

Encountering Innovation 2019 Sept 23 - 27 Conference Application Outline

This outline is for preparation purposes. The actual application will be online. In order to apply, please go to www.encounteringinnovation.com. Successful applications will present both in **Pitch (20 min speed round)** and in **Poster Board Session** or in **Poster Board Only** according to qualifications.

1. Who Referred you to Encountering Innovation?

- Jack Harwell (KS)
- Randy Robinson (KS)
- Tom Byler (KS)
- Frank Choriego (KS)
- Bijo Mathew (TX)
- Barbara Bonner (OK)
- Stephen Knight (OK)
- Andra Smith (OK)
- Rebecca Todd (AR)
- Other

2. If you marked "Other" in #1, please enter the name, phone and email for the person(s) that referred you to the Encountering Innovation service.

3. Please provide a Title Name for Your Technology (Limit to 10 words)

4. Please write a summary statement (paragraph) which will be used for PUBLIC dissemination. This will be referred to as your Public BLUF, Bottom Line / Up Front. Some would say, your elevator pitch, but only the 30 second statement. This should provide clarity of what your technology can accomplish, not how it works. (This must be limited to 100 words, a five to seven sentence statement)

- This will be SOCIALIZED PUBLICLY in various ways to gain more attraction for your benefit.
- Use 8th Grade English, simple terms.
- Focus on One Topic.

5. Now, summarize your Public BLUF into one sentence. (Limit to NO MORE than 30 words)

6. List what tasks your innovation can perform. Or, what unique capabilities does it possess? (List up to 7, enter each item on its own line)

7. Provide a list of your prototype's test results / measurable accomplishments or expected outcomes of your innovation. What outstanding product development accomplishments or other achievements has your company completed, related to your innovation? (List up to 7, enter each item on its own line)

- 8. Please select the 'Best Fit' of your innovation / technology category.**
- C2/C41/Cyber
 - Force Protection & Medical
 - Domain Awareness
 - Power and Energy
 - Operations and Mission Support
 - Weapons
 - Electronic Spectrum Management
 - Not sure of Category (Various)
- 9. Provide a short list of specific capabilities: size, speed, characteristics that target reasons the DoD would be interested. (List up to 9, enter each item on its own line)**
- 10. Scalability: We need to understand just how large and/or how small you can formulate your innovation? For example: If your innovation was a jet engine, how large can you make it and how small could you make it? If you could make it the size of a pair of dice, what power would it have or how much could it carry? (Limit your answer to 2 items)**
- 11. The Range of production is another way of looking at this: How many can be produced in what time frame? Is mass production feasible? Can your innovation replace a legacy system now in place? (Limit your response to a list of 2 items, entering each item on its own line.)**
- 12. Time to Market under Current Conditions: 1. What is the expected time to market for your technology? 2. What is the financial support planned at this time?**
- 13. Time to Market with Financial Assistance: • How much sooner could you bring it to market with financial help? How much financial assistance would be required?**
- 14. What is the estimate of your innovation's or technology's maturity level?**
- 1. Basic principles observed and reported (still an idea)
 - 2. Technology concept and/or application formulated
 - 3. Analytical and experimental critical function and/or characteristic proof of concept
 - 4. Component and/or breadboard validation in laboratory environment
 - 5. Component and/or breadboard validation in relevant environment
 - 6. System/subsystem model or prototype demonstration in a relevant environment
 - 7. System prototype demonstration in an operational environment
 - 8. Actual system completed and qualified through test and demonstration
 - 9. Actual system proven through successful mission operations



15. Explain why you chose the above maturity level? What has been tested: theory or prototype; in lab or field tested (Limit to no more than 50 words)
16. Key Words of Your Technology? Separate each key word or words by a comma. (Limit to 10 words or less)
17. Who owns your technology?
18. How is your Technology Protected?
 - Not Sure
 - Patented
 - Patent Pending
 - Need Help
19. Have you ever applied for a SBIR/STTR solicitation? (Y/N)
20. Have you ever received a SBIR / STTR Award? (Y/N)
21. Have you ever done business with DoD or Federal Government? (Y/N)

In addition, the contact information for 2 key personnel must be declared:

1. A Single Point of Contact is required by DoD to be available for questions and discussions, not to transfer to someone else. This person is the sole point of communication between the company and the Tech Scout. This may or may not be the applicant.
2. A Company Authorization Point of Contact is required by DoD to authorize socialization of your communication / information provided. This may or may not be the applicant.

Please contact your 'Tech Coach' / person who referred you to this program for more information, or go to www.encounteringinnovation.com. The Encountering Innovation Conference is an ongoing program developed and supported by the Kansas SBDC. www.kansassbdc.net