

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
-

FUNDAMENTAL SBIR MANAGEMENT CHALLENGE

Transition success hinges upon strategic technology investment focus and roadmapping towards future capability needs

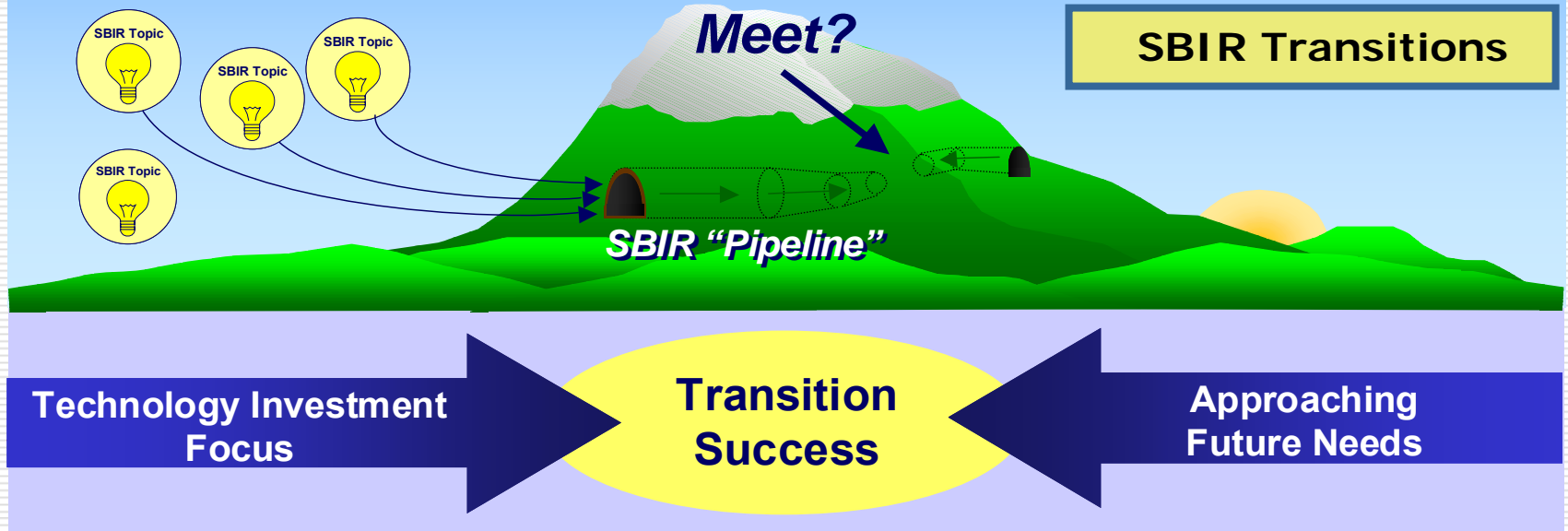
“Digging to the Future”

*Today's
Technology Ideas &
Investments*

*Future
Combat Capability
Needs*

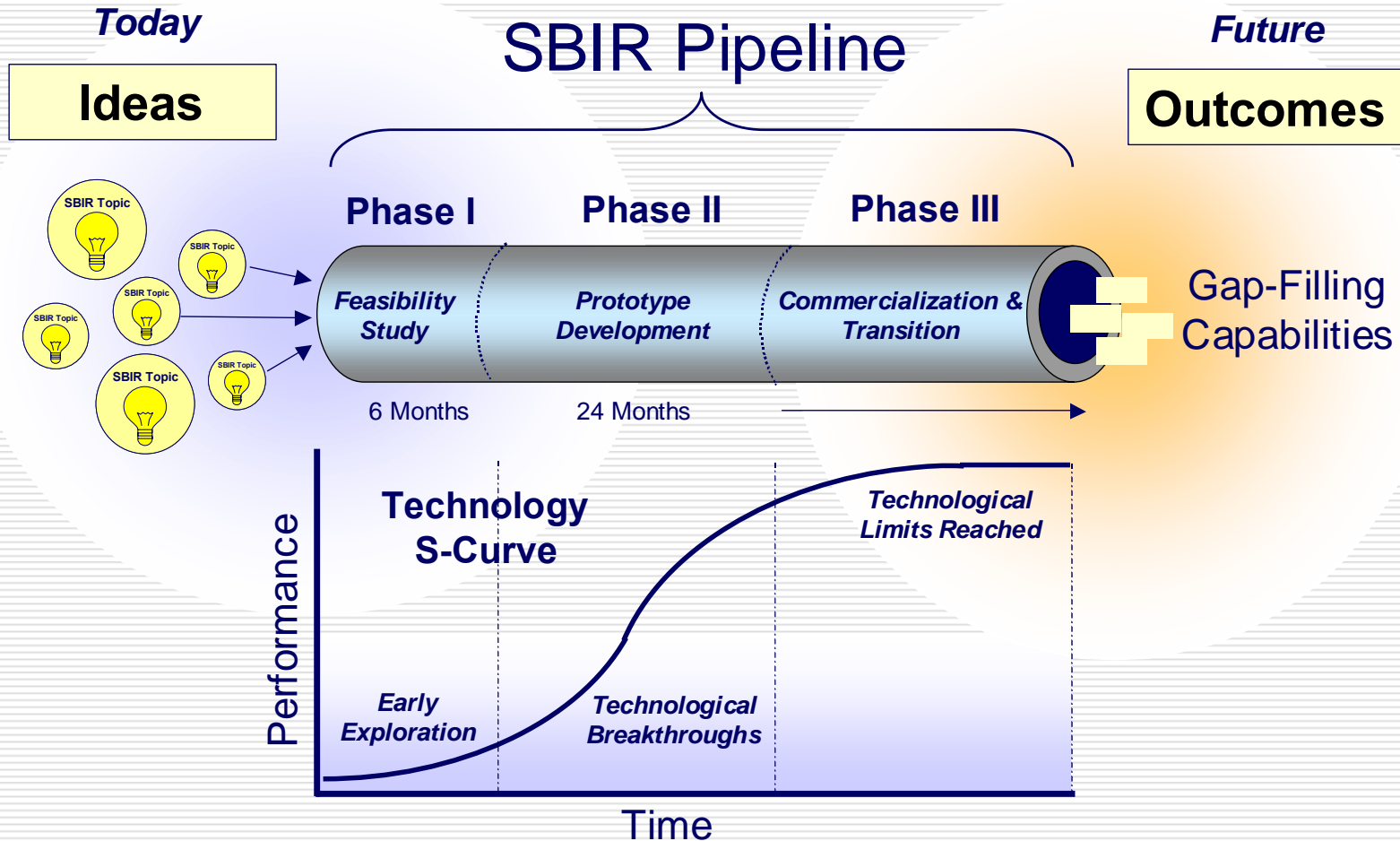
*Will The “Tunnels”
Meet?*

SBIR Transitions



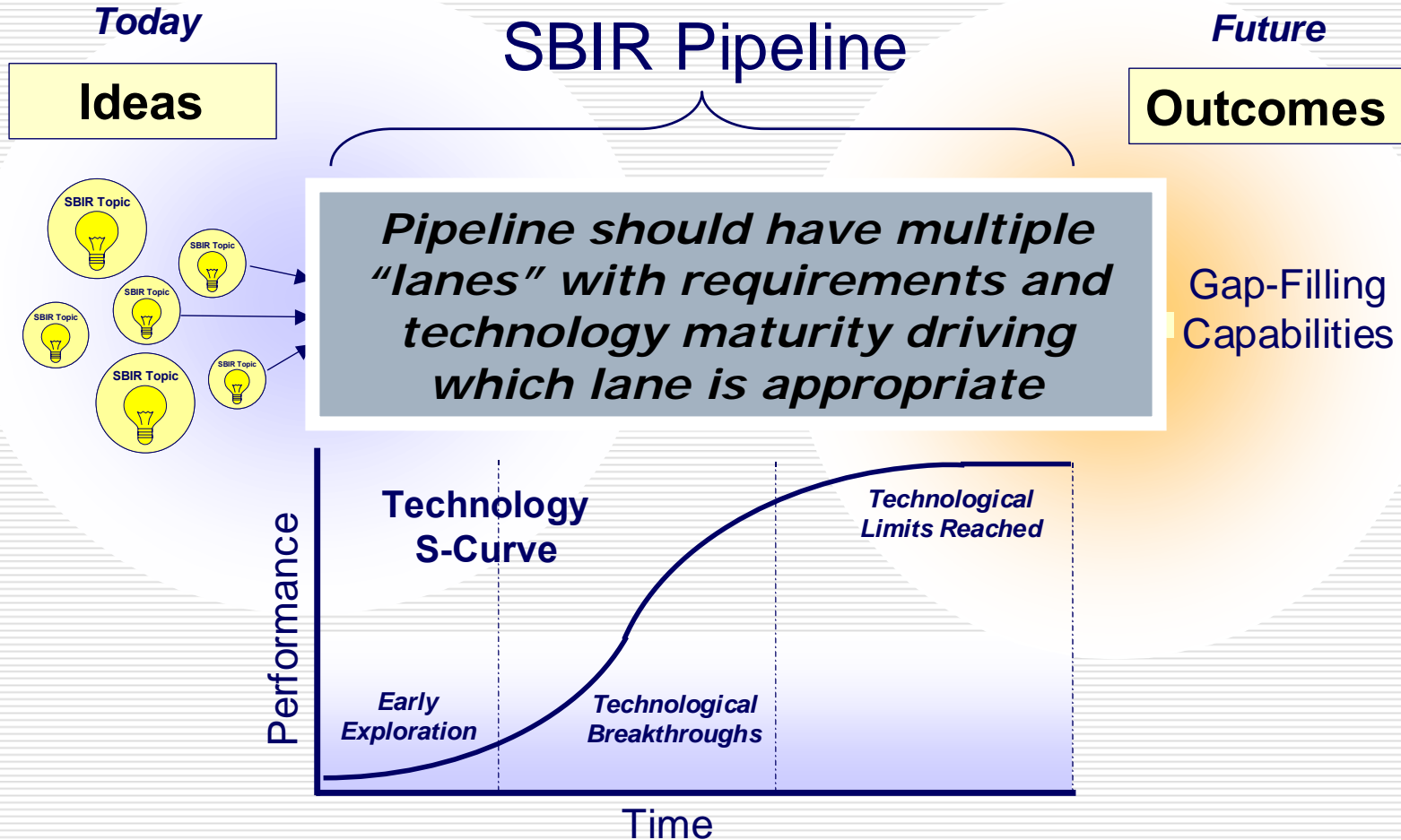
SBIR "Pipeline"

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



CPP SBIR "Pipeline"

CPP accelerated process needs to move beyond batch decision making to counter today's threats



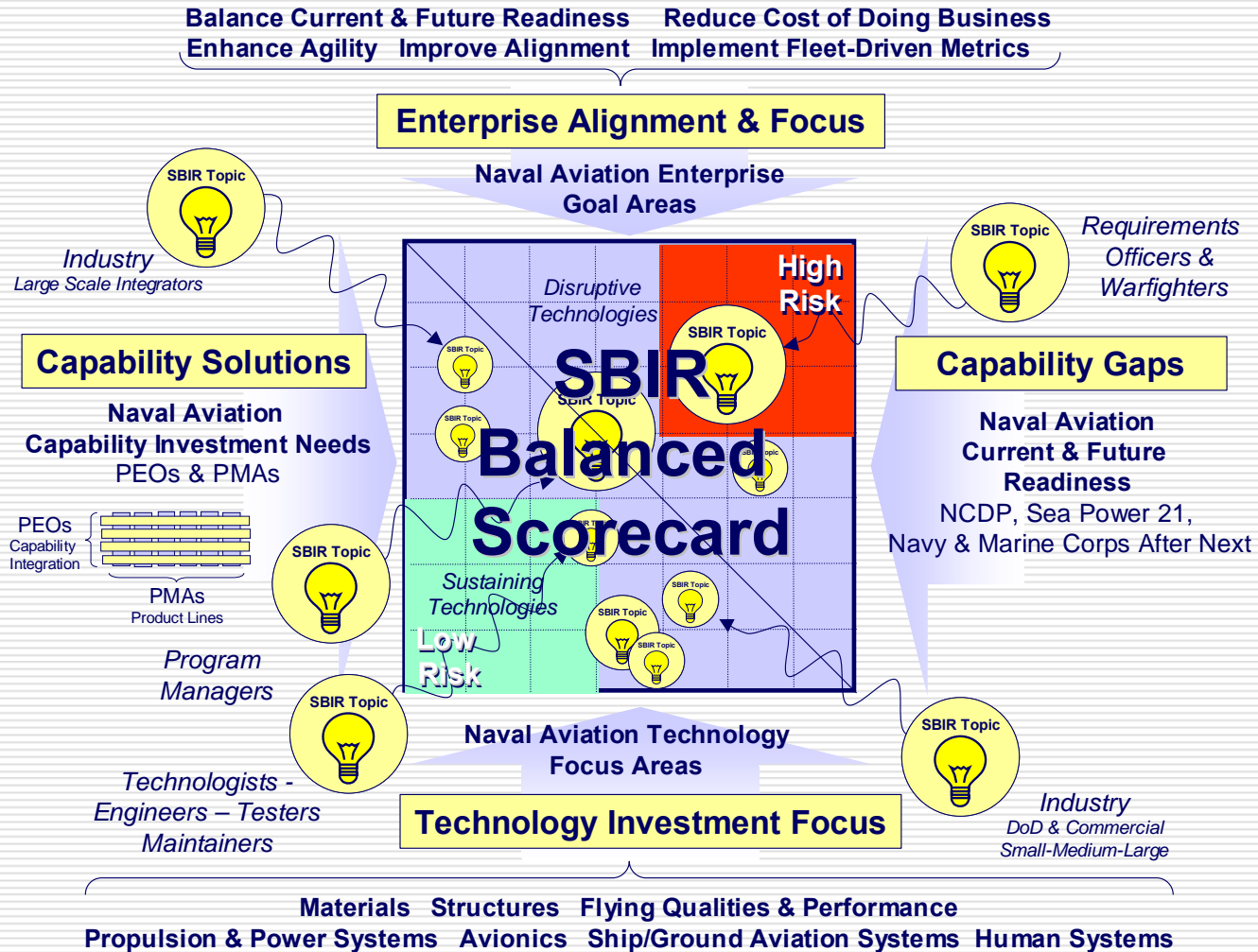
YOUR SBIR SCORECARD SHOULD:

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



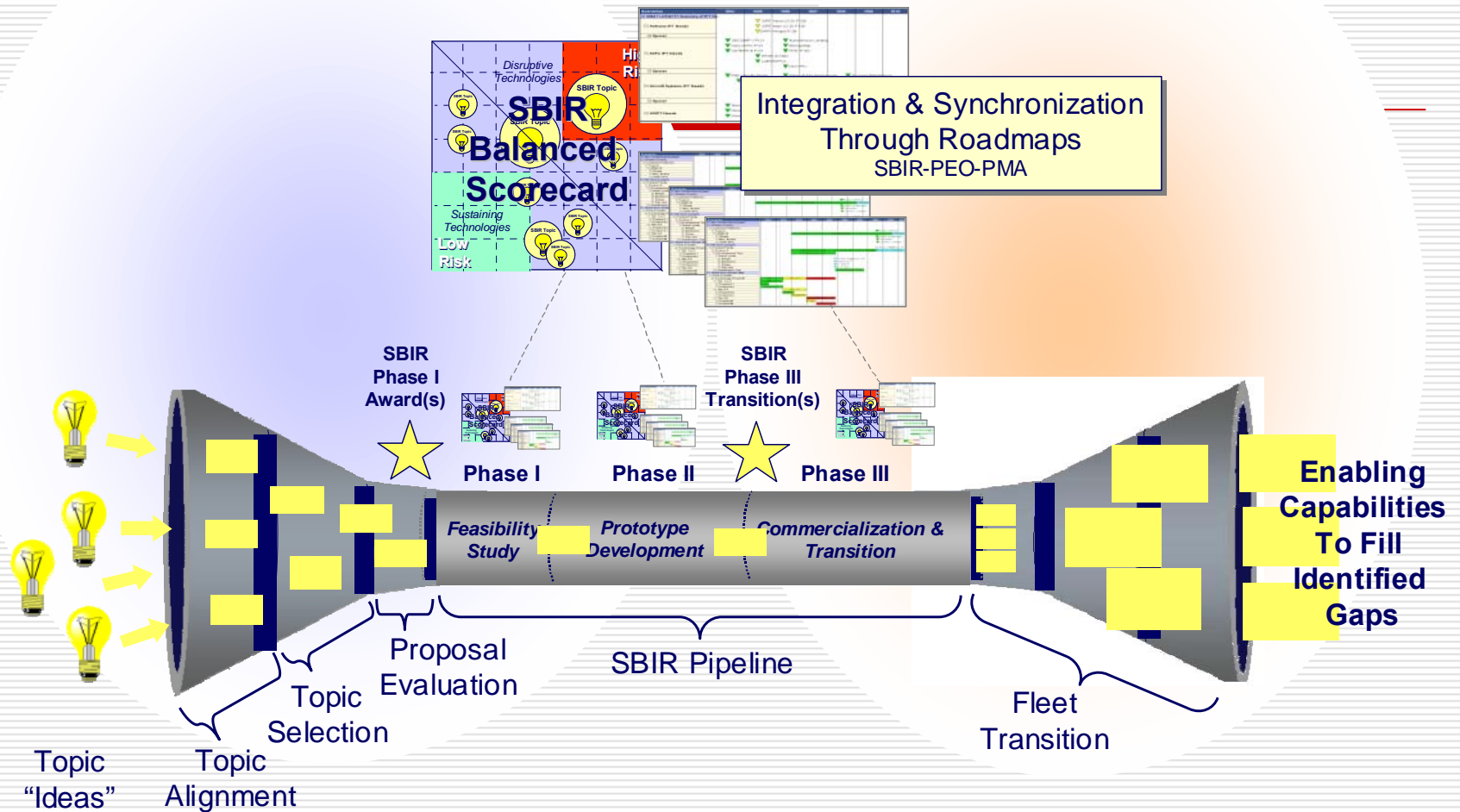
SBIR BALANCED SCORECARD

Alignment and visibility of SBIR "Topic Portfolio" using a Balance Scorecard approach enhances Strategic Management of technology.



Strategic Alignment & Synchronization

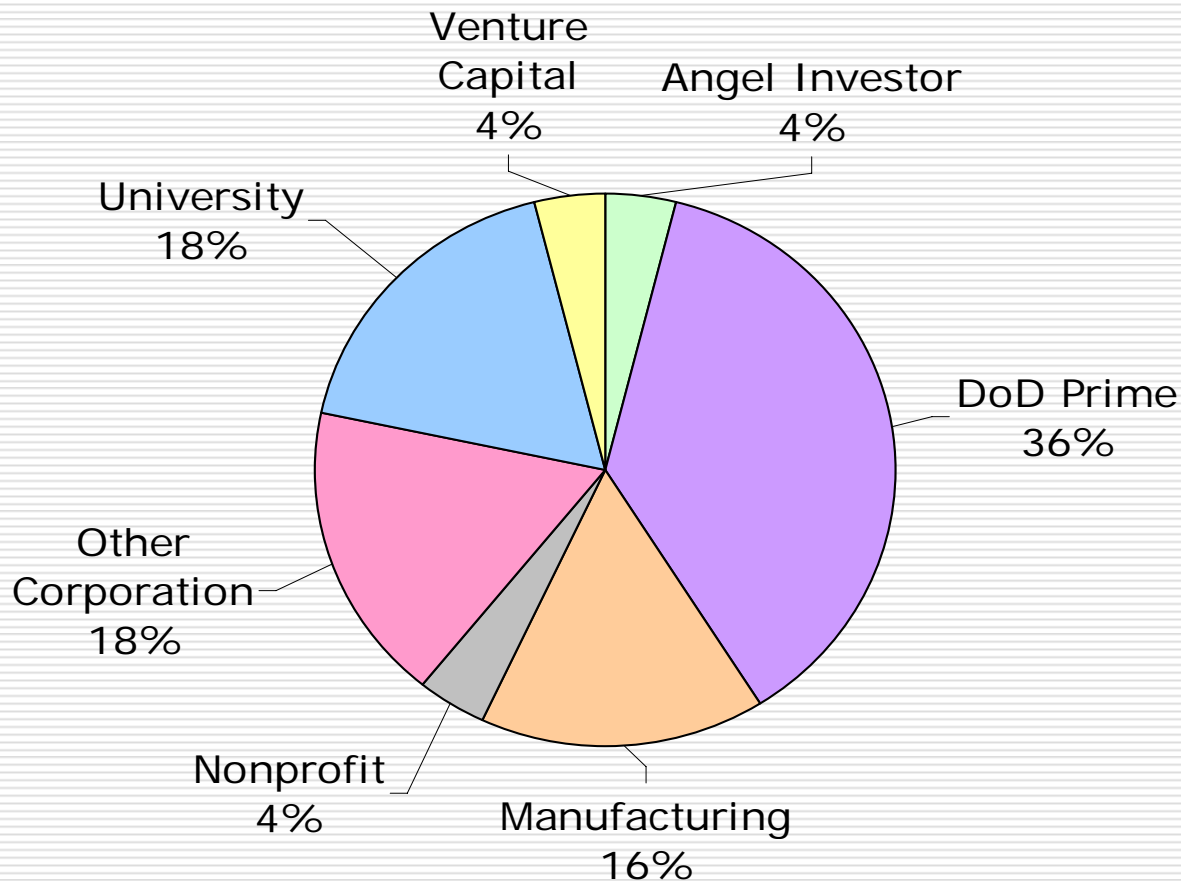
The PEOs and PMs play critical roles throughout the SBIR process enabling integration and synchronization of technology investments with future capability and product-line roadmaps



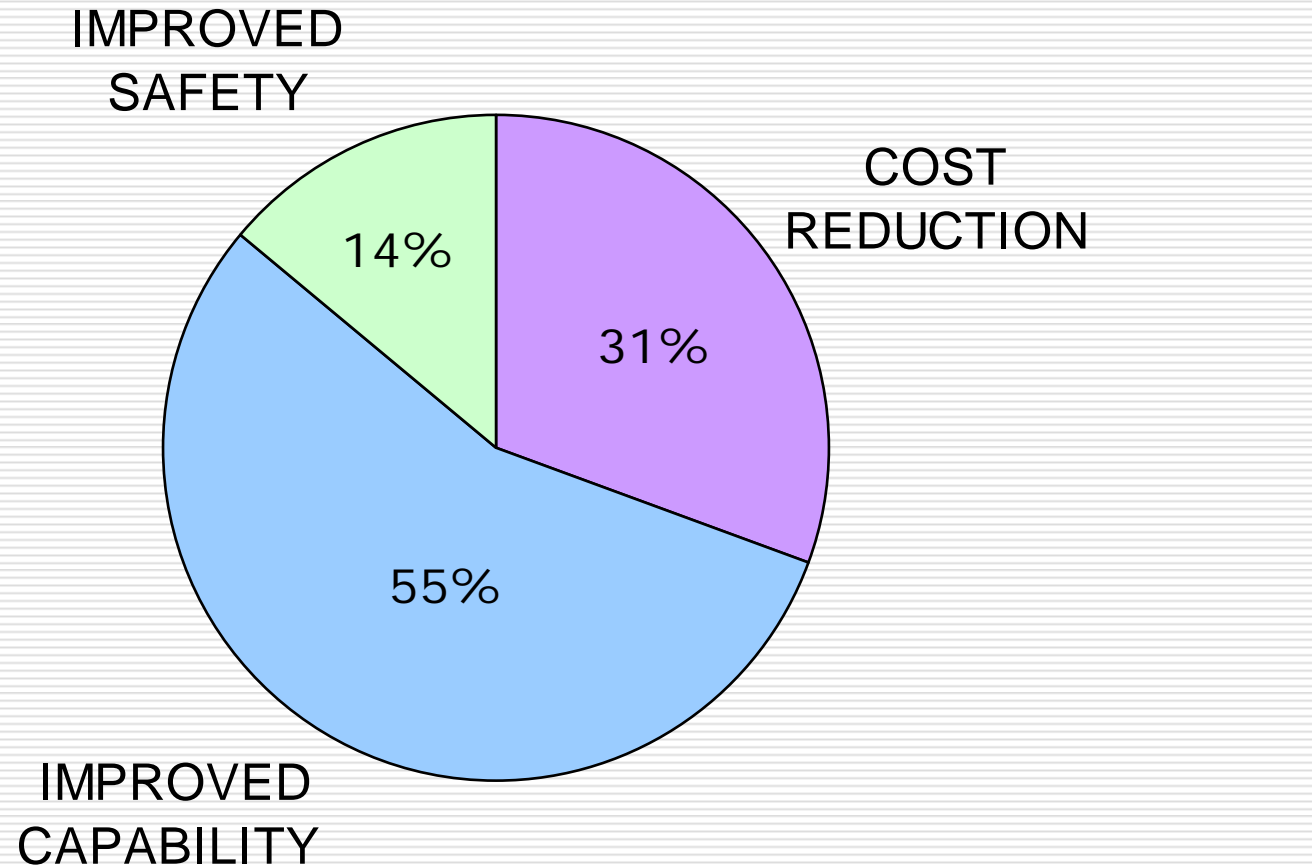
2006-07 CPP PELIMINARY DATA

- Early
 - Incomplete
 - Mostly Planning
-

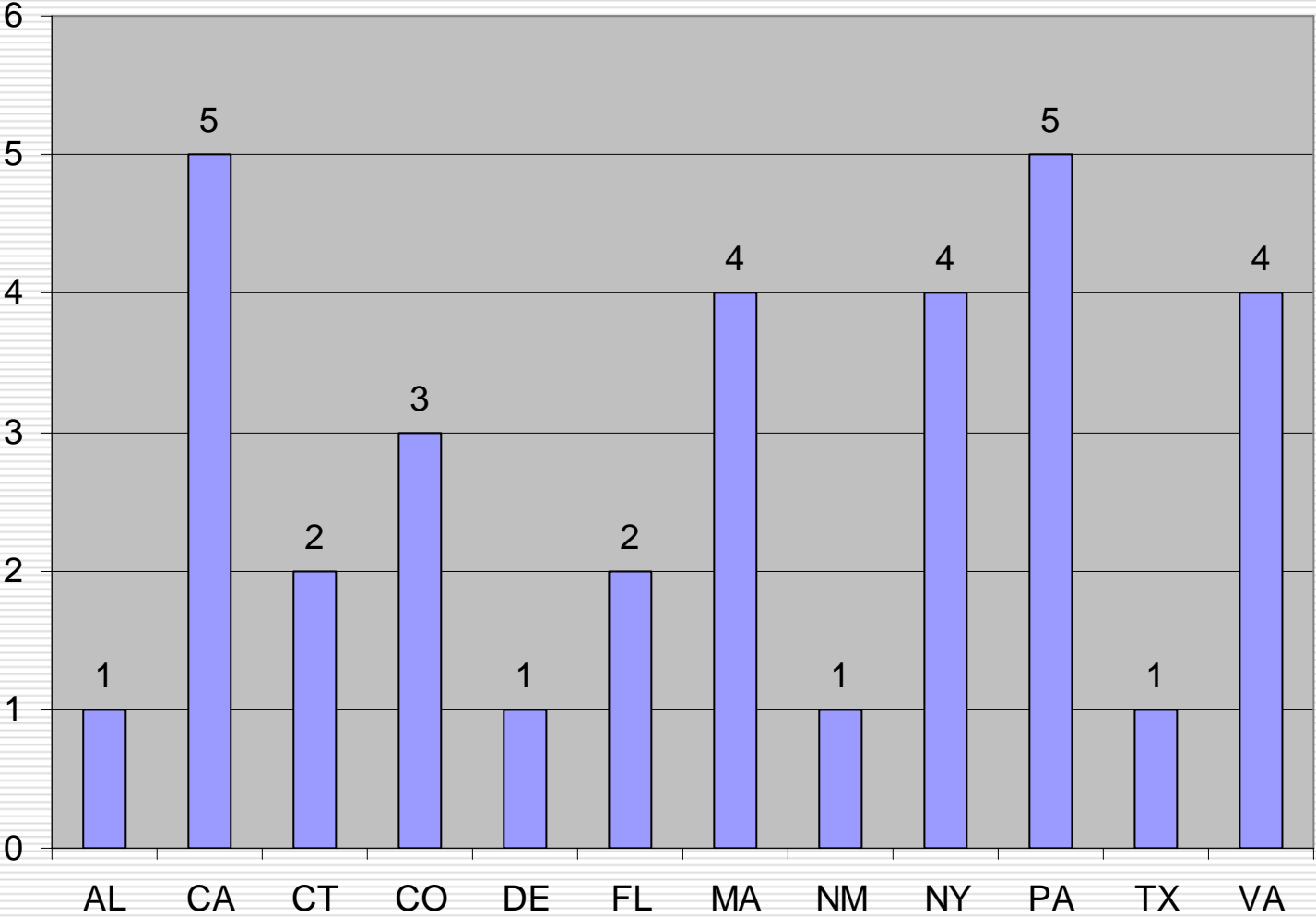
Early Preliminary Data Shows CPP Firms Strong in Partnering



CPP VALUE TO THE WARFIGHTER



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

AIR FORCE:

Richard Flake, CPP Program Manager
(937) 255-0706
richard.flake@wpafb.af.mil

NAVY:

Lee Ann Boyer
(703) 696-4841
boyerl@onr.navy.mil

ARMY:

Susan Nichols
(703) 806-0859
susan.nichols@us.army.mil

BACK-UP SLIDES

SBIR Technology Insertion Within the DoD Acquisition Process

