Tips for Showcasing Your Technology

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INNOVATION INSTITUTE

A DEFENSEWERX Innovation Hub

Tip #1
Focus on Your Audience… Not Your Company

- How does your technology solve the customer's problem?

- Conduct market research to determine the customer's problems
  - Air Delivered Effects Broad Agency Announcement
  - Internet Research – News Articles
  - Doolittle Institute

- Start your presentation off by highlighting how your solution addresses the problem(s)
  - Details should be used to support the key technical capabilities, not overshadow them
  - Consider saving technical jargon for later

Tip #2
Be Concise

- Be mindful of the time allotted by the audience

- More information does not always mean a more compelling narrative
  - Know your customer – focus on their interests, not on your capabilities
  - Don't feel obligated to fill the entire allotted time
  - If possible, ask ahead of time if the meeting is informative (no presentation) or formal (presentation required); adjust your "pitch" accordingly

- Use pictures/graphics as appropriate

- "Goldfish Theory"

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Tip #3
SHOWCASE Your Technology… Don't Describe It

- Showcasing vs. Describing
  - Ability to address customer problems should come first, technical specifications should be used to support this

- How is your tech superior to competitor's tech?

- What testing/evaluation have you done to make this assessment?
  - Quantify as much as possible – cost, efficiency, safety, capabilities
  - If no test data exists, discuss your plan and timeline for T&E
  - Patents

- Has your technology been deployed in a real-world situation?
  - Real-world applications are valued over theoretical scenarios; examples DO NOT have to be DoD related (dual-use is desirable)

Tip #4
Content

- Know your audience and the process of engagement, tailor content accordingly
  - Your first point of contact might be someone who does not have a technical background; tailor your pitch to their knowledge level
  - Many times, key decision makers rely on technical staff to assess the technology; focus your energy on identifying the right people to engage with

- Familiarize yourself with Technology Readiness Levels (TRL) and try to categorize your technology prior to meeting

- Be sure to include any information that you have been asked for beforehand

Content Continued

- AFRL/RW is the Air Force Research Lab Munitions Directorate, its focus is… munitions

  - Your content must focus on if/how your technology can be applied to munitions

  - Technology that does not fall into this category is likely not a good fit – pursue other government agencies, AFRL technical directorates, or "open topic" SBIR/STTRs

  - Think outside the box; there are numerous dual use technologies that can be utilized in munitions, share your ideas and they might be the next disruptive tech

Tip #5
What is Your "Ask"?

- Do you need to conduct additional testing and evaluation?

- Are you open to funded and unfunded collaboration opportunities?

- Do you need seed capital?

- Do you want to collaborate to progress a specific capability?

- Ensure both parties understand and agree on next steps before ending the meeting