

The Tech Perspective:

Finding Good Tech Through Market Intelligence

Innovation Blockers in Market Intelligence

Acquisition experts (and program officer operators) aren't necessarily also technology experts.

If you don't do your research upfront, it is difficult to understand the art of the possible and whether a solution already exists or you need to go in house.

Prescriptive requirements up front can dissuade innovative firms.

Innovative tech requirements are often buried in larger traditional procurements.

Secondary research becomes stale fast.

Something to remember:

Research is not just for the private industry and it's more than just googling.

A New Approach



Deliberate Marketing

Broadcast Intent Outside of Gov Ecosystem

 **AFWERX** @AFWERX · 21m
Do you have the modern tools and technologies the USAF is looking for to advance the current pilot training program?

Head over to: bit.ly/2Jz5S0d to see how you can contribute to the [#PilotTrainingChallenge](#).
[#MilitaryTraining](#) [#AdvancedTraining](#)



Army Applications Laboratory (AAL)

The Army Applications Laboratory (AAL) was established in 2018, along with the stand-up of the Army Futures Command, to act as a concierge service across the Army's Future Force Modernization Enterprise (FFME) and the broader commercial marketplace of ideas. Based on the 8th floor of the Capital Factory, AAL's mission is to align innovative solutions and technologies with Army problems, resources, and programs to rapidly discover, validate, and transition technology applications in support of Army modernization. In other words, AAL exists to connect ideas from a broad range of solvers — startups, entrepreneurs, tech companies, VCs, universities, research labs, and more — with the right people and organizations within the Army to close capability gaps and field novel solutions.

Live Events 0 **Past Events 12**



THU, JUN 6 12:00 PM

Army Applications Laboratory (AAL) Open House

Capital Factory, Austin

FREE

#Business #Networking



THU, JUN 6 3:00 PM

Virtual Worlds for the Warfighter: The Next Generation of Army Training

Capital Factory, Austin

FREE

#Business #Seminar



MULTIPLE DATES

Community Office Hours

Capital Factory, Austin

FREE

#Business #Networking



Don't reinvent the wheel.

Many agencies are leveraging offices / teams in tech centers to better engage with the technology industry.



Primary Research

Leverage existing due diligence

Use SBIRs or STTRs to directly explore promising tech.

Phase I	Phase II	Phase III
<ul style="list-style-type: none">● Establish technical merit, feasibility● Capped at ~\$250k for 6 - 12 months	<ul style="list-style-type: none">● Continue R&D efforts from Phase I● Capped at ~\$1.7M for 2 years	<ul style="list-style-type: none">● Pursue commercialization opportunities (not SBIR-funded)

Primary Research: Overhaul RFIs

1. General Market and Scoping Insight

- Is it scoped effectively?
 - Any requirements that block solutions from bidding (scope too prescriptive)
 - A single technology or through integrations?
 - Can you divide the scope into multiple capabilities/problems?
- Is this met by commercial technologies, custom solutions or a hybrid - why?
- Could an emerging tech company bid solo, or would they need to partner?
What would the roles be within the bid team.

RFIs are for feedback and market intelligence -
they should NOT solicit mini -proposals!

Primary Research: Overhaul RFIs

2. Learn about the capabilities of individual companies

- What do your solutions offer?
- What would you need from government to be successful?
- What are key differentiators that will be mission critical?
- In what markets has this solution been validated?
 - And with what commercial clients?

RFIs are for feedback and market intelligence -
they should NOT solicit mini -proposals!

Primary Research

Leverage Innovation Networks

Venture capitalists, accelerators, incubators, universities already are doing this.



Leverage existing due diligence

Outsource commercial due diligence by paying attention to company stage and type of investment.

Stage	Seed / Angel	Venture Capital	Private Equity
Size of company	Founding, startup, pre-revenue	Early stage, pre-profitability	Mid to later stage, profitable, cash flow
Size of Investment	\$10k+ to few millions	Few to tens of millions	A few million to billions
Risk profile	Extreme risk, high chance of non-viability in longer term	High risk, moderate chance of non-viability in longer term	Moderate risk, low chance of non-viability in longer term

Direct Engagement

Reimagine Industry Days

Status Quo

- Single event
- Takes place in D.C.
- Announced on beta.sam.gov
- Gov reiterates requirements already listed in Draft RFP
- Maybe a tour or demo of the legacy solution
- Traditional SIs meet tech companies who show



Reimagined

- Multiple events
- Various cities
- Marketed to reach desired bidders
- Tech demos and industry presentations
- Gov reconsiders procurement approach based on new primary information

Direct Engagement

Rethink unsolicited proposals.

Pros

- Allowable under the FAR
- You may not know to solicit for the ideal solution
- Enables non-trationals to propose a highly specific solution, separate from unrelated capabilities

Cons

- Many in government are afraid to consider them
- Vendors unaware this is permitted
- Difficult to find the right point-of-contact
- Agencies generally don't have funds set aside for them
- Concerns about ethics and spam

	<u>USAID</u>	<u>ONR</u>	<u>Treasury</u>
Agencies with Unsolicited Proposal Guidance	<u>Air Force</u>	<u>DHS</u>	
	<u>USNRL</u>	<u>State</u>	



Ask yourself:

How would you use
market intelligence to
research potential solutions?

What kind of questions would
you want to include in RFIs?



Ray Falcione
VP, Public Sector
HEAVY.AI



Rebecca Gevalt
Managing Partner
Dcode Capital

Meet our panelists.

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thank you