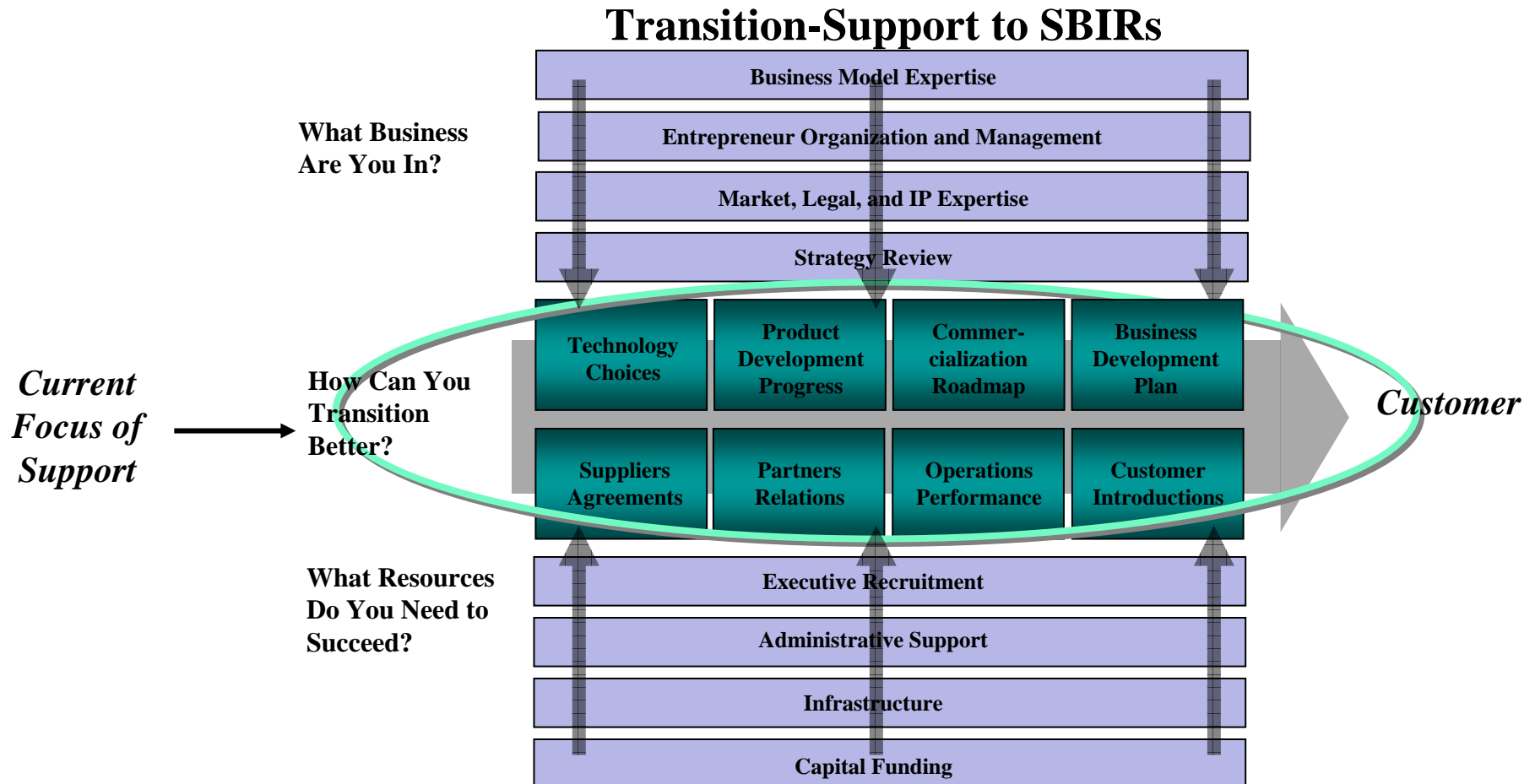
The FED Provides Transition Expertise, Support, and Oversight

- 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/ DARPA SBIR Program		Program of Record/Gov't End Users
	SBIR Company	
FED		Commercial End Users/Markets/ Partners

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- DARPA's transition-support is designed for small companies transitioning state-of-the-art technology.

Transition-Support to SBIRs

	Business Model Expertise	
What Business Are You In?	Entrepreneur Organization and Management	
	Market, Legal, and IP Expertise	
	Strategy Review	

Current Focus of Support → **How Can You Transition Better?**

Technology Choices	Product Development Progress	Commer-cialization Roadmap	Business Development Plan
Suppliers Agreements	Partners Relations	Operations Performance	Customer Introductions

Customer

What Resources Do You Need to Succeed?	Executive Recruitment	
	Administrative Support	
	Infrastructure	
	Capital Funding	

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- 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

Bluetronix	Edaptive Computing	Voxtec International
Autonomous Routing Algorithms	**Development, Verification & Security of Complex Systems**	**Handheld/Wearable Voice Translation Devices**
Early Adoption Phase Transition Issues/Needs: (January 2007)	**Launching Phase Transition Issues/Needs: (January 2007)**	**Mainstreaming Phase Transition Issues/Needs: (January 2007)**
• Finding money to continue development • Finding best initial application/ use for technology • Getting support/sponsor from DoD users • Creating credibility/trust with stakeholders	• Finding market niche in services to secure sales pipeline • Defining value prop/ unique advantage • Developing knowledge of selling into DoD • Implementing sales capture process	• Creating steady growth with commercial and DoD • Sales resources • Building the management team to go to the next stage • Preparing next generation technology position
Big Opportunities With FED:	**Big Opportunities With FED:**	**Big Opportunities With FED:**
• Introduction to key partner/s • Develop selling skills and process • Create demand from DoD users for Bluetronix concept • Get the next contract through a prime contractor	• Create contacts for ECI to pursue • Develop knowledge of government marketing/ sales requirements • Find services opportunity directly with gov't and through prime contractor	• Introduction to key partner/s • Consult on transition/growth issues • Help use new IDIQ • Create non-DoD revenue in law enforcement/public safety market

- 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, EDAptive Computing
  - Ace Sarich, Voxtec International

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