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OR

If you see yellow text

Click it to open the link

GETTING STARTED

Understanding the steps of the application process can be a challenge. This guide will walk you through the initial steps with the use of helpful resources and tips.

DFARS

Follow tutorials to properly register your company and apply for awards on time.

Technical Merit

It's important to make sure you're eligible and have the necessary requirements ready prior to registering.

Commercialization Potential

Understanding SBIR/STTR contracts and proposal strategy and product development.

DEFENSE FEDERAL ACQUISITION REGULATION SUPPLEMENT

&

PROCEDURES, GUIDANCE, AND INFORMATION

DFARS and PGI provide uniform acquisition policies and procedures for the Department of Defense. Guidelines for both vendors and he government to follow in regard to federal acquisitions.

This is a supplemental source of regulations to the FAR and should be read as a collaborative resource to the FAR.

HOMEWORK

DFARS REG	WRITE DOWN YOUR RISKY ASSERTIONS BELOW

?

TECHNICAL MERIT SUMMARY

Show don't tell

Include the most effective points that demonstrate the technical merit of your solution and the technological risk that remains

Use evidence to show that your solution does not carry significant technical risk

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CTC Center For Technology Commercialization

IF YOU ARE LOOKING TO ADAPT YOUR OWN NON-DEFENSE SOLUTION:

IF YOUR SOLUTION IS BASED ON SOMEONE ELSE'S COMMERCIALLY AVAILABLE TECHNOLOGIES:

IF YOU ARE LOOKING TO ADAPT YOUR OWN NON-DEFENSE SOLUTION:	IF YOUR SOLUTION IS BASED ON SOMEONE ELSE'S COMMERCIALLY AVAILABLE TECHNOLOGIES:
Pictures/screenshots of your solution being used	Pictures of the actual implementation of those technologies combined into your solution
Pictures/screenshots of your solution	Pictures of end users/customers testing your 'Frankenstein' implementation
Sales numbers for similar or related non-defense commercial solutions	Investment from investors who have experience in evaluating technological merit
Customer testimonials/quotes from interviews	
Investment from investors who have experience in evaluating technological merit	

Use your own ideas to best demonstrate (not tell) why your solution has technical merit

CTC Center For Technology Commercialization

FILL IN CLIENT TESTIMONIALS BELOW

THIS IS A COMPETITIVE LANDSCAPE: An effective testimonial is persuasive, measurable, easy to understand and memorable

Summary of Commercialization Potential

There is a high risk of 'vaporware' with this topic. If this is the case, you need to be specific about your actual solution and show a a path to existence.

You must communicate the most effective points that demonstrate the firm's ability to commercialize the solution inside the DoD AND in the commercial sector.

If there are no dollar signs on this slide, you are likely missing something. We are looking for you to demonstrate knowledge of your target customer and market(s)

Not all VCs/investors are created equal - it is not just about money, it is also about their track record in commercialization
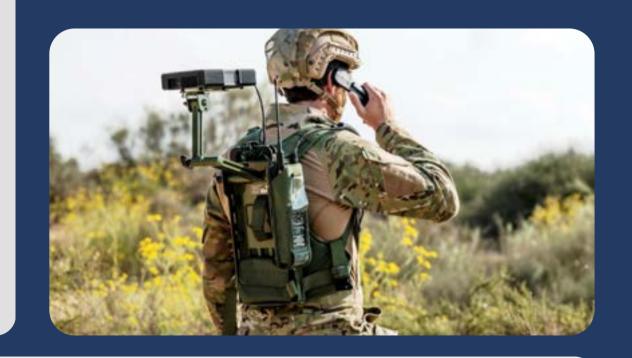
Summary of Commercialization Potential

FOR NON-DEFENSE COMMERCIALIZATION

- Target customer and market of your non-defense version of your proposed solution
- Outside investment from people who have proven records of commercializing technologies (i.e. VCs, accredited investors)
- Trials with non-defense customers using your solution (or similar)
- Quotes and specifics from these trial customers
- Broad, general statements about potential market size are not as valuable

FOR DEFENSE COMMERCIALIZATION

- Think about all of the stakeholders who will be needed to get your solution to a program of record
- Contracting, finance, legal, security, information assurance, etc.
- Large DoD contractors are helpful - but are NOT a replacement for AF users/stakeholders

SUMMARY OF COMMERCIALIZATION POTENTIAL

'THE AGENCY' IS NOT YOUR CUSTOMER

Your expected Air Force **Customer** will likely be **different** than your Air Force **end-user**. For a successful acquisition, you will need to understand both your user and your customer.

It is necessary to provide specific units and/or people with whom you will start your customer discovery. Detail who you plan on talking to inside the government to start your customer discovery process.

You should how DoD end users testing. The closer you are to the user, the better - don't just get feedback from scientists and engineers, go talk to the actual users

HOMEWORK

DESCRIBE YOUR TARGETS IN DETAIL

Expected Air Force Customer (Acquisition professional)	
Expected Air Force end-user (Operator)	
POC for customer discovery	

HOMEWORK

PROVIDE INFORMATION BELOW

Sales numbers for a non-defense commercial version of your solution	
Provide lessons learned from DoD user testing or customer discovery	

PowerPoint Submission

Now that you've completed the sections of your application that require some strategy and creative thinking, you're ready to complete the application.
Follow the link HERE to view the DoD's outline for their application and complete your PowerPoint style application.

CHECKLIST

At the end of session one you should have to following checklist completed. Dont move on to session two until this checklist is complete.

- **Applicable DFARS Regulations**
- **Customer questions for testimonials**
- **Customer direct quotes**
- **Commercialization**
- **Target customer**

HAVE QUESTIONS?

Reach out to the CTC with questions or concerns here.

FINISHED WITH SESSION ONE?

It's time to reach out and check in with your CTC consultant to discuss the overview summary and prepare for defense need.

Todd Strother

Rob Baranowski