



TechEnterprise 2005

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HTDV Mentoring Lessons – Learned

The HTDV “Real Estate 3”:
Sustainability, sustainability, and

- Sustainability through continuous, staged focused innovation
- Sustainability strategies
- Sustainability mentoring examples
- HTDV/CCAT Collaboration
- The “Big Guys” Difference
- The SBIR-to-IDIQ Success Path
- HTDV Mentoring Scorecard

Continuous, Staged, Focused Innovation

Innovation and marketing:
Keys to sustainability success

- Continuous
 - Free-world customers need ever-improving technologies as their Key asymmetric advantage in the GWOT
 - Spin-out: Boeing (MMA) chose to buy acoustic automation in Hawaii
 - Spin-in: LMCO is choosing to make SBIRS decluttering in Hawaii

Continuous, Staged, Focused Innovation

Innovation and marketing:
Keys to sustainability success

- Staged
 - Continuous, yes, but risk-mitigated
 - “build-test-build” or “spiral development”
 - Follow-on customers hooked through disciplined, innovative development stages

Continuous, Staged, Focused Innovation

Innovation and marketing:
Keys to sustainability success

- Focused
 - Good innovation is in the eye of the beholder
(= targeted customer)
 - It's never too early to begin discovery of transition/commercialization paths
 - Follow-on customers love 3rd party prototype demonstrations focused on their needs

Sustainability Strategies

It's not “either-or.”

Consider multiple paths to sustainability.

- Client-specific transition/commercialization planning throughout
- 3rd party brainstorming can achieve creative breakthroughs
- Independent business analysis (sustainable customers, competitive landscape)
- Dare to compete and graduate to Phase III sustainability
- Relatively high sample rate virtual TIMs
- Win-Win business alliances for effective customer

Sustainability Strategies

It's not “either-or.”

Consider multiple paths to sustainability.

- Refocus on early adopters to fuel long term sustainability
- Where possible, align with Hawaii’s strengths
 - MST (net centric warfare, maritime security, missile defense)
 - Optics & Photonics
(space situational awareness, downsized/smart platforms)
 - Sustainable Energy/Environmental Technologies (Asia-pull)

Sustainability Mentoring Examples

The HTDV client is KING.

“What do YOU need to assure your sustainability?”

- Guide development to acquire follow-on funding (downstream customer introductions)
- Aid development of personnel infrastructure
- Accelerate protection of intellectual property
- Conduct 3rd party requirements definition and adapted design reviews
- Product testing strategies
 - (α , β , correlation, repeatability, IV & V)

Sustainability Mentoring Examples

The HTDV client is KING.

“What do YOU need to assure your sustainability?”

- Specifics of 3rd party prototype demonstrations to attract follow-on funding
- Funding recommendation/acquisition to exploit early lessons-learned
- Matchmaking for competitive advantage
- Assistance in development of world-class Phase II proposals
- Early stage client briefs to venture/angel collectives



HTDV/CCAT Collaboration

No re-inventing the wheel.

How HTDV leverages CCAT lessons-learned.

- Periodic face to face HTDV/CCAT collaboration meetings
 - January 2005 (San Diego), April 2005 (Honolulu), and
July 2005 (Honolulu – upcoming)
 - Key Hawaii-mainland collaboration potential



HTDV/CCAT Collaboration

No re-inventing the wheel.

How HTDV leverages CCAT lessons-learned.

- HTDV leverages crucial CCAT lessons-learned
 - Early transition/commercialization plan intervention (primary driver in CCAT graduation experience)
 - Business mentoring support is JOB 1
 - Market characterization and market penetration analyses
 - Assist with strategic, teaming, or licensing partners
 - Introduction to government programs and program managers

The “Big Guys” Difference

- Lead System Integrator (LSI) characteristics
 - Need innovative subsystems and bright personnel
(buy vs. make)
 - Have $\approx 5\%$ small business inclusion requirements
 - “semi-infinite” reach back
(potential opportunities explosion)
 - Will buy vs. make if marked increase in customer delight
(small business quota is secondary)

The “Big Guys” Difference

- What the “Big Guys” care about in small business partners
 - Record of hiring/keeping highly talented personnel
 - Management team strengths
(prime MOP=continuous growth)
 - Delighted customer base
(through innovative solutions)

The SBIR-to-IDIQ Success Path

Getting to Phase III is an unbounded DOD hunting license

- Dare to compete and win a Phase I SBIR (\$100K)
 - Do whatever it takes to win, including teaming “dilution”
- Upon Phase I win, immediately focus on winning Phase II (\$750K - \$1M)
 - Discover Phase II customer needs and write world class Phase II proposal
- Initiate IDIQ vehicle with appropriate customer (ceiling \approx \$25M for 5 years)
- Invoke Baron letter and fill-up IDIQ ceiling with delivery orders



OFFICE OF THE UNDER SECRETARY OF DEFENSE

3000 DEFENSE PENTAGON WASHINGTON DC 20301-3000

MEMORANDUM FOR SBIR PROGRAM MANAGERS FOR THE MILITARY
DEPARTMENTS

FROM: Jon Baron, DoD SBIR Program Manager

A handwritten signature in cursive script that reads "Baron".

7NOV1996

SUBJECT: Phase III Follow-on SBIR Contracts

This memorandum serves to clarify DoD policy regarding the award of a contract to a small business for follow-on work to an SBIR project. In general:

- DoD organizations that wish to award a contract to a small business for follow-on work (R&D or production) to an SBIR project may do so *without further competition*, provided that the follow-on work meets the statutory criteria for "phase III" of SBIR. In such cases, justification and approval are not required for other than full and open competition. . .



HTDV Mentoring Scorecard

You got it:

Sustainability, sustainability, and sustainability

- Measures of Performance
 - Increased Prob (sustainability)
 - Increased Prob (high paying jobs in Hawaii)
 - Significantly increased client confidence and enthusiasm for long-haul
- Ask the Kings
- We learned a lot in first year
- Expect monotonic improvements forward