Panel 3.2 – SBIR technology transition

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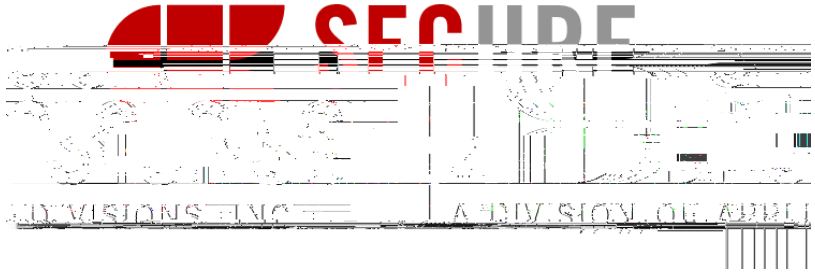
@secdec @anitadamico @codedx



We help you make sense of data

- Analyze security decision-making processes
- Build visual analytics to enhance security decisions

Our expertise starts
where automated security sensors stop

Technology transition paths and successes grew with experience

AFRL and DARPA SBIR (2004) Security event visualization. Adopted by Pentagon, FBI, limited commercial

ARDA, DHS and AFRL BAAs (2006) NetFlow visual analytics. Transitioned to US-CERT and IC

DARPA SBIR (2009) Wireless threat visual analytics.

9,000 downloads by DoD vulnergD

DHS pilot programs - Identifies early adopters; Subsidizes significan
cost of first installations

DHS Commercialization Readiness Pilot Program (CRPP) - Jumpstarts

Recognizes need to shift project leadership away from PI

Very involved program managers Make introductions to companies
and potential customers e.g.: Kevin Greene; Ed Rhyne

TTP resources of limited value

‡ No show primes, wrong reps of primes, broken promises by primes, requesting small business pay them for support

Keep the SBIR contract open as long as possible

Get a DD254

Consider changing project leadership by mid-Phase II

- Bid co-PIs: a visionary and a really good engineer

Every SBIR staff member has to be able to explain the technology

Go to conferences, not just to present
research subjects, potential customers, business partners, sponso

Develop persona of target customers early in the SBIR

Increasing expectation from government transition partners for

‡

What I wish we had help with

How to sell product, How to establish channel program, VAR partnerships

Getting onto the GSA schedule and BPA

Getting through export controls

Tutoring on building successful plans and briefings to investors

Locating TTP candidates

- **A lot of personal networking**
- Conferences attended by target customers
- Program manager networking

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