Commercialization Acceleration Opportunities
Air Force SBIR/STTR Transition Workshop @ Doolittle Institute
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AFRL SBIR Commercialization Acceleration Program: Goals

Help SBIR Phase 1 companies understand and describe commercially marketable product opportunities to enhance their story

• A more realistic future and vision beyond Phase 2

• Less dependence on AF as the end customer

• Differentiators that resonate with strategic partners and investors

• May focus on non-defense applications of SBIR research
AFRL SBIR Commercialization Acceleration Program: Logistics

• Executed by Dayton’s Entrepreneur Center with support from AFRL and Wright Brothers Institute

• RFA shortly after Phase 1 Award Notices

• Interviews and Acceptance, 30 – 40 Participants

• 18 hours of training over course of six weeks in Fall

• Three possible locations: Dayton, DC, and Colorado Springs

• http://tec-tap.com/sbir-tap/
What Is the Curriculum?

• Company receives training on commercialization planning
• Focus on three areas:
  • So what?
    • What’s your idea
    • What’s the Problem
    • Where Does Your Idea Fit?
  • Who cares?
    • Who’s Your Customer?
    • What’s Your Path to Market?
    • Where’s the Money?
  • Why you?
    • What’s Your Competitive Edge?
    • Can you Execute?
    • What’s Your Value Proposition?
• Uses visual frameworks and ideation tools to provide a common language for individuals across many domains to collaborate
• Is a orderly and structured process to align with the way researchers, scientists and engineers think
What Is the Curriculum?

Features as Benefits and Differentiators to Target Customers
- Speed...Emergency Response
- Weight...Reduced Fuel Cost
- Tolerance...Less Maintenance
- Stability...Longer Supply Chain
- Measurability...Improvement
Outcomes So Far (Two Cohorts)

Outcomes:

FY2015: 18 Participants; 18 awarded Phase 2s
- 2 formed a joint venture
- 1 sourced a better manufacturer

FY2016: 24 Participants; Most invited to apply for Phase 2
- Reporting still early: 6 notified of Phase 2 Award
- 4 companies still working with The Entrepreneur Center
- 1 received Venture Capital Funding
- 3 sets of companies in joint venture discussions

“Solid program. Some of the simple drawings/charts are supremely valuable. Not just for explaining to customers, but for clarifying the vision internally.”
Points of Contact

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