Panel 3.2 – SBIR technology transition

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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

SecureScope

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

VIASSIST

ARDA, DHS and AFRL BAAs (2008) – NetFlow visual analytics. Transitioned to US-CERT and IC

MeerCAT

DARPA SBIR (2009) – Wireless threat visual analytics. Incorporated into DISA/NRL's Flying Squirrel program; **9,000 downloads by DoD** vulnerability analysts; Steady maintenance $; **Distributor for related NRL technologies**

CodeDx
https://codedx.com/

DHS SBIR (2013) - Software vulnerability analytics; **Govt and commercial sales**; Incorporated into DHS SWAMP; New **spin-out** company**; Looking for investors**

Code Pulse

DHS BAA (2014) - Software pen-testing configuration tool; **Open-sourced; http://code-pulse.com**

What TTP assistance led to our successful transitions

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

DHS Commercialization Readiness Pilot Program (CRPP) - Jumpstarts marketing and sales; Recognizes myth "Build it and they will come"; 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

Government leaders who truly value tech transition – Doug Maughan

Discretionary Technology Assistance (DTA) – **Dawnbreaker**!!

SRI Workshops on Value Creation and Presentation Skills

PI Meetings and demos open to non-PIs, e.g. DHS Showcase

TTP resources of limited value

SBIR Workshops, specifically "speed dating" with primes

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

What we learned on our own

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 based on the listener's interest

Go to conferences, not just to present – It's where you meet your research subjects, potential customers, business partners, sponsors

Develop persona of target customers early in the SBIR

Increasing expectation from government transition partners for Supply Chain Risk Management with "flow-downs" to subs

Sources of frustration

- ITAR restrictions on SBIRs. Really?

- Expecting TRL 7/8 for $750,000. It takes about $2 million.

- Government customers who won't serve as reference accounts

- Agencies that agree to pilot then won't buy because we are not on the GSA, BPA or some approved products list

- Government program managers, usually managing someone else's budget, with no vested interest

- R&D opportunities that do not want SBIR rights asserted

- Hiring excellent staff (US citizens) in the NY/DC area

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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