



# Commercialization Acceleration Opportunities

Air Force SBIR/STTR Transition Workshop @ Doolittle Institute

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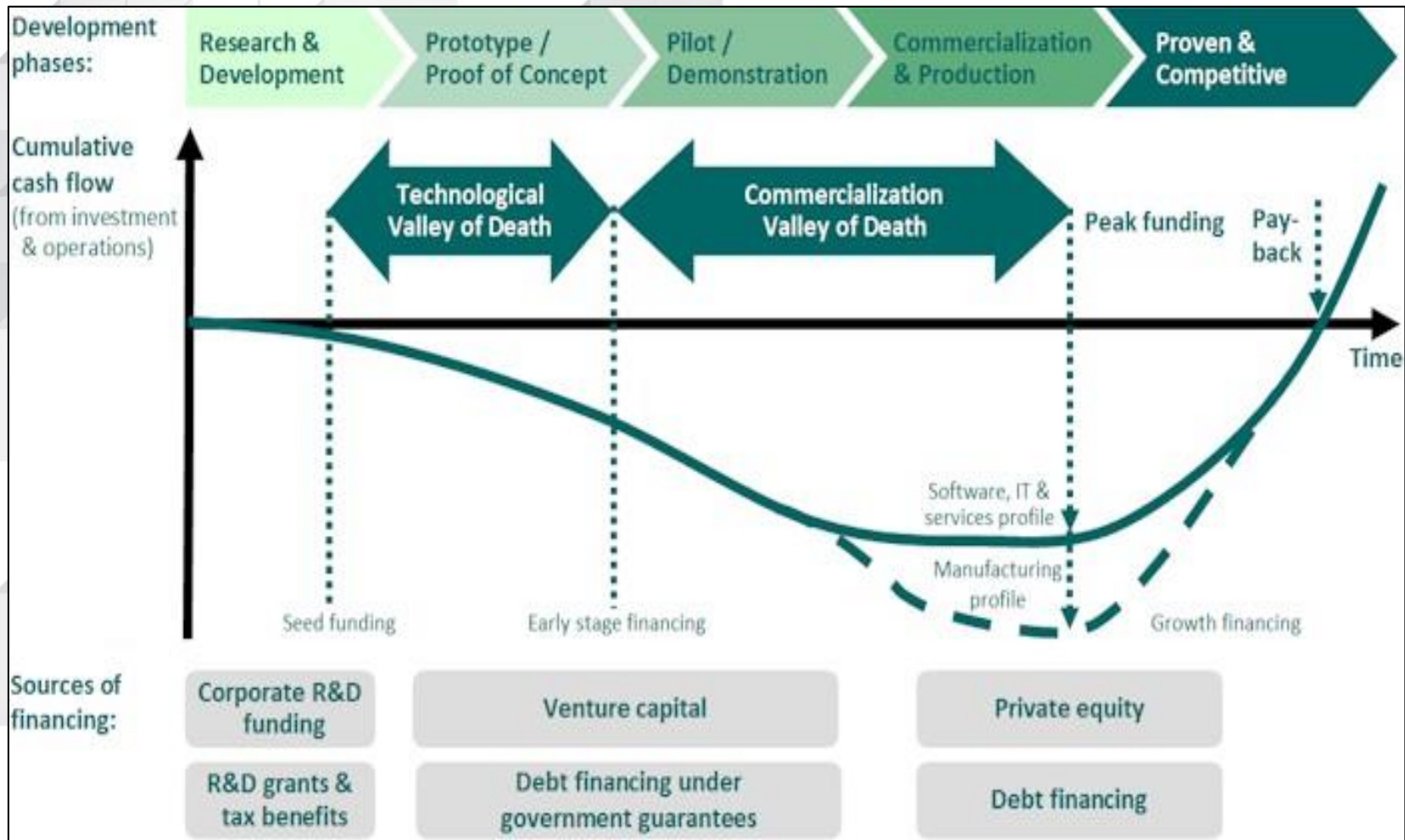
# AFRL SBIR Commercialization Acceleration Program: Goals



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

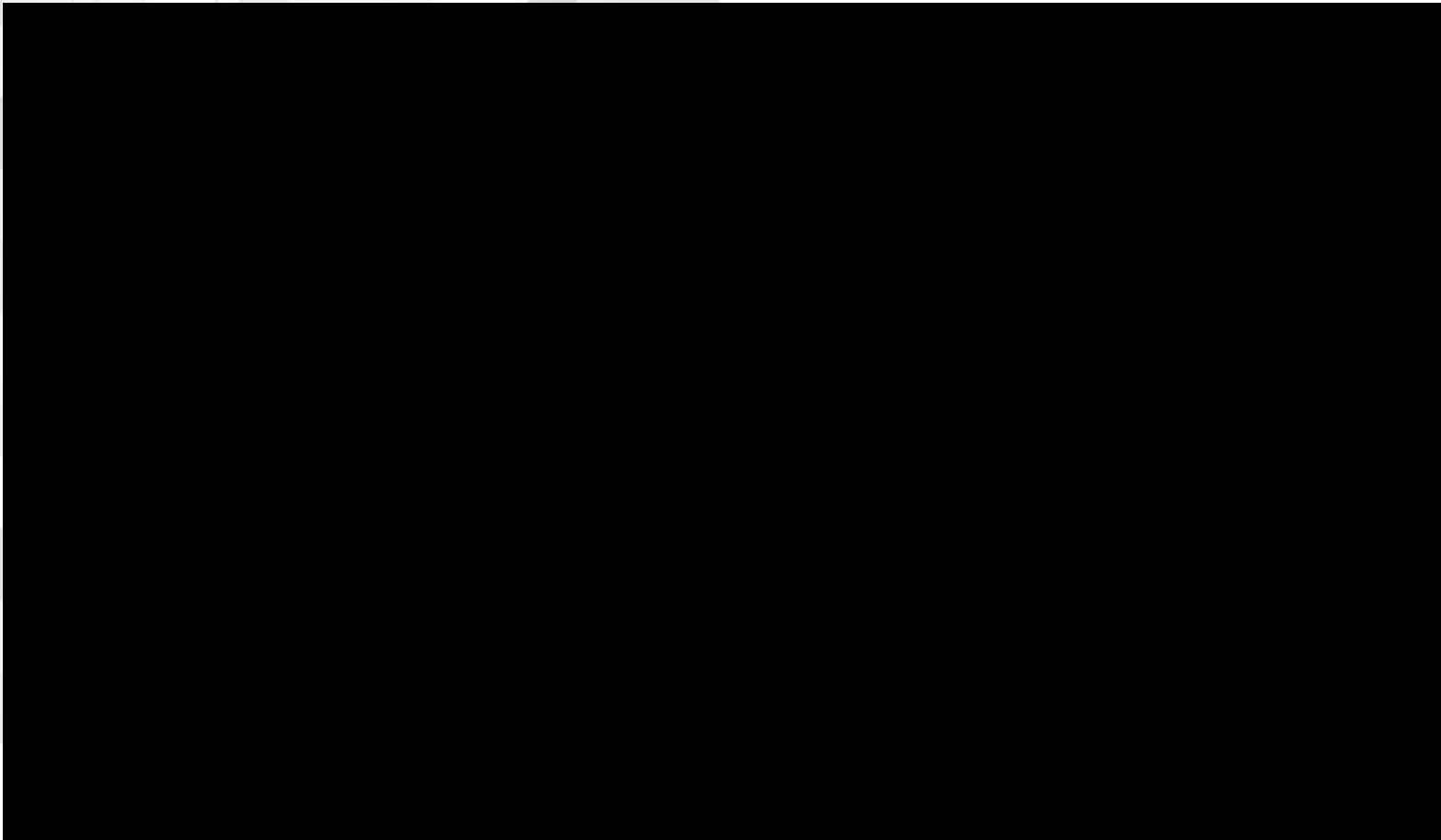
# The Tech Commercialization Valley of Death



<http://www.energytransitiongroup.com/vision/greengrowth.html>



# Commercialization: What Can You Sell?



<https://youtu.be/pgBg1MZsF3w>



# 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**



Sketch the Idea.

Show the technology in a commercial context, not a technical approach.



Scope the Problem.

Define the business problem the technology intends to solve.



Map the Opportunity.

Understanding the market and identify the areas of opportunity.



Fish for Customers.

Explore all potential customers and chart ideas to



Model the Attack Plan.

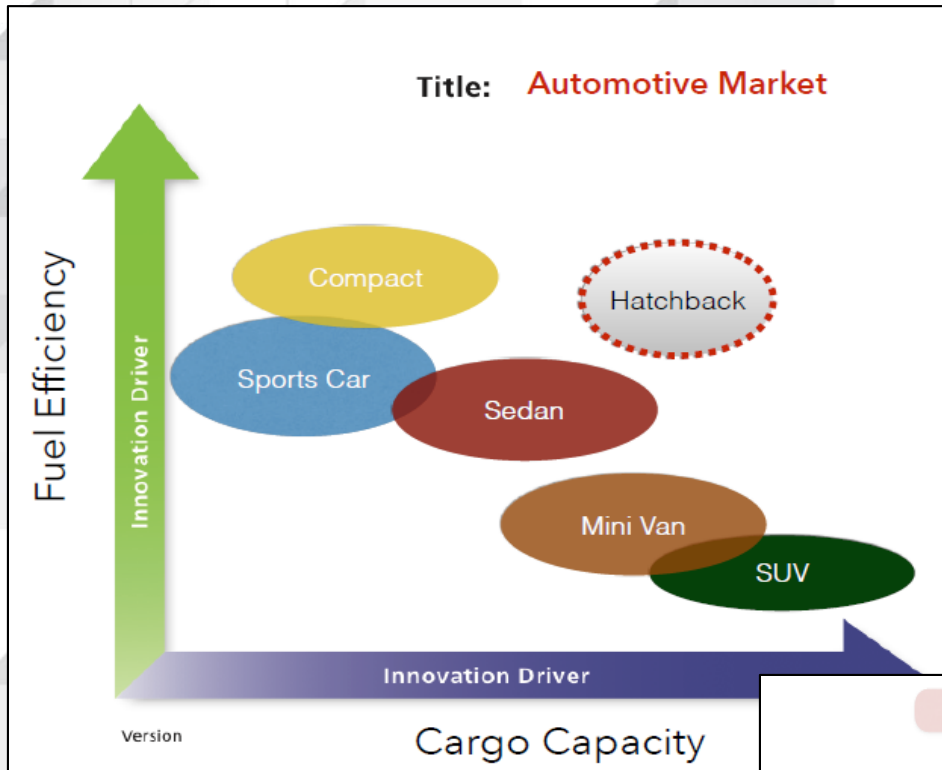
Map out the game plan for the go-to-market strategy.



Discover the differentiator.

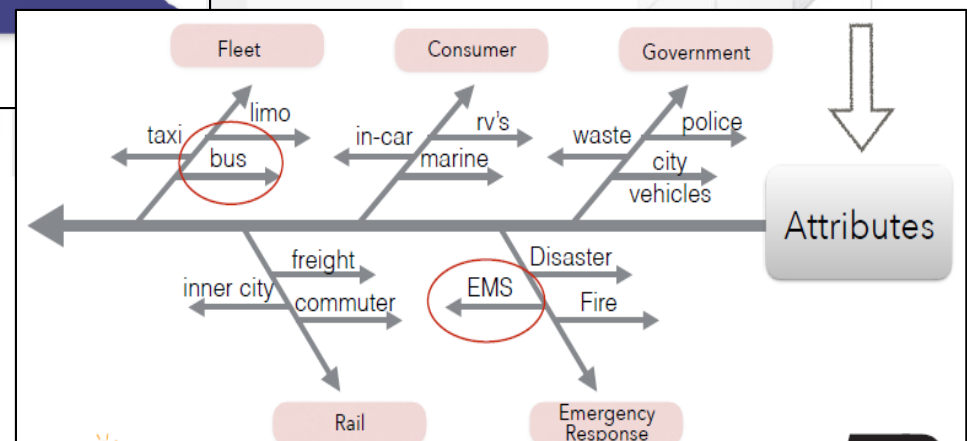
Find differentiators to prioritize investments.

# 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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