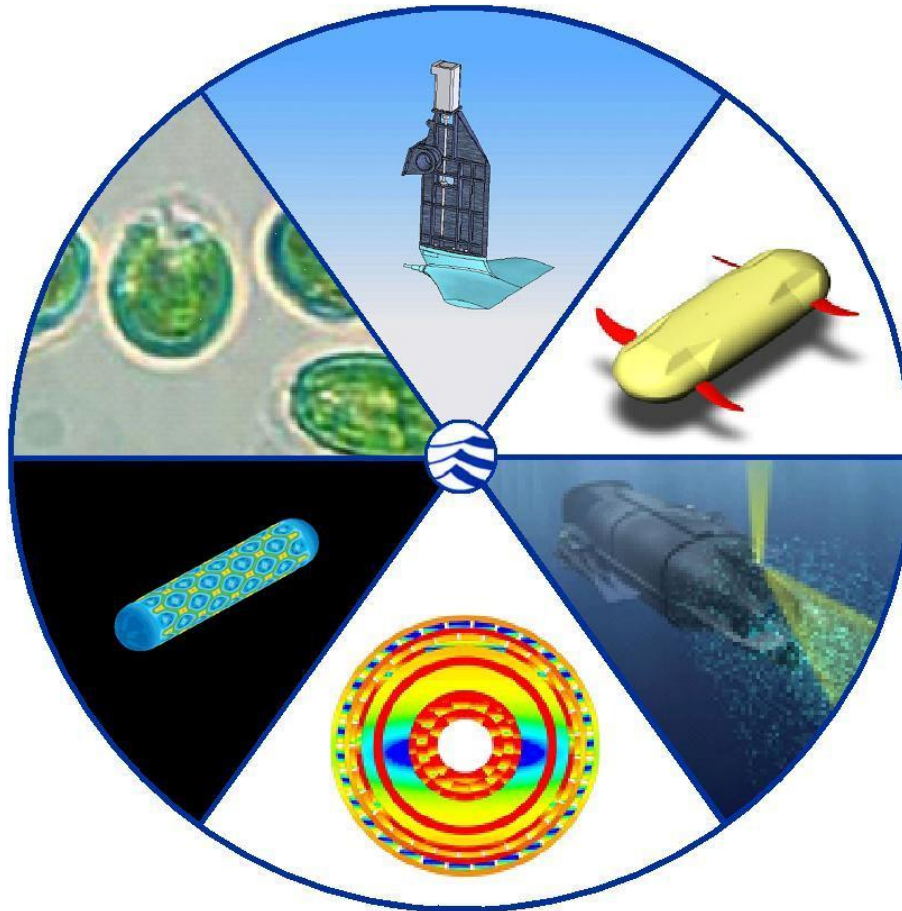




CEROS

NATIONAL DEFENSE CENTER OF EXCELLENCE
FOR RESEARCH IN OCEAN SCIENCES

CEROS FY11 Industry Day



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Honolulu HI
30 September
01 October
2010



CEROS FY11 Industry Day

OBJECTIVES:

Convey DoD's current & emerging Ocean Science and Technology requirements to the community of high technology companies based in &/or leveraging Hawaii's unique capabilities & resources.

Foster connections between DoD and local high-tech industry.

Provide input for preparation and general information on the forthcoming FY11 Program Solicitation for future CEROS projects.

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CEROS FY11 Industry Day

□ CEROS Morning Brief

- Logistics and Agenda
- Ground Rules, Expectations, and Assumptions

□ CEROS Afternoon Brief

- Mission Priorities & Process
- Short/Long Term Schedule
- Potential Evaluation Criteria
- Elements of a Successful Abstract/Proposal
- Endorsements and Transition
- Some Fine Print
- One-On-One Discussions



Logistics and Agenda

- ❑ Schedule, Breaks, Services
 - Registration / Agenda
 - Coordinating staff members
- ❑ 14 Briefings, local/national Military & DoD reps
 - Organizational orientation, technology requirements and unique capabilities / opportunities
 - Stick to the schedule !! Q&A, if time permits..
 - Briefings/POCs will be posted on CEROS website
- ❑ Lunch: Networking Opportunity
 - Sit with someone you don't know; Polish your 'elevator pitch'
 - Reconvene at 1230 sharp !!
- ❑ Tomorrow: One-on-one meetings
 - Appointments still available – more details in afternoon brief



Ground Rules, Expectations, Assumptions

- ❑ Local/National Military & DoD representatives
 - All are here on a volunteer basis
 - Represent a part of their community, with knowledge to share
 - Don't expect them to be single POCs with universal expertise for the entire community, or for particular CEROS matters
- ❑ Discussion / Q&A
 - Post-briefing, only if time permits
 - Otherwise, use breaks, lunch, or one-on-one meetings to follow up
- ❑ One-on-One Appointments
 - Some are still available, schedule with Jacquie Brewbaker
 - Standard non-disclosure provisions apply for discussion of proprietary info and intellectual property
- ❑ FY11 Solicitation
 - Scheduled to be released on 15 October, 2010



CEROS FY11 Industry Day

BOTTOM LINE:

An opportunity to connect private industry capabilities with DoD requirements and priorities for ocean-related technologies and maritime military applications.

CEROS will issue a FY11 Solicitation for project proposals from the private sector directed at fulfilling these requirements and priorities.

Anticipated FY11 funding level for CEROS is \$10M (a 20% increase over last year), subject to final appropriations passage.

Everyone here has a potential role in achieving maximum program value and making the most of this opportunity for DoD and Industry.



CEROS Industry Day - AM Agenda

0845 - 0915	DARPA Guidance & Requirements	Deborah Furey Program Manager	Strategic Technology Office, Defense Advanced Research Projects Agency (DARPA)
0915 - 0940	Integrated Warfare Systems Technology	Jimmy Smith Technical Director	Program Executive Office, Integrated Warfare Systems, (PEO IWS), Naval Sea Systems Command (NAVSEA)
0940 - 1000	PEO Maritime Topics & USWESO Requirements	Mark Pecoraro Advanced Maritime Science & Technology	Program Executive Office (PEO) - Maritime, U.S. Special Operations Command (USSOCOM)
1000 - 1020	BREAK		
1020 - 1040	COMNAVSPECWARCOM Requirements	Bruce Holmes Special Programs Analyst	Commander Naval Special Warfare Command (COMNAVSPECWARCOM)
1040 - 1100	EOD Technology and Acquisition Product Needs	Matt Zalesak Program Manager	Littoral and Mine Warfare (PEO-LMW), Counter IED and Explosive Ordnance Disposal Program Management Office (PMS-408)
1100 - 1120	METOC Requirements	Richard Balser Program Representative	Naval Meteorology and Oceanography Command (COMNAVMETOCOM)
1120 - 1230	LUNCH		



CEROS Industry Day - PM Agenda

1230 -1300	PACOM Requirements	Ken Bruner Science Advisor	U.S. Pacific Command (PACOM)
1300 -1320	S&T Focus Areas	Frank Bantell Science Advisor	Commander, U.S. Pacific Fleet (COMPACFLT)
1320 - 1340	COMSUBPAC Requirements	Cal Goodrich Science Advisor	Commander, Submarine Force, U.S. Pacific Fleet (COMSUBPAC)
1340 - 1400	BREAK		
1400 - 1420	JIATF – West Requirements	Kenneth Imperial Program Manager	Defense Intelligence Agency, Joint Inter Agency Task Force (JIATF) West
1420 - 1440	MARFORPAC Requirements	Donn Murakami Science Advisor	U.S. Marine Corps Forces Pacific (MARFORPAC)
1440 - 1500	PMRF Requirements	Jack Benzie Technical Director	Pacific Missile Range Facility (PMRF)
1500 - 1520	BREAK		
1520 - 1540	PHNSY Requirements	Randy Sawyer Executive Director	Pearl Harbor Naval Shipyard (PHNSY)
1540 - 1600	NUWC Support Opportunities	Scott Shimizu	Hawaii Fleet Operational Assessment Naval Undersea Warfare Center (NUWC) Detachment Pacific
1600 -1630	CEROS Instructions	Alan Hilton CEROS Technical Director	CEROS



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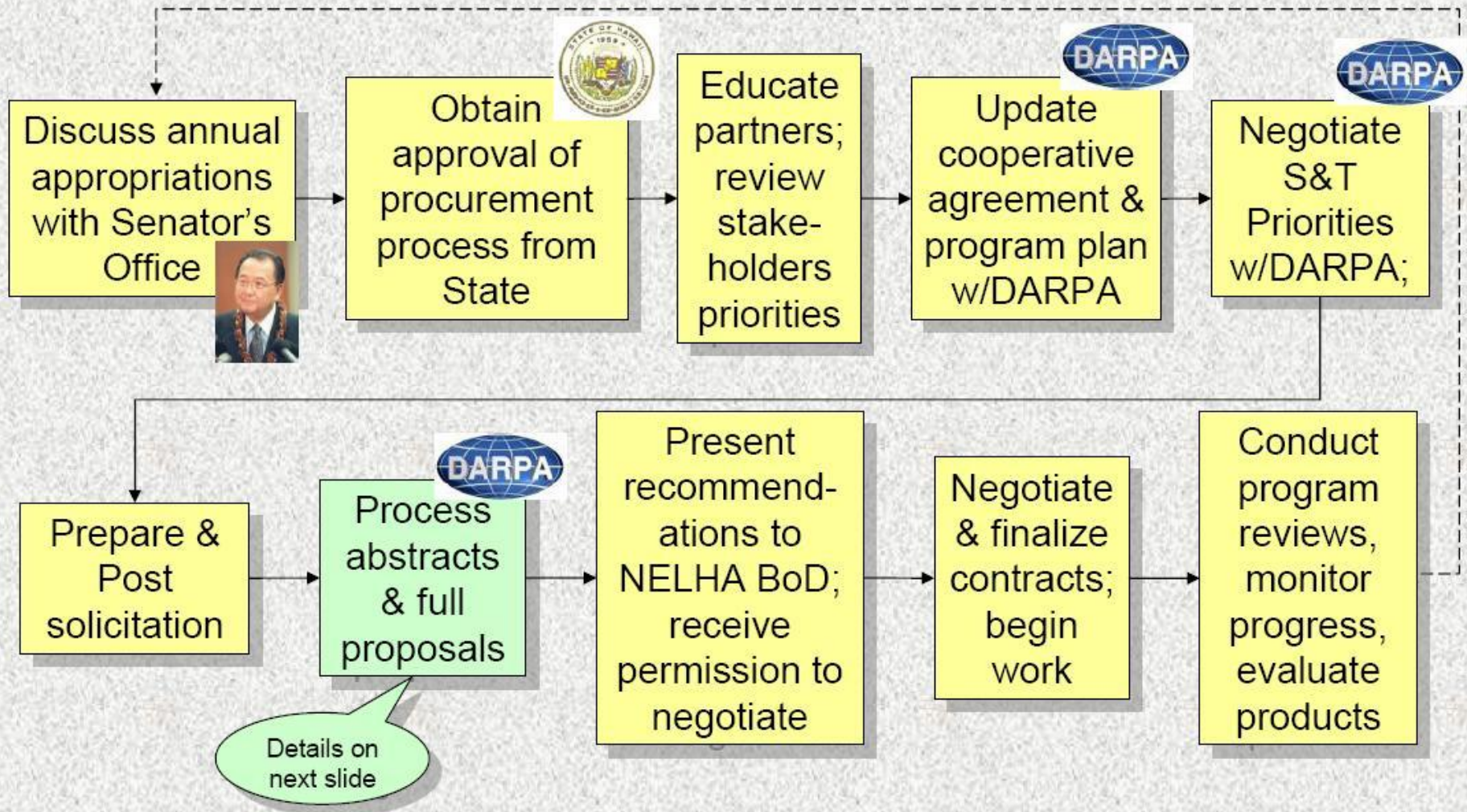
CEROS Mission Priorities

- ❑ **Original CEROS Legislation (Title II, P.L. 102-368, 1993)**
 - Shallow Water Surveillance Technologies
 - Ocean Measurement Instrumentation & Ocean Engineering Tools
 - New Ocean Platform, Ship, and Ship-Building Concepts
 - Unique Properties of the Deep Ocean Environment
 - Ocean Environmental Preservation
- ❑ **Prevailing DARPA/CEROS Cooperative Agreement**
 - Improvements in Logistics, Operations, Maintenance, and Training (for DoD requirements with a maritime dimension or context)
- ❑ **Topics of current DoD priority related to above**
 - May be drawn from Industry Day presentations, DARPA/DoD, &/or, leveraged with related programmatic appropriations

**Additional details on mission and technical priorities
will be contained in the CEROS Solicitation**

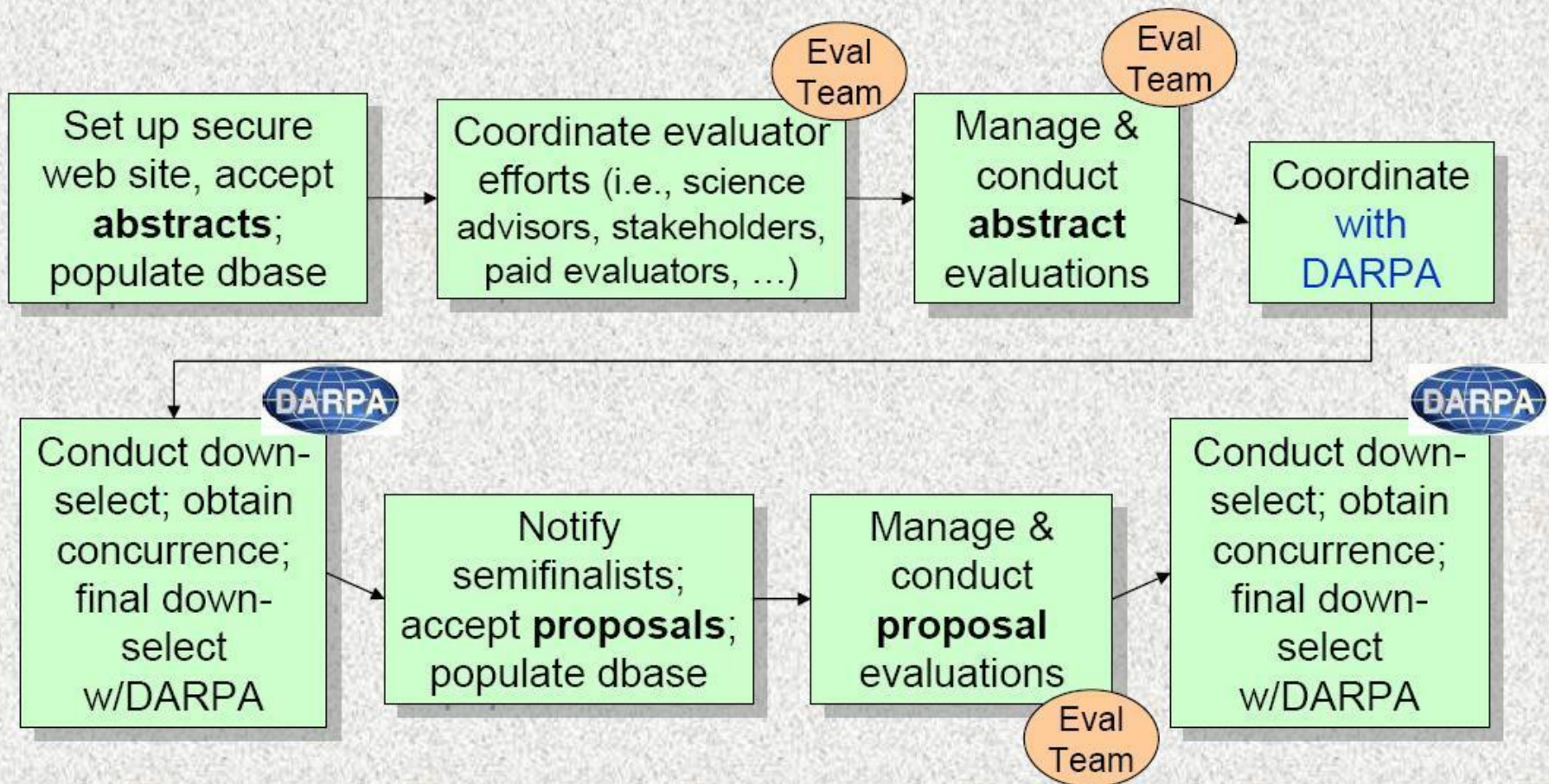


Program Execution Process (1)





Program Execution Process (2)





Short and Long Term Schedule (FY11)

❑ Short-Term target dates:

- OCT 4-6: Semi-annual DARPA/CEROS Program Review
- OCT 7-14: Review / Revise FY11 Solicitation with DARPA
- OCT 15: Post FY11 Solicitation

❑ Long-Term target dates:

- Mid-NOV: Abstracts due, commence evaluations
- Mid-DEC: Review FY11 Appropriation, invite Full Proposals
- FEB: Full Proposals due, commence evaluations
- Mid-MAR: Semi-annual Review, Oral Presentations, final selections
- APR: Approval of final selections by NELHA BoD
- MAY-JUL: Commence Contract Negotiations & Document Prep
- AUG-SEP: Commence Project Performance Periods (12-mo).

**Additional details on short and long term schedule
will be contained in the CEROS Solicitation**



Potential Evaluations Criteria (FY11)

❑ Criteria for Abstracts:

- Scientific/Technical Merit and CEROS Mission Relevance
- Realism of Work Plan/Schedule to accomplish Key Objectives
- Potential to accomplish Technology Transition
- “Price Point” (absent a full cost proposal)

❑ Criteria for Full Proposals:

- Scientific/Technical Merit
- CEROS Mission Relevance
- Realism of Work Plan/Schedule to accomplish key objectives
- Offeror’s Capabilities and Relevant Experience
- Plans and Abilities to accomplish Technology Transition
- Cost Realism (based on full cost proposal)

Additional details on evaluations criteria for Abstracts and Proposals will be contained in the CEROS Solicitation



Elements of Successful Abstract/Proposal

- **Successful submissions will include:**
 - **Content targeted on all aspects of evaluations criteria...**
 - **Demonstrated knowledge of State-of-the-Art and means to advance it through technical approach and project plan...**
 - **Identification of ultimate customer and plans to engage...**
 - **Endorsements from relevant DoD contacts indicating plans or potential for transition (Class I-IV, next slide)...**
 - **Quantitative metrics and criteria for project success...**

Revisit the 2008 Briefing from the “How to Prepare an Abstract/ Proposal Workshop” on the CEROS website



Endorsements and Transition

□ Four classifications of Endorsements:

more
significant



less
significant

- **CLASS I:** Co-funding of CEROS effort
- **CLASS II:** Commitment of resources upon CEROS success
 - (MOU for funding of further development..)
 - (MOU for acquisition of prototypes, license, etc..)
 - Linkage to DoD Program of Record, POM, etc.
- **CLASS III:** In-kind resources provided for test and evaluation
 - (ships, aircraft, other platform or facility support)
- **CLASS IV:** “Interested in outcome”, “future consideration”...

□ “Transition” for CEROS Projects (12-month duration):

- Evidence or Potential for leveraging of CEROS investment for furtherance of technical aims to fulfill DoD Requirements
- Post-CEROS positioning for OPM (“Other People’s Money”)

**** Attend the CEROS Seminar on DoD Acquisition / Transitions, Oct. 7th! ****



Fine Print

- ❑ **ELIGIBILITY:** Prime Contractor must be a private sector commercial enterprise

- ❑ **TIME:** Funding is for 1-year efforts only

- ❑ **MECHANISM:** Fixed price contracts between State of Hawaii and selected offerors, with clearly defined tasks, deliverables, and metrics defining project success. No profit or fee allowed.

- ❑ **PLUS:** State of Hawaii requirements for private companies involving taxes, employee health insurance, etc...

**More details on “Fine Print” will be contained
in the CEROS Solicitation**



One-on-One Meetings

□ Tomorrow (0800 – 1500):

- Some appointments still available (see Jacquie Brewbaker)
- 20-minute sessions, firm schedule
 - When your time period is up, yield to the next in line...
 - If it's your turn, move in...
- Use your limited time wisely, have your questions prepared
- Expect some necessity for follow-ups:
 - "I'll have to get back to you on that..."
 - "I will get the subject matter expert to respond to that ..."
- Ask about formal requirements and quantifiable metrics



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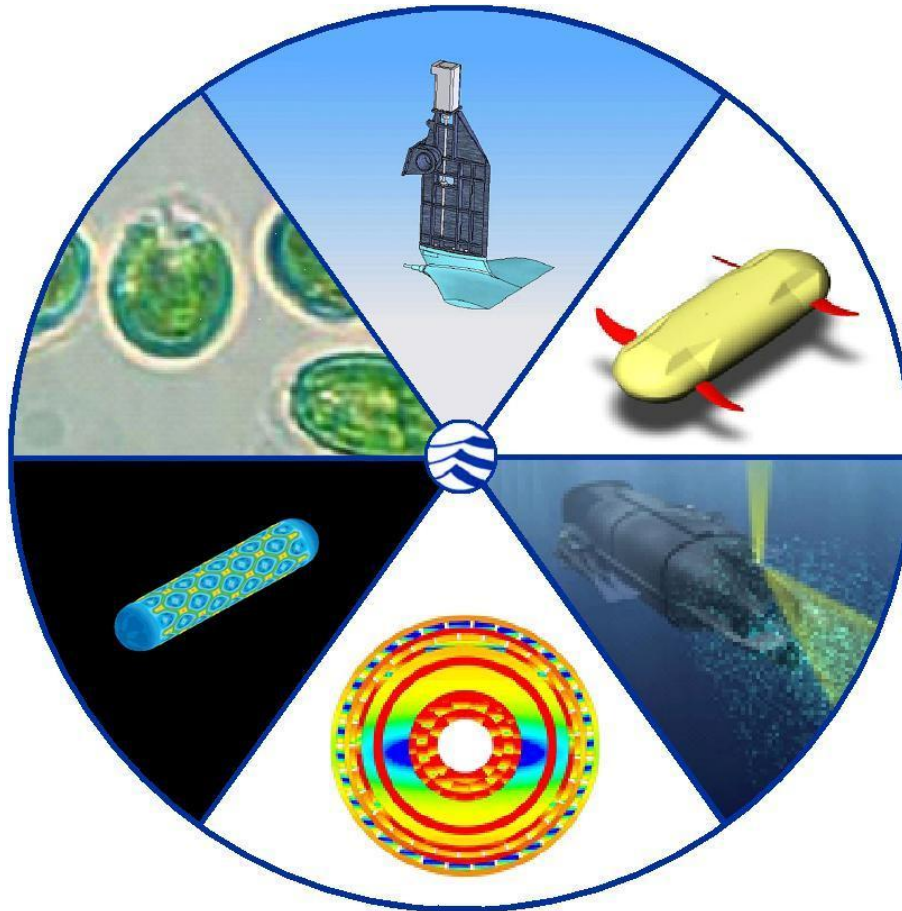
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