

SMALL BUSINESS INNOVATION RESEARCH SMALL BUSINESS TECHNOLOGY TRANSFER

UNITED STATES ARMY
SBIR  **STTR**
Programs

VISION

To be the Army's *premier source* of innovative technology solutions, providing direct access to America's high-tech small business research and development community, enabling our Soldiers deployed around the world.



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SBIR Program Manager

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SBIR Technology Transition Barriers to Overcome

- **Lack of small business opportunities and expertise:**
 - Understanding / access to Army acquisition / transition process
 - Knowing / understanding PM requirements, needs, timelines
 - Immature small business management processes
 - Ineffectual communication of SBIR capabilities
 - Limited opportunities / forums to interface with PMs / Primes
- **Lack of Government / prime resources:**
 - Overwhelming amounts of SBIR data
 - Significant risk concerns, no developed SBIR Transition Plans
 - Prioritization of effort -> Limited transition funding and time
- **Lack of quantifiable performance metrics**
 - Needed to develop lessons learned and improve technology transition processes

**No interested third party to bridge gap between
small businesses & programs**



Army SBIR CPP Overview

- **Established in response to 2006 National Defense Authorization Act**
- **Objective: Increase SBIR transition and commercialization success**
 - Identify a focused set of active SBIR Phase II projects that:
 - Meet a high priority U.S. Army need
 - Exhibit high probability of transition to operational Army
 - Exhibit strong potential for commercial use
 - Fund participants to support furthering development of Phase II technology for transition targets
 - \$15M available for CPP investment in FY07
 - Funded as an extension to existing Phase II contract
 - Assist identified CPP participants with commercialization and transition activities related to Phase II technology
- **Results oriented ROI is the primary measure of success**
 - 3rd party funding and sales revenue related to Phase II transitions and commercialization



CPP Value Proposition

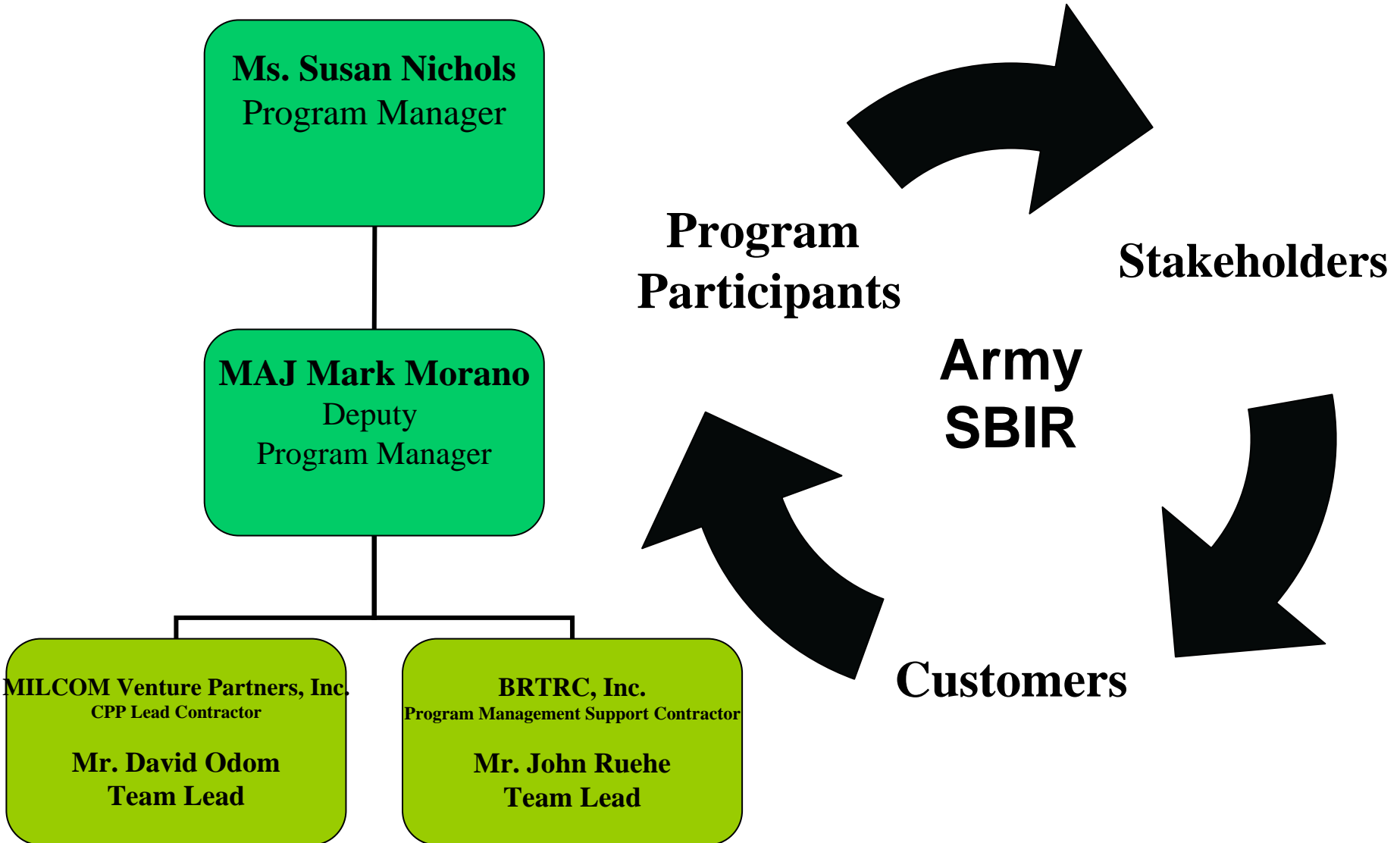
- **Firms receive:**
 - CPP funding for furthering the SBIR technology
 - Business planning and third party fund raising assistance
 - Marketing materials and strategic guidance
 - Technology brokerage, advocacy, and transition planning
 - Accelerated path to product transition
- **Government PMs and Primes receive:**
 - A pre-qualified set of firms addressing specific capability gaps/program needs with viable product solutions
 - Risk reduction of technology through CPP support and complementary 3rd party funding
 - Direct liaison with small business and opportunity to guide product targets for maximum program impact and accelerated transitions
- **SBIR Program receives:**
 - Developed, measured, and reported metrics of program success
 - Leveraging of PEO / PM transition tools and processes
 - Increased technology transition



Organizational Conflicts of Interest and Data Rights Protection

- MILCOM currently has no financial interests in any ongoing Army SBIR project, to include investment, ownership, or control. MILCOM has established an Organizational Conflict of Interest (OCI) plan that requires MILCOM to report any actual or potential conflicts of interest in connection with the CPP and provides for a resolution process in the event of any such report. There have been no such reports to date.
- Participating firms will receive assistance in how to obtain: third-party (non-SBIR) funding to include private sector and/or non-SBIR government funding, sales of the specific technology, and in some cases, possible venture capital investment by other entities if desired by the SBIR small business. MILCOM has not been engaged to provide any investment into SBIR small businesses.
- Firms provide project information on a voluntary basis including both technical and business data necessary to assist with identification of SBIR projects that have characteristics for participation in the CPP. This information is treated confidentially. As detailed on the collection form, the information will not be disclosed outside the government and its contractor unless (a) it is or becomes generally known or available to the public other than as a result of a breach of confidentiality by the government, (b) it was or becomes available to a third party on a non-confidential basis from a source who is not an agent, employee, officer, director or related party of the government or its contractor, (c) disclosed to a government support contractor who has signed an appropriate non-disclosure agreement and has agreed to adequately protect such data, (d) agreed to by the Phase II SBIR company, or (e) required by law, governmental, administrative or judicial rule, regulation or process.
- Small business response to the CPP has been overwhelmingly positive. To date, over 80% of eligible firms have begun the process for participating in the initial review.

Army SBIR CPP Team



Army SBIR CPP Network

Army Research Institute
Army Test and Evaluation Center
Engineer Research & Development Center
Medical Research & Materiel Command
Space & Missile Defense Command
Army Program Executive Offices
RDECOM Labs and Centers

**Program
Participants**

Stakeholders

**Army
SBIR**

ASA(ALT)
TRADOC
PEOs/PMs
RDECOM IPTs
ATO Managers
Logistics Transformation
Agency
ManTech
DoD
Other Federal Agencies

Customers

Small Business Concerns
Defense Primes
Program Participants
Stakeholders



Army SBIR Role

- **Oversee management of CPP**
 - Determine eligible candidates
 - Review and assess recommended participants and approve if appropriate
 - Ensure investment fund is available
 - Review and assess recommended investments and approve if appropriate
 - Comply with reporting requirements
 - Ensure electronic tools are developed/modified as required and are available for CPP candidates and participants

MILCOM Role

- Management of CPP Activities
 - Assess Phase II projects' commercialization and transition potential
 - Recommend CPP participants to the Army
 - Recommend CPP participant funding levels to the Army
 - Assist selected CPP participants with commercialization and transition
 - Marketing and business plan development
 - Facilitate customer collaboration
 - Co-develop technology transition plans and agreements
 - Support identification of 3rd party funding/investment opportunities

BRTRC Role

- Provide program support to CPP
 - Develop and maintain web based tools
 - Ensure Army SBIR website contains updated CPP information
 - Collect and manage data for reporting requirements
 - Facilitate communication between stakeholders, customers, program participants and MILCOM



Army SBIR CPP Contacts

- MILCOM Email channel for project firms and public: armycpp@milcomvp.com
- Army SBIR email: sbira@us.army.mil
- Link for more information:
http://www.armysbir.com/sbir/cpp_desc.htm