



U.S. AIR FORCE



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# Air Force SBIR/STTR Commercialization Readiness Program

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BRTRC Federal Solutions



SMALL BUSINESS



## CONNECTING

INDUSTRY AND ACADEMIA WITH U.S. AIR FORCE NEEDS

SMALL BUSINESS INNOVATION RESEARCH | SMALL BUSINESS TECHNOLOGY TRANSFER

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# Phase III & Commercialization Readiness Program

- **Phase III is the commercialization of SBIR/STTR-funded technologies into goods or services in the private sector or federal agency, such as:**
  - Follow-on R/R&D,
  - Commercial application, and/or
  - Production in the private sector or with a federal agency
- **Transitioning to Phase III often crawled through the “Valley of Death”**
- **To accelerate the transition of SBIR/STTR-developed technologies, products and services to Phase III and into the acquisition process, Congress created the Commercialization Readiness Program (CRP)**
  - NDAA FY2006 (PL 109-163, Section 252) created the Commercialization Pilot Program (CPP) for DoD SBIR only
  - NDAA FY2012 (PL 112-81, Section 5122) renamed CPP to CRP
    - Supports both SBIR and STTR Programs
    - Increased reporting requirements





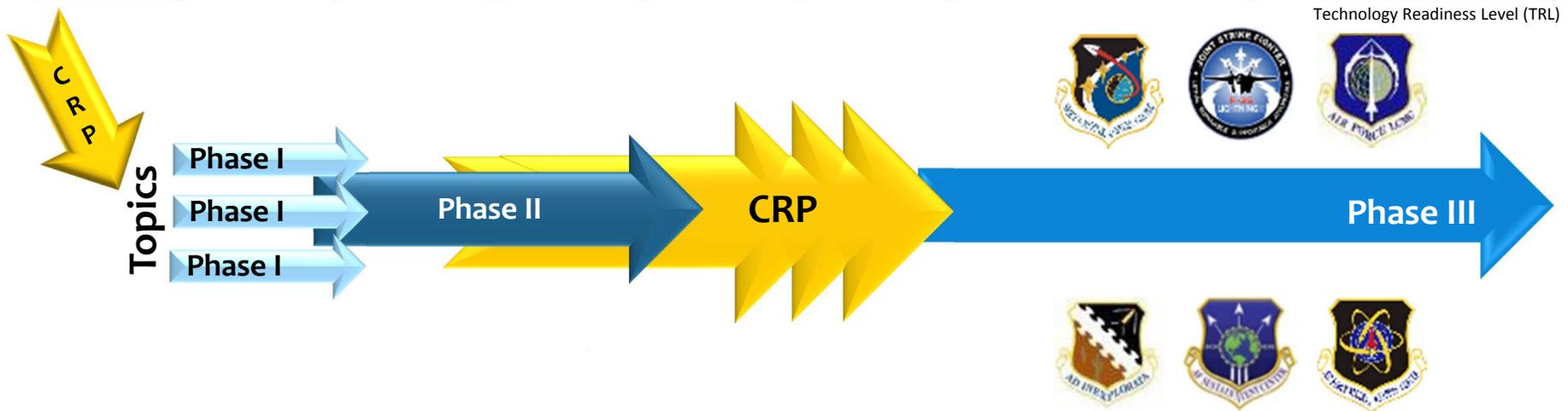
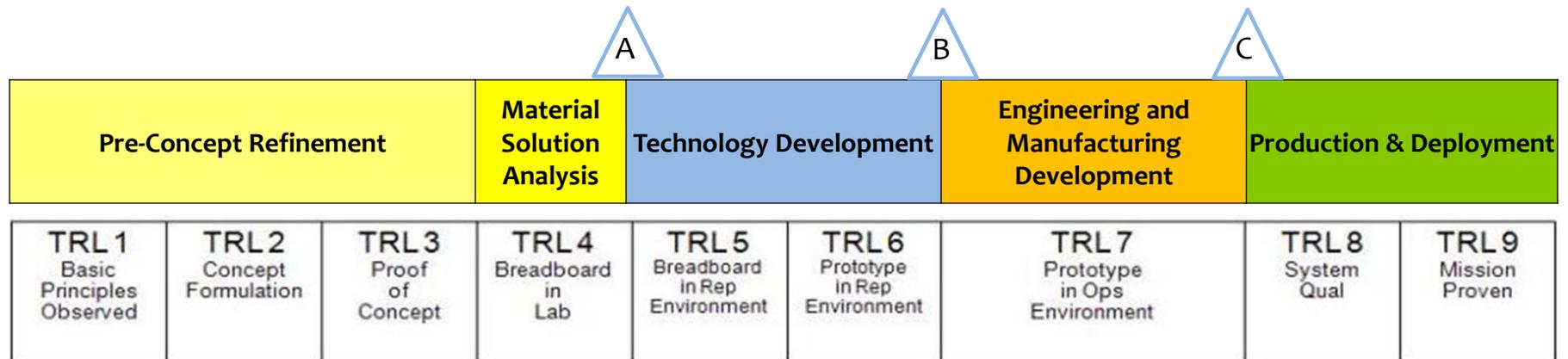
# AF Approach to CRP

***“Boots on the ground”:* Transition Agents (TAs) located at Air Force Centers and Technology Directorates**

- **Facilitate topic alignment with Acquisition Program Executive Offices (PEOs)**
- **Identify and Verify Customer, Need, & Technology**
  - Support **Technology Interchange Meetings (TIMs)**
    - Focused Industry and PEO meetings
    - Targeted DoD SBIR/STTR data mining and due diligence
  - Facilitate and support **Small Business Industry Days (SBIDs)**
    - Center/PEO targeted events, for entire SB community not just SBIR
  - Continuous **Phase II portfolio transitioning**
    - Participation in various technology requirements discussions
    - Liaison for ad hoc PEO and industry technology needs
- **Assist in development of Transition Plans (STTP/STMP)**



# CRP Operating Construct



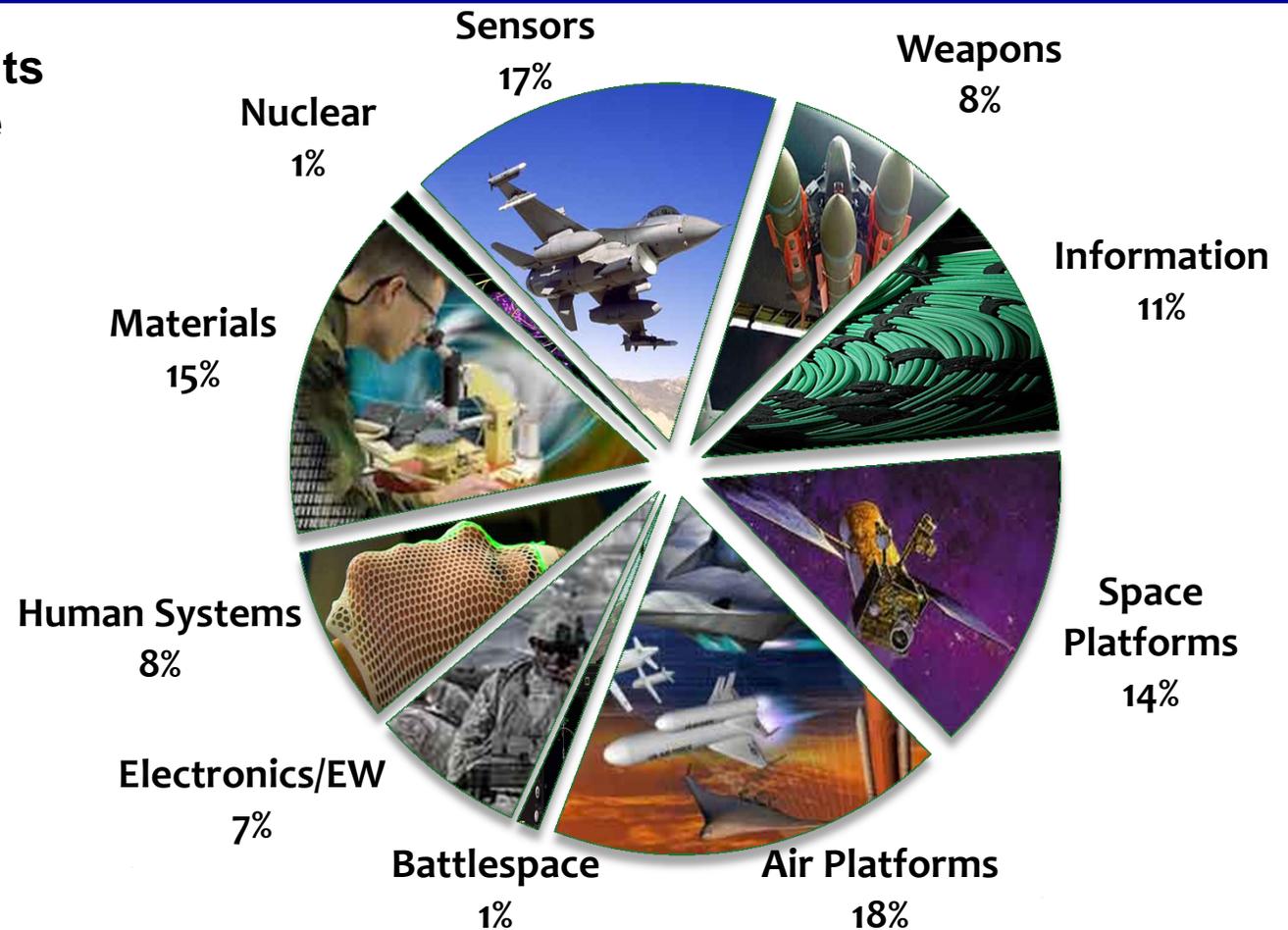


# Air Force Focus Areas



Goal: **Maximize benefits to the warfighter while providing best opportunity for small business commercial success.** Benefits include:

- Risk reduction
- New capability
- Obsolete equipment replacement
- Greater reliability
- Cost savings
- Improved performance and safety





# Air Force R&D Organizations





# Collaboration at Work

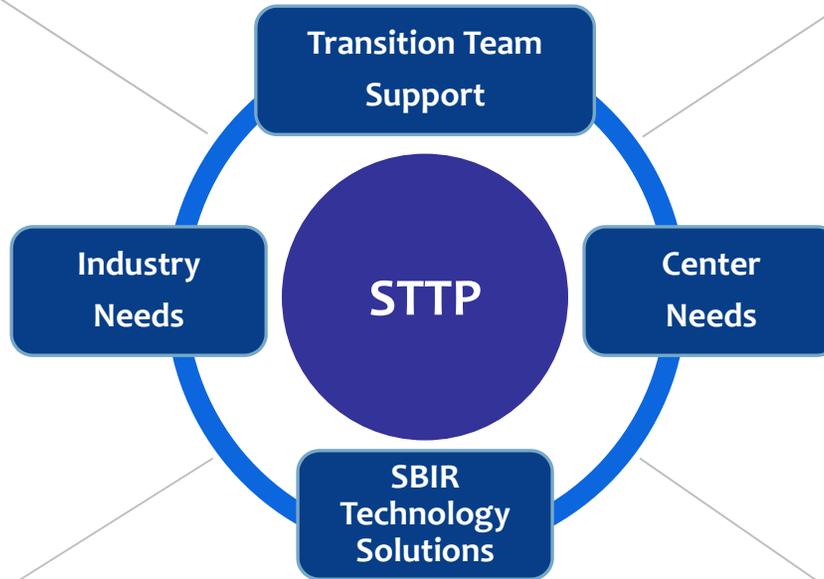
## AF SBIR/STTR Transition Team

### Major Defense Contractors

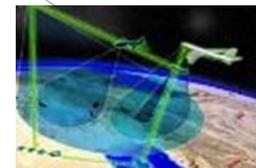


21 Major Defense Contractors Participating

### AF Centers/PEOs



### AFRL Managers & SBIR/STTR Phase II Firms





# Technology Interchange Meetings (TIM)

- **GOAL: Increase collaboration between the AF and Major Defense Contractors (MDC) to accelerate technology transition**
  - Annually AF issues a TIM call via FBO announcement
  - 6-9 MDCs participate each year
  - 15-week process training and facilitating MDC as they identify and vet SBIR/STTR technologies that meet their needs to become candidates for STTPs
  - Utilize SWIFT tool for data mining and workflow tracking
  - Event hosted by MDC conducting one-on-one sessions under a NDA
  - Hotwash & post-event follow-up on outcomes and STTP facilitation





# Small Business Industry Days (SBID)

- **GOAL: Increase Small Business participation in AF supply chain and technology transition activities**
- **2-3 day event targets a specific AF Center/PEO**
  - Armament SBID, July 2014
  - Test Center (AFTC) SBID, November 2014
  - Sustainment (AFSC) SBID, July 2015
  - **Space and Missile Center (SMC) SBID, October 2016**
- **Broader than SBIR/STTR!** Open to all Small Businesses with technical capabilities that may meet the AF Center/PEO needs
  - **Track 1 – Products:** Small Businesses present products/capabilities/technologies that may fit AF needs
  - **Track 2 – Market Research:** Air Force Center/PEOs present opportunities coming up in the next 24 months that are appropriate for small businesses to serve as the prime contractor
  - **Track 3 – SBIR/STTR Transition:** Private TIM-like one-on-one sessions on SBIR/STTR technologies for potential transition to PEO programs/systems
  - Educational Sessions (e.g. IP Protection, DCAA Audits, SBIR/STTR, Rapid Innovation Fund (RIF))
  - Exhibit Hall & Networking Opportunities





# Transition Planning “Ingredients”

## SBIR Technology Transition Plan (STTP)

### SBIR Technology Maturation Plan (STMP)

#### The “Bull’s Eye”

1. **Air Force Customer**
2. **Capability Gap or Need**
3. **Relevant & Desired SBIR Technology**



**AF CRP looks for ROI on its  
SBIR/STTR Projects**

#### Examples of Transition Paths

- Acquisition Program of Record
- Technology Risk Reduction Effort
- Deploy Prototype System Directly into Theater
- MAJCOM/Combatant Command Application (not Acquisition PoR)
- Upgrade to Fielded System (i.e., Sustainment)
- Contract Capture Opportunity for Major Defense Company





# Elements of STTP

## Consists of 8 Sections:

- 1) Management Summary
  - 1 Page, Synopsis of Document
- 2) Target Application & Stakeholders
- 3) Technology Maturation
  - Describes technology development tasks, timelines, readiness levels, & deliverables
- 4) Transition Strategy
  - Crux of plan - ID's destination & application for technology while conveying plausibility
- 5) Financial Strategy
  - Critical - conveys interest in financial terms!
- 6) Risk Management
- 7) Intellectual Property Protection
- 8) Stakeholders Roles, Responsibilities

CDT  
STTP 2012-068-v1.0  
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Cyber Defense Toolkit (CDT)	
SBIR Topic Number:	AF083-123
SBIR Contract Number:	FA8850-10-C-9913
SBIR Firm:	Acme Software, Inc.
SBIR Firm City and State:	Mayfield, OH
Managing Organization:	AFRL/RI (Information Directorate)
SBIR Phase II Start Date:	30 APR 10
SBIR Phase II End Date:	30 JUL 12
Expected Completion Date:	30 JUL 12

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### Notice to Stakeholders

The intent of this document is to describe the rationale, strategy, actions, and roles/responsibilities of team participants to mature and integrate the identified SBIR technology, product, and/or service into an Air Force-mission area.

Entrance criteria for this STTP are agreement among all signatories that the SBIR project has demonstrated sufficient results against a specified technology need, justifying an accelerated transition effort.

This is a non-binding agreement between all parties and associated organizations that are signatories on this document. There is no obligation specified or implied for the actual commitment of funds or other resources described in this agreement. Any of the participating organizations to this agreement may cease to participate at any time without penalty. If such action becomes necessary, written notice to the other participants is expected as a courtesy.

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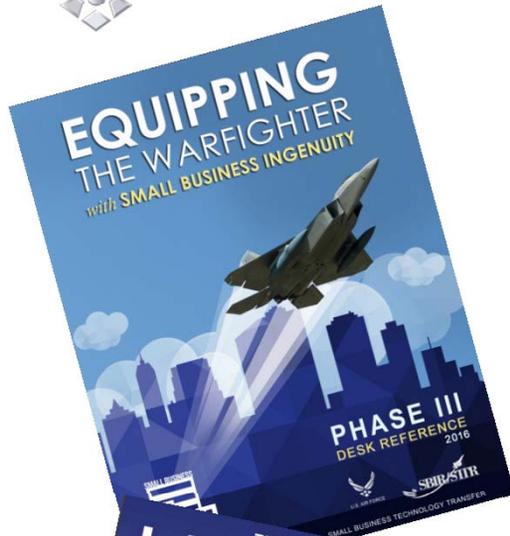
# AF CRP Summary

- **Focuses SBIR/STTR program on Air Force & Major Defense Contractor tech-based needs**
- **Establishes & implements processes to align & connect stakeholders**
- **Establishes clear lines of communication**
- **Is a cost sharing program**
  - All Stakeholders Financially Assist Technology Transition





# Resources



- Phase III Desk Reference 2016
- Achievements – 2015 Success Stories
- AF SBIR/STTR Advantage Newsletter
- Economic Impact Study (2014)

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# AF CRP PEO Transition Agents

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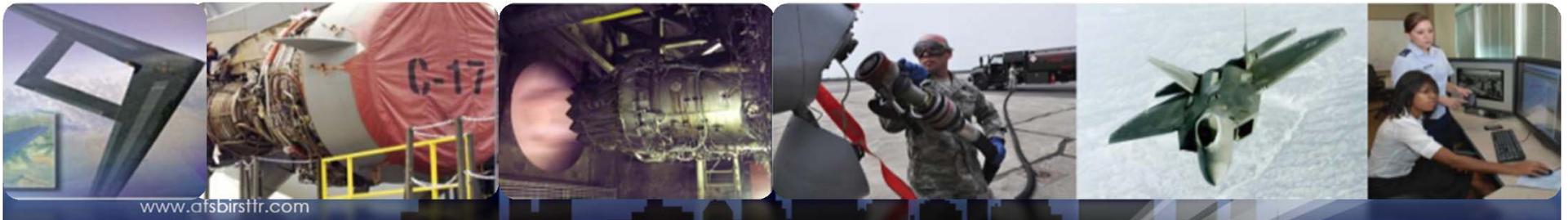
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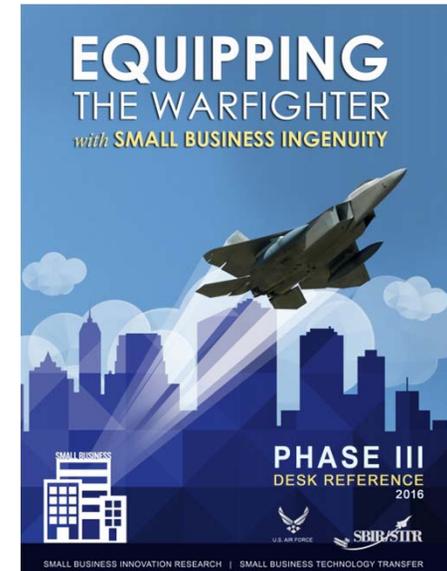
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Visit [www.afsbirsttr.com/CommercializationReadinessProgram](http://www.afsbirsttr.com/CommercializationReadinessProgram)  
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