

Right Information, Right Format, Right People

Keys to Improving Engagement Between the Department
of Defense & the U.S. Innovation Community



Presented by
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Keys to Improving DoD / Innovator Interactions

1. Do Your Research & Align Solutions to Problems
2. Identify the Resources that Best Meet Your Needs
3. Use a Common Language
4. Share Information in a Familiar Format
5. Actively Engage with the Right People



Defense Innovation Marketplace

CONNECTING INDUSTRY AND THE DEPARTMENT OF DEFENSE

- HOME ▾
- PORTALS ▾
- COMMUNITIES OF INTEREST ▾
- TECH. INTERCHANGE MEETINGS ▾
- BUSINESS ▾**
- INNOVATION ▾
- NEWS & EVENTS ▾
- SEARCH



Defense Technical Information Center (DTIC) Combatant Command (CCMD) Classified Reading Room

A CCMD Classified Reading Room has been established at DTIC to support the technology needs of the CCMD's.

[Sign up today \(PDF\)](#) ↗

[Go to Reading Room website](#) ↗

<https://defenseinnovationmarketplace.dtic.mil/business-opportunities/combatant-commands/>

Attention: The physical reading room at DTIC is closed due to COVID but is currently available on the Defense Innovation Marketplace website <https://defenseinnovationmarketplace.dtic.mil/business-opportunities/combatant-commands/>.

[Home](#) » [Funding](#)

Solicitations

You must respond to a funding solicitation from a particular agency, because the SBIR/STTR programs do not accept "unsolicited" proposals (a proposal that does not address a topic specified in a currently open agency SBIR/STTR solicitation). Solicitations are known by many names including Request for Proposals (RFP), Funding Opportunity Announcement (FOA), Broad Agency Announcement (BAA), or simply Solicitation. No matter what it's called, this document provides the rules and guidance on how to prepare a response, also called an application or a proposal. Solicitation documents include Proposal Preparation Instructions, Application and Submission guidance, and Evaluation criteria. They typically include the specific topic areas of interest as well.

To browse through current topic areas of interest, which topics are coming up, and what topics were of interest in the past across all participating agencies, [search Topic Areas](#). Keep in mind that some agencies have solicitations that accept proposals in broad research areas related to the agency's mission and are not limited to a specific list of pre-determined topics.

<https://www.sbir.gov/solicitations>

<https://www.sbir.gov/sbirsearch/topic/current>

Resources for Technology Development

- ▶ SBA SBIR/STTR Programs stimulate new technology development to meet federal needs & encourage private-sector commercialization of new tech www.sbir.gov & www.dodsbirsttr.mil
- ▶ Demonstration opportunities provide access to end-users and valuable feedback
- ▶ Subject matter experts and advance technology are available through the Federal Lab system
- ▶ NIST Manufacturing Extension Partnership Program to support manufacturing needs <https://www.nist.gov/mep>
- ▶ Procurement Technical Assistance Centers to aid in engagement with DoD <https://www.aptac-us.org/find-a-ptac/>

Resources for DoD Engagement

- ▶ Ongoing programs to help improve connections between the US Innovation Community, the DoD, and Federal Agency Representatives.
- ▶ Encountering Innovation - Kansas Small Business Development Center offers support for technology transfer and business matchmaking.
<https://www.encounteringinnovation.com>
- ▶ The Catalyst Accelerator - Connects companies with users and potential customers from the DoD and commercial realms to reduce the customer discovery process.
<https://catalystaccelerator.space/>
- ▶ TRIAD Program - Supports communication between the U.S. innovation community and Science & Technology Scouts from the DoD and “3-Letter Agencies”
<https://www.gdipartners.com/triad>

GDI Partners 2021
www.gdipartners.com




Use a Common Language

- ▶ Familiarize yourself with the organizations, units, and designations of the groups or people who will benefit from your technology.
- ▶ Communicate your ideas using terms that resonate with your DoD audience.
- ▶ If there is a funding opportunity available read it carefully and be able to share information about your innovation in a way that relates it to the published need.

Sharing Information - BLUF Statement

- ▶ BLUF (Bottom Line Up Front) Statement = The Elevator Pitch, a short paragraph that:
 - ▶ Defines the problem & relates it to a posted requirement;
 - ▶ Identifies the impacted user group;
 - ▶ Describes the solution & DOD benefit; and,
 - ▶ Communicates why the innovation is superior to existing solutions.
 - ▶ Clear, Concise, & Credible

Sharing Information - Quad Charts

Product Name							
<table border="1"><thead><tr><th>Contact Information</th></tr></thead><tbody><tr><td>ACME Company Incorporated 12306 Maple Drive Anytown, Ohio, USA, 33626</td></tr><tr><td>POC: Charlie Brown Director, Renewable Energy CharlieBrown@yahoo.com Work: 609-760-2999 Cell: 123-456-7890</td></tr><tr><td>CEO: Linus Van Pelt, Cell 123-456-7890 Business Classification: SAM Registration or CAGE Code:</td></tr></tbody></table>	Contact Information	ACME Company Incorporated 12306 Maple Drive Anytown, Ohio, USA, 33626	POC: Charlie Brown Director, Renewable Energy CharlieBrown@yahoo.com Work: 609-760-2999 Cell: 123-456-7890	CEO: Linus Van Pelt, Cell 123-456-7890 Business Classification: SAM Registration or CAGE Code:	<table border="1"><thead><tr><th>Capability Description</th></tr></thead><tbody><tr><td><ul style="list-style-type: none">• Add buyer focused information here, i.e.• Saves money over existing product• Integrates with existing system / process• Saves space• Shortens logistics tail• Eliminates costly....• Replaces....• TRL: 0 (what is the technical readiness level)</td></tr></tbody></table>	Capability Description	 <ul style="list-style-type: none">• Add buyer focused information here, i.e.• Saves money over existing product• Integrates with existing system / process• Saves space• Shortens logistics tail• Eliminates costly....• Replaces....• TRL: 0 (what is the technical readiness level)
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Actively Engage with the Right People

Department of Defense Science & Technology Scouts

- ▶ Work within the DoD Combatant Commands (CCMD) & “Three Letter” Federal Agencies
- ▶ Possess deep knowledge of DoD technology needs
- ▶ Have large networks of buyers & decision makers
- ▶ Constantly searching for new products, services & technology to support the US Warfighter



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Find Support that Works for You

- ▶ Education programs that help Companies grow by improving access to DoD & Federal Agency resources
- ▶ Increase awareness of emerging or existing technology businesses through information sharing
- ▶ Helps to leverage your existing DoD funding and relationships
- ▶ Pitch Sessions where Innovative Technology Solutions are presented to DoD Science & Technology Scouts and Federal Agency representatives
- ▶ Federal resources that help with the completion of forms, registrations, certifications, or deciphering of requirements

Keys to Better DoD Interactions

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Right People

Insanity is doing the same thing over and over
and expecting different results.

Albert Einstein

Thank You!

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