



**The Myths of Innovation:
Balancing the Benefits and the Costs of Risk Taking**
Panel Discussion



Lisa Bodell

CEO, FutureThink

getfuturethink.com

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WHO We Are



What We Do

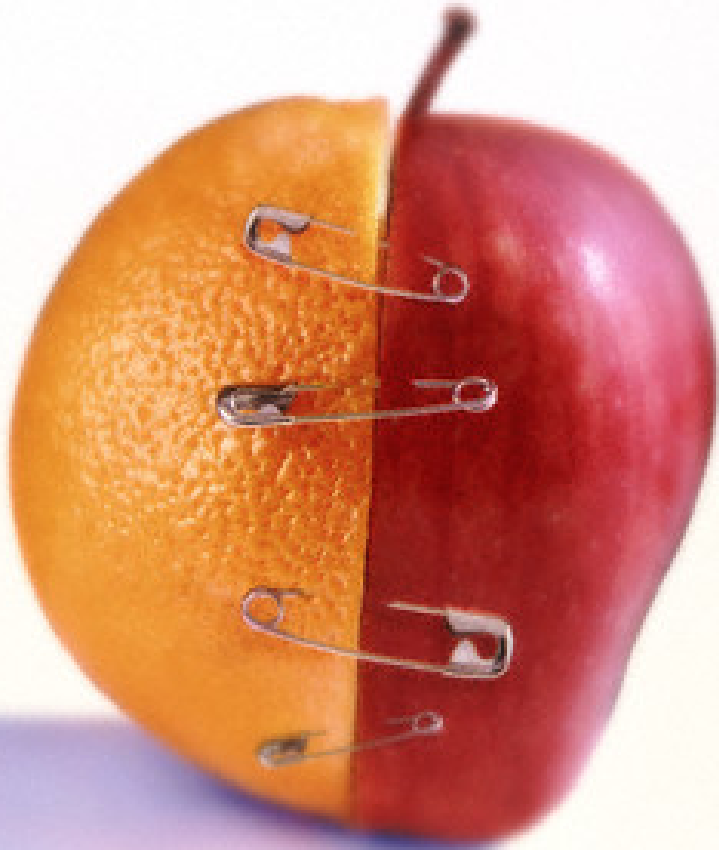




How We're Innovative



How We're Innovative





Timothy R. Girton

Technical Director

USCG Research & Development Center



Who We Are





What We Do





Why We Are Innovative





Bill Wing

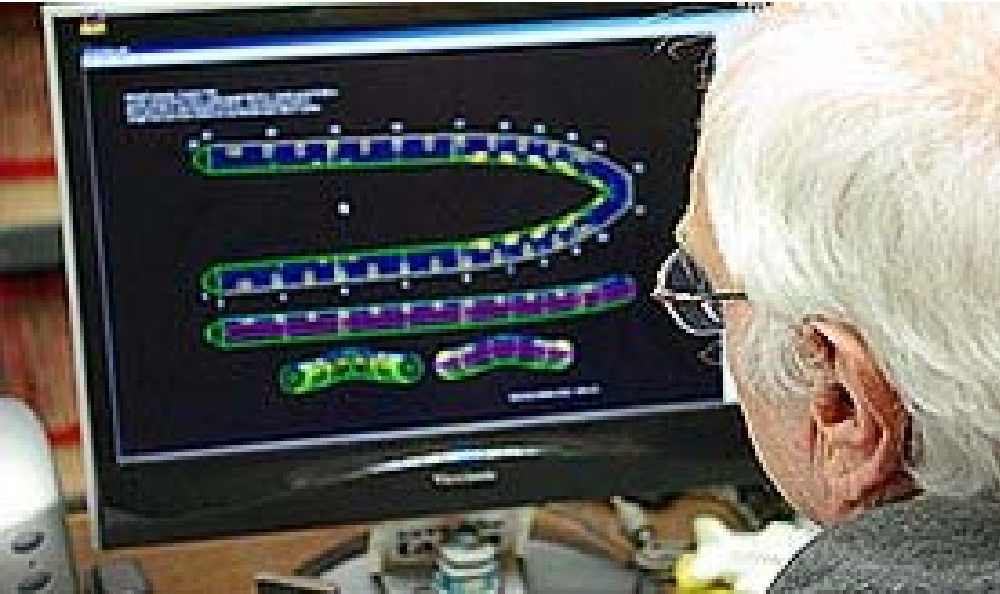
President, WING Inflatables

www.wing.com

Who We Are



What We Do





Why We are Innovative



Edistein Institute

Edwin R. Addison, PhD, MBA

[Edistein Institute](#)

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Who we are



Edistein Institute

What we do





Why we are innovative



Edistein Institute



Acquisition Directorate

Research & Development Center

Coast Guard R&D Center Project Benefit vs Risk

Knowledge for Mission Enhancement and Sustainment

CG Innovation Exposition | 17 November 2009



RDC Mission/Vision



Mission

A Coast Guard resource for scientific knowledge and capabilities providing innovative and adaptive research, development, testing, evaluation, analysis, and technology solutions for the maritime environment to enhance current and future asset acquisition and mission execution.

Vision

- Leverage experience in CG programs & operations
- Certified partners in the acquisition process
- Provide decision-making tools for CG decision makers
- Go-to organization for CG operational analysis & requirements generation
- Developer of new CG operational capabilities
- Active partners leveraging OGA investments
- R&D contracting center of excellence
- Organic resource to conduct independent, 3rd party analysis



Project Risk vs Mitigations

- **Project Execution Risks**

- Finding the Real Problem
- Technology

- **Technology Maturity**

- **CG Implementation**

Mitigation

- **Work with Customers**
- **Understand Technology**
- **Work with Customers**

RDC is link between technology and CG Operations



Mounted Automatic Weapon (MAW) Alternatives Analysis

Risks

- Safety
- Image
- Operational Effectiveness



Mitigations

- Leverage Others
- Understand Mission
- Work with Customers



Unmanned Aerial Systems

Risks

- **Untried Technology**
- **CG Implementation**
- **Non-Technology Issues**

Mitigations

- **Project Planning**
- **Technology Demonstrations**
- **Work with Customers**





RESCUE







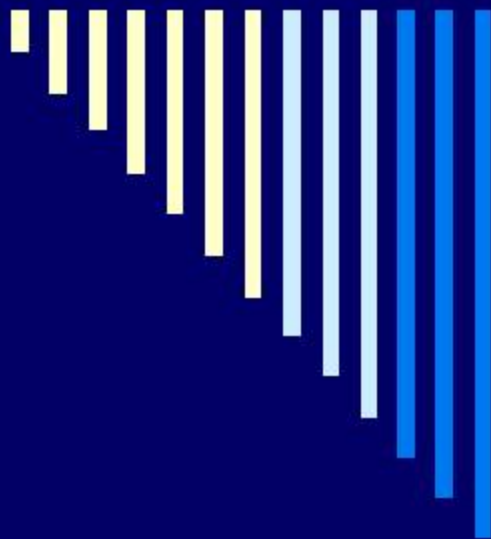


05/20/2007









Edistein Institute

Ed Addison



Ed Addison

- Adjunct Professor, Johns Hopkins
 - Serial Entrepreneur
 - Partner, Edistein Institute
 - PhD Computer Science, MBA
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Edistein Affiliations

- Johns Hopkins University
 - University of Pennsylvania
 - Foreign Policy Research Institute
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What We Offer

- Coaching, Training, Consulting
 - How to Implement a Management Structure that Fosters Innovation
 - Clients are Government contractors, private organizations, universities
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