



CEROS Program – Annual Solicitation Kick Off & Industry Day

*ACTION: Industry Day Update, discuss FY08 Plans,
Introduce partners to the ‘Requirements’ community*

Wed, 28 Nov (AM Session)

Agenda, Logistics
Ground Rules, Expectations & Assumptions
Military & DoD Presentations

Wed, 28 Nov (PM Session)

Military & DoD Presentations
Stakeholder Presentations
Influences, Priorities, Trends, Process
Short/Long Term Schedule
Significant Endorsements, Secrets of a Successful Proposal Abstract (10 Questions)
Evaluation Criteria, Some Fine Print

Thu, 29 Nov (All Day)

One-On-One Discussions



Take Away

- CEROS funded for another year: \$10M!
 - Expect multiple solicitations
 - General, with historic CEROS priorities
 - Site Specific (i.e., PMRF, PHNSY... innovation)
 - Command specific (i.e., CNMOC, JIATF-West innovation...)
- Focus:
 - Transition, transition, transition
 - Working toward set requirements
 - Meeting quantifiable metrics
- Emerging Priorities: Energy, Shipyard Innovation, PMRF Innovation



Logistics, Ground Rules

- Stick to the Schedule
- Briefs will be posted on www.ceros.org
- Lunch: sit with someone you don't know; polish your elevator pitch; podium is available
- Tomorrow: One-on-One (a.k.a. CEROS speed dating)
 - Appointments still available
 - Coral Ballrooms #1 & #2
 - When your time period is up, give the next guy his turn. If it's your turn, move in...



Expectations, Assumptions

- Requirements Presenters
 - Are all volunteers
 - Represent part of their community
 - Don't expect them to be a spokesperson (or the expert) for the entire community
- Post Brief Questions
 - Only if we have time
 - Otherwise, track them down afterwards
- One-On-One Discussions
 - Use your limited time wisely & have your questions prepared
 - Expect some
 - “I'll have to get back to you on that...”
 - “I will get the subject matter expert to respond to that ...”
 - Ask about formal requirements & quantifiable metrics



What's This all About?

What it is:

1. Getting significant & quantifiable capability improvements to the warfighter.
2. Getting you the IP that make #1 happen.
3. Getting HI High Tech the resources to be a player in a DoD transition
4. Hopefully, make you a lot of \$\$ (in the long run)

What it's NOT: A short term source of income/profit



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CEROS - National Defense
Center of Excellence for Research in Ocean Sciences

CEROS Afternoon Brief



*Do good S&T, but do
the right kind of S&T.*



*This is what we
really need!*

*If possible, watch out for the
'little' guy - be the incubator.
In any case, do good things,
but do it in Hawaii.*

**Transition
Partner**



**Hawaii
Hi-Tech
Industry**

Pick me, Pick me, Pick me...

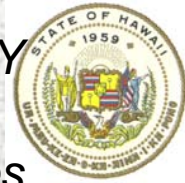
What's DoD?

What's transition?

What's success?

Get us more \$

*Follow the Rules.
Deal with the Fed/State FY
differences.
Don't color outside the lines.
Fill out this form, and this
form, and this too...*

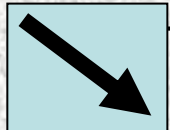


Influences



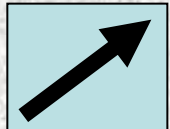
Priorities, Trends

- Mission Priorities
 - Find & fund state-of-the-art S&T from the Hawaiian high-tech community with a focus on the war-fighter
 - Provide support & guidance to the Hawaii S&T community
 - Assist/Nurture HI S&T community in dealing with DoD's S&T community
 - Overcome Hawaii's geographic challenges (5/6 time zones to the Beltway)
- Technical Priorities
 - Shallow Water Surveillance Technologies
 - Ocean Measurement Instrumentation
 - New Ocean Platform and Ship Concepts
 - Unique Properties of the Deep Ocean Environment
 - Ocean Environment Preservation Technology
 - Tooth to Tail Logistics
 - **New?**
 - **Innovation for Pacific Missile Range Facility and/or Pearl Harbor Naval Shipyard**
 - **Detection of CBR/TOXIC Materials**



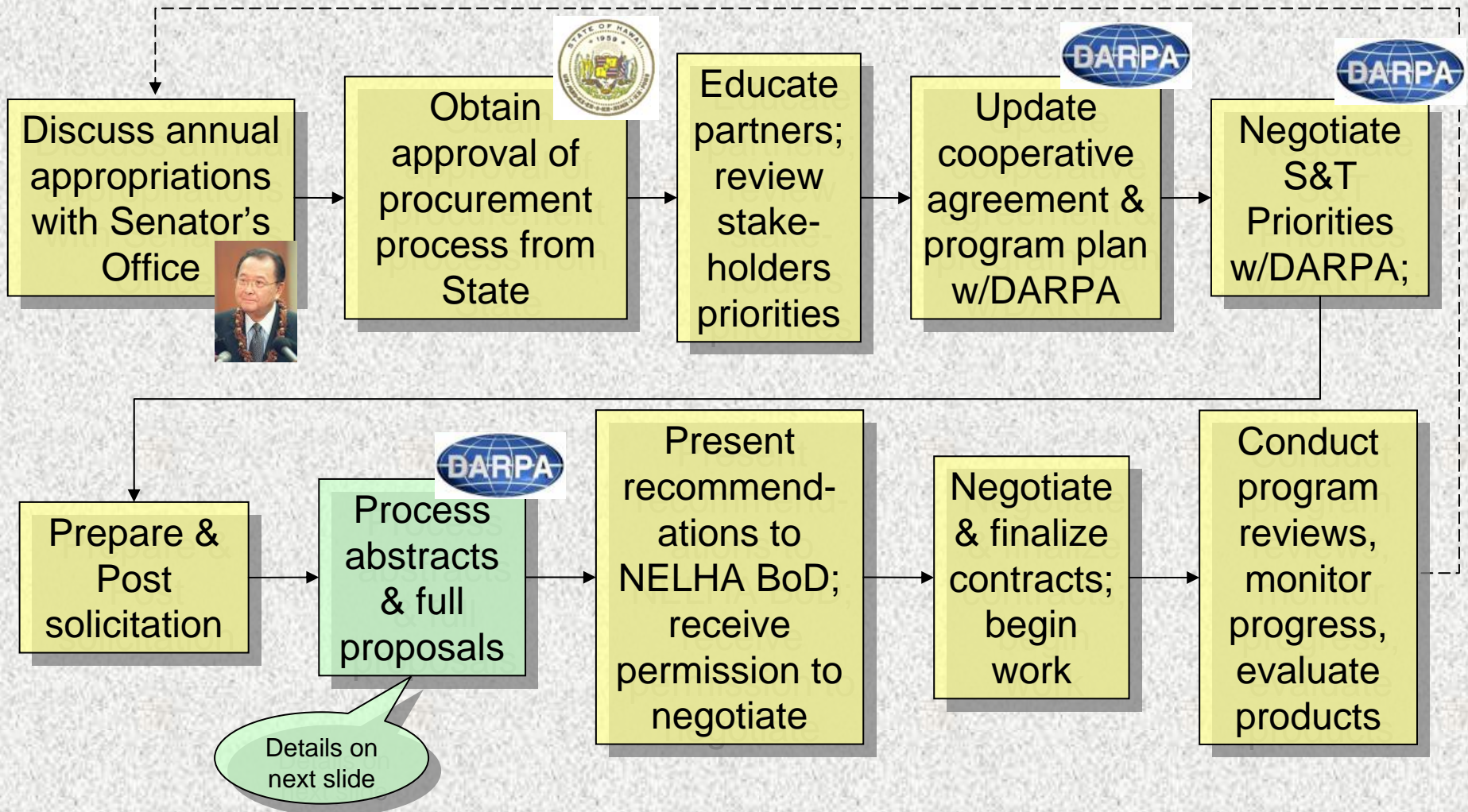
Trends

- Less: non-defense related S&T, not-good-enough-to-transition S&T, commercial S&T, CEROS autonomy
- More: DoD priorities, contractor mentoring & hand holding, focus on transition, stronger DARPA role in selection process & CEROS ops, partnership proposals



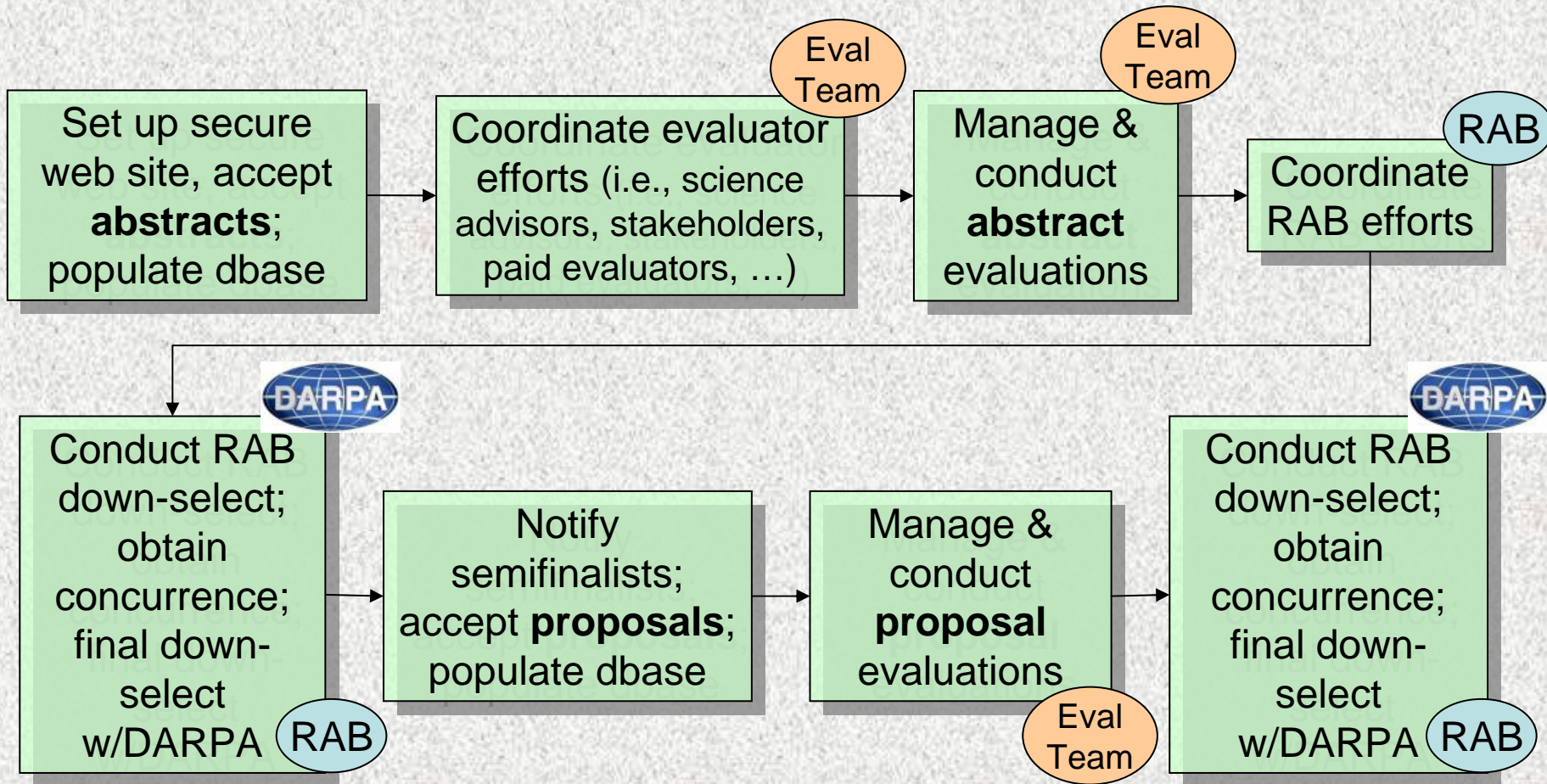


Annual CEROS Solicitation Process





Task: Process Abstracts & Full Proposals





General Topics Solicitation Schedule

- DEC: Formal Solicitation/BAA is posted
- JAN: Initial industry abstracts due
- JAN/FEB: Abstract eval & down-select; Request for full proposals
- MAR: Full proposals received
- MAR/APR: Full proposal evaluation
- MAY: BoD approval & permission to negotiate
- JUN/JUL: Negotiate & sign final contracts
- AUG/SEP: Begin work



Secrets of a Successful Project

- Know:
 - The ultimate customer?
 - The target requirements of this ultimate customer?
 - The quantifiable metrics to meet/exceed to be successful?
 - How you will take the project to transition?



What's a 'Significant' Endorsement?

We are interested in the outcome of the project & if project is selected we will:

1. help fund the CEROS effort.
2. implement the following if successful (define successful):
 1. Continue to fund further R&D effort with \$X after completion of CEROS effort (with signed MOU)
 2. Will purchase X prototypes for \$Y (with signed MOU)
3. provide aircraft, vessels, personnel... to help test & evaluate the final product (with signed MOU)
4. consider future steps if successful

Most
Significant



Least
Significant



10-Questions (1 of 2)

1. What is the problem? Why are we making this investment?
2. What are the barriers to solving this problem? What is the present SOTA? ID key technical barriers to success.
3. How will you overcome these barriers? What is your secret sauce?
4. What is the capability you are developing & where is it described? What is the requirement?
5. What is the product of this effort (i.e., hardware, prototype, software, model, M&S, Report)? Be specific.



10-Questions (2 of 2)

6. What are the measures of success? Only use quantitative metrics? Include: Affordability; Current achievable capability (ID start TRL); Minimum acceptable capability (ID end TRL); Final goal.
7. What is the Payoff? ID operational benefits & O&S savings.
8. When/ where does the effort transition? What are the transition milestones to that goal? ID specific programs or paths & transition year.
9. Who is the ultimate customer? Provide endorsements, names/ organizations; State commitments.
10. How are you leveraging OPM (Other People's Money)? What does the leverage buy?



Possible Evaluation Criteria

- Overall Scientific & Technical Merit
- Potential Contribution & Relevance to CEROS Mission
- Realism of Proposed Schedule
- Proposer's Capabilities and/or Related Experience
- Plans & Capability to Accomplish Technology Transition
- Cost Realism



Fine Print

- **ELIGIBILITY:** Prime Contractor must be private industry
- **TIME:** Funding for 1-year efforts only
- **MECHANISM:** Contracts with clearly defined tasks & quantifiable metrics defining success/ failure, between the industry partner and the State of Hawaii
 - **PLUS:** State of Hawaii requirements involving taxes, employee health insurance...



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