



# **CEROS Program – Annual Solicitation Kick Off & Industry Day**

*ACTION: Industry Day Update, discuss FY09 Plans,  
Introduce partners to the ‘Requirements’ community*

## **CEROS Morning Brief**

Agenda, Logistics

Ground Rules, Expectations & Assumptions

Military & DoD Presentations

Stakeholder Presentations

## **CEROS Afternoon Brief**

Influences, Priorities, Trends, Process

Short/Long Term Schedule

Secrets of a Successful Abstract/Proposal, Significant Endorsements

10 Questions

Evaluation Criteria, Some Fine Print

One-On-One Discussions



## Take Away

- CEROS funded for another year: \$10M!
  - Expect a single solicitation
    - General, with historic CEROS priorities
    - Site Specific (i.e., PMRF, PHNSY,... innovation)
    - Command specific (i.e., CNMOC, JIATF-West innovation... )
- Focus:
  - Transition, transition, transition
  - Working toward set requirements
  - Meeting quantifiable metrics
- Priorities: Energy, Shipyard & PMRF Innovation



# Logistics, Ground Rules

- Stick to the Schedule
- Briefs will be posted on [www.ceros.org](http://www.ceros.org)
- Lunch: sit with someone you don't know; polish your elevator pitch; podium is available
- Tomorrow: one-on-one speed dating
  - Appointments still available
  - When your time period is up, give the next guy his turn. If it's your turn, move in...



# Expectations, Assumptions

- Requirements Presenters
  - Are all volunteers
  - Represent part of their community
  - Don't expect them to be an expert for the entire community
- Post Brief Questions
  - Only if we have time
  - Otherwise, track them down afterwards
- One-On-One Discussions
  - Use your limited time wisely & have your questions prepared
  - Expect some
    - “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 & quantifiable metrics



# What's This all About?

What it is:

1. Getting significant & quantifiable capability improvements to the warfighter.
2. Getting you the IP that make #1 happen.
3. Getting HI High Tech the resources to be a player in a DoD transition
4. Hopefully, make you a lot of \$\$ (in the long run)

**What it's NOT: A short term source of income/profit**



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CEROS - National Defense  
Center of Excellence for Research in Ocean Sciences

# CEROS Afternoon Brief



*Do good S&T, but do  
the right kind of S&T.*



*This is what we  
really need!*

*If possible, watch out for the  
'little' guy - be the incubator.  
In any case, do good things,  
but do it in Hawaii.*



**Transition  
Partner**



**Hawaii  
Hi-Tech  
Industry**

*Pick me, Pick me, Pick me...  
What's DoD?  
What's transition?  
What's success?  
Get us more \$*

*Follow the Rules.  
Deal with the Fed/State FY  
differences.  
Don't color outside the lines.  
Fill out this form, and this  
form, and this too...*



# Influences

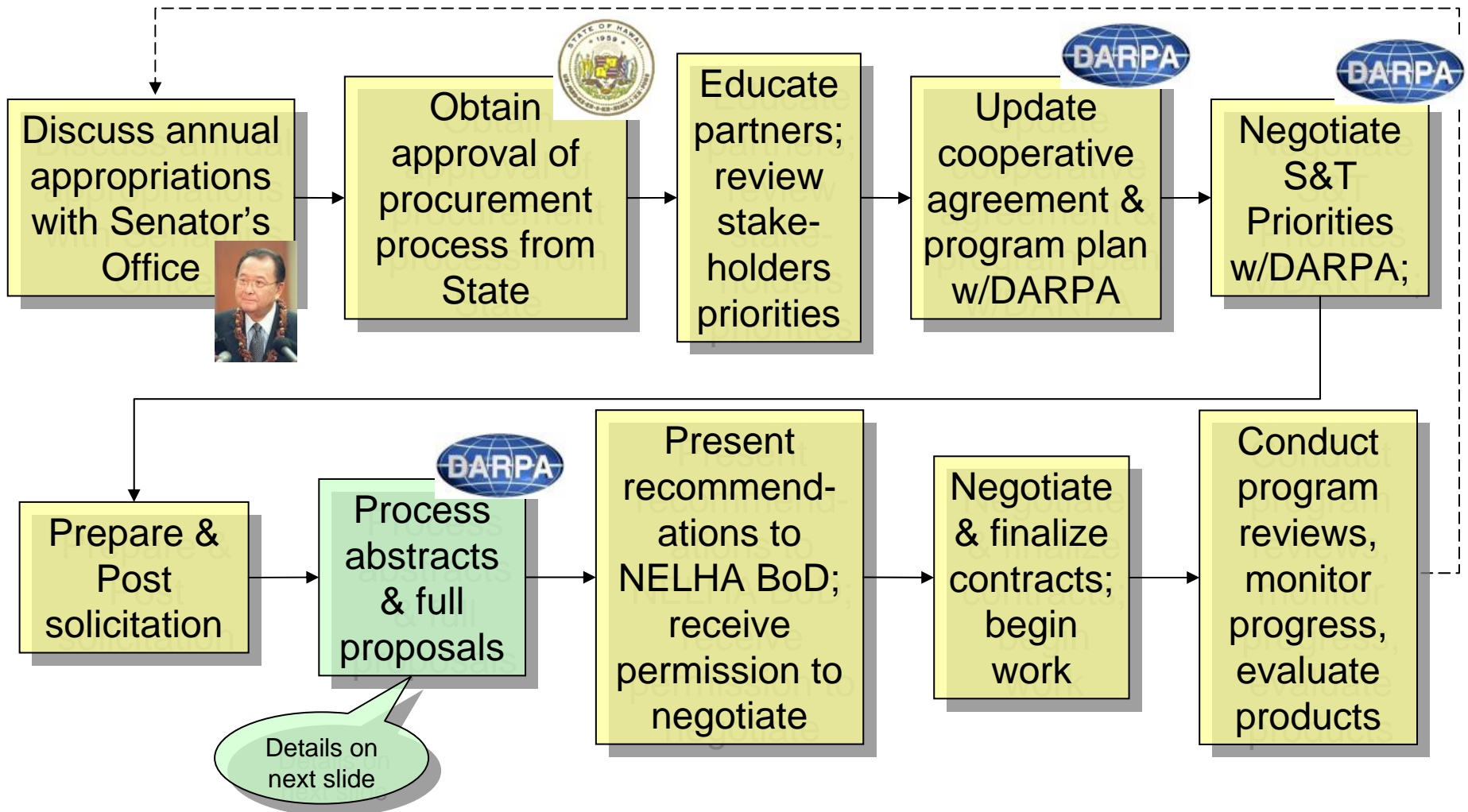


# Priorities, Trends

- Mission Priorities
  - Find & fund state-of-the-art S&T from the Hawaiian high-tech community
  - Focus on the war-fighter
  - Provide support & guidance to the Hawaii S&T community
  - Assist/Nurture HI S&T community in dealing with DoD's S&T community
  - Overcome Hawaii's geographic challenges (5/6 time zones to the Beltway)
- Technical Priorities
  - Shallow Water Surveillance Technologies
  - Ocean Measurement Instrumentation
  - New Ocean Platform and Ship Concepts
  - Unique Properties of the Deep Ocean Environment
  - Ocean Environment Preservation Technology
  - Tooth to Tail Logistics
  - Innovation for Pacific Missile Range Facility, Pearl Harbor Naval Shipyard
- Trends
  - Less: non-defense related S&T, not-good-enough-to-transition S&T
  - More: DoD priorities, focus on transition,

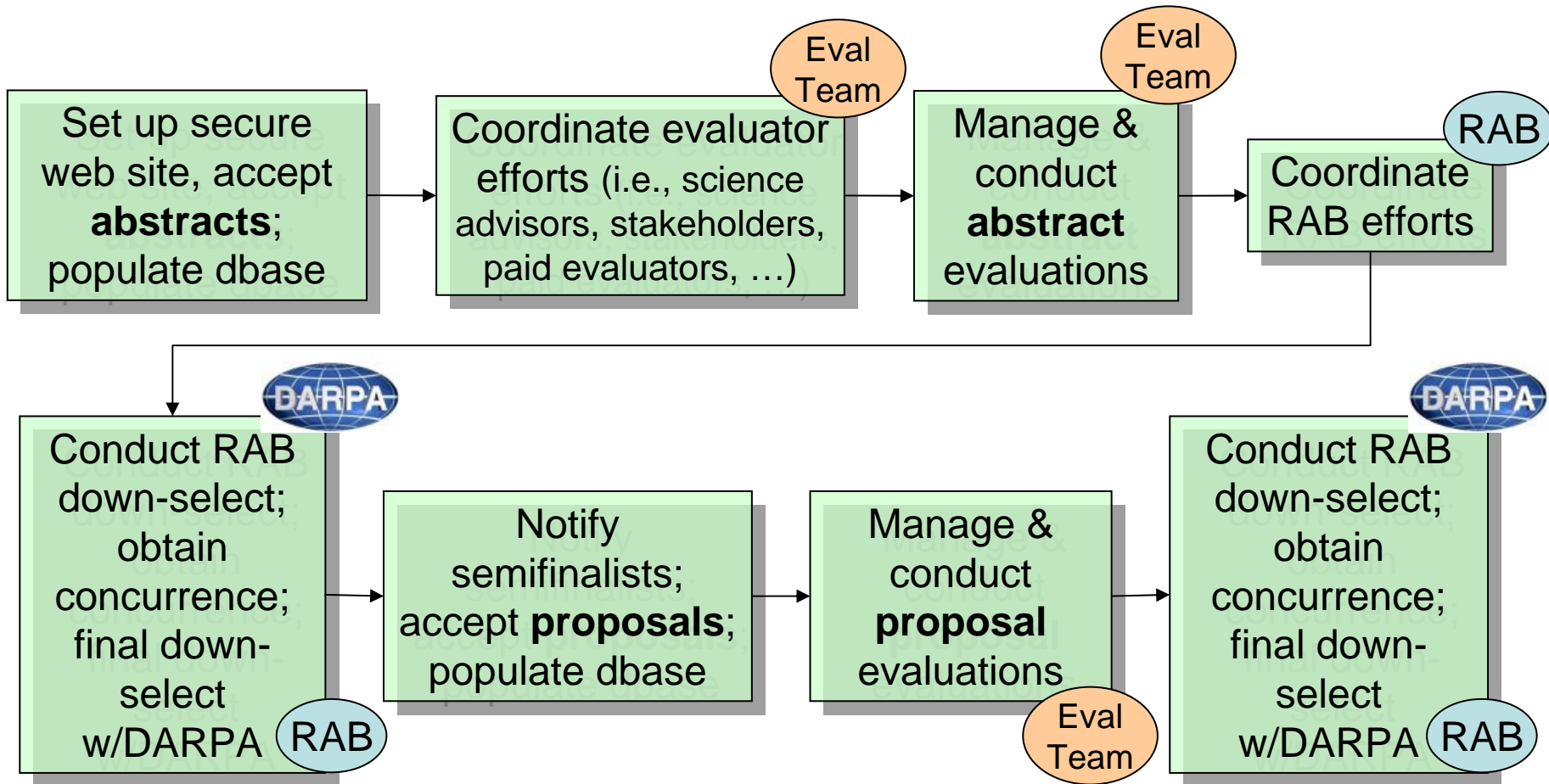


## Annual CEROS Solicitation Process





# Task: Process Abstracts & Full Proposals





# General Topics Solicitation Schedule

- DEC: Formal Solicitation/BAA is posted
- JAN: Initial industry abstracts due
- JAN/FEB: Abstract eval & down-select; Request for full proposals
- MAR: Full proposals received
- MAR/APR: Full proposal evaluation
- MAY: BoD approval & permission to negotiate
- JUN/JUL: Negotiate & sign final contracts
- SEP/OCT: Begin work



# Secrets of a Successful Project

*Abstracts/Proposals that address:*

- Warfighter requirements
- Knowledge of the ultimate customer
  - Warfighter usually does NOT = Ultimate Customer
- Class 1,2,3 Endorsements from the right folks
- Transition: How paychecks will keep coming after the last CEROS check is cashed
- Quantifiable metrics that define success



# What's a 'Significant' Endorsement?

*We like the idea so much, that if selected we will:*

Most  
Significant



1. Help fund the CEROS effort.
2. Implement X if successful (define success):
  1. Continue to fund further R&D effort with \$Y after completion of CEROS effort (with signed MOU)
  2. Will purchase Z prototypes for \$Y (with MOU)
3. Provide aircraft, vessels, personnel... to help test & evaluate the final product (with MOU)
4. Consider future steps if successful

Least  
Significant



# 10-Questions (1 of 2)

1. What is the problem? Why are we making this investment?
2. What are the barriers to solving this problem? What is the present SOTA? ID key technical barriers to success.
3. How will you overcome these barriers? What is your secret sauce?
4. What is the capability you are developing & where is it described? What is the requirement?
5. What is the product of the effort (i.e., hardware, prototype, software, model, M&S, Report)? Be specific.



## 10-Questions (2 of 2)

6. What are the measures of success? Only use quantitative metrics? Include: Affordability; Current achievable capability (ID start TRL); Minimum acceptable capability (ID end TRL); Final goal.
7. What is the Payoff? ID operational benefits & O&S savings.
8. When/ where does the effort transition? What are the transition milestones to that goal? ID specific programs or paths & transition year.
9. Who is the ultimate customer? Provide endorsements, names/ organizations; State commitments.
10. How are you leveraging OPM (Other People's Money)? What does the leverage buy?



# Possible Evaluation Criteria

- Overall Scientific & Technical Merit
- Potential Contribution & Relevance to CEROS Mission
- Realism of Proposed Schedule
- Proposer's Capabilities and/or Related Experience
- Plans & Capability to Accomplish Technology Transition
- Cost Realism



## Fine Print

- **ELIGIBILITY:** Prime Contractor must be private industry
- **TIME:** Funding for 1-year efforts only
- **MECHANISM:** Contracts with clearly defined tasks & quantifiable metrics defining success/ failure, between the industry partner and the State of Hawaii
  - **PLUS:** State of Hawaii requirements involving taxes, employee health insurance...



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