



# NDIA/MDA SBIR Industry Day



## The Missile Defense Agency Technology Applications Program Linking Technology to Application



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# Where Do You Stand?

If you have an SBIR award and you:

- have or have had MDA funding;
- are making progress on your MDA-funded technology;
- think your technology would work great in the Ballistic Missile Defense System (**BMDS**);

**Then commercialization may be the right step for you.**





# Why is Commercialization Good for *You*?



- It keeps good ideas alive
- It helps your technology reach its full potential by turning it into *real products*
- It gives you an income stream for this and future ventures
- It can help you earn a personal profit





# Why is Commercialization Good for *Our Country*?



- It ensures your technology survives and matures, for eventual insertion to the BMDS
- It reduces costs and improves reliability of components for the BMDS
- It boosts our nation's economy
- It enhances the quality of life for Americans





# How Does the Technology Applications Program Help You?



It helps you:

- ☑ focus on your strategic goals;
- ☑ sharpen your business plan;
- ☑ promote your business and technology successes;
- ☑ expose your technology to a wide audience



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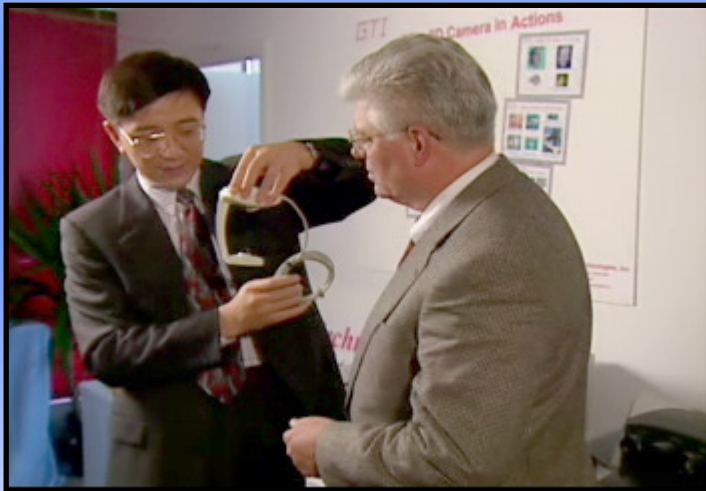




# How Does It Work? Focusing on Goals



## Business Focus Workshops



- For new Phase I winners
- One-day format
- Work one-on-one with mentors
- A panel of four experts listens to you and offers advice and potential contacts





# How Does It Work? Sharpening Plans



## Technology Applications Reviews

- For more mature technologies (not limited to small companies)
- 1 ½-day format in which you present and detail your business strategy
- Receive “tough love” advice and assistance from a panel of 15 – 20 world-class experts, including:
  - Experienced entrepreneurs
  - Venture capitalists
  - Intellectual property lawyers



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# How Does It Work?



## Promoting and Raising Visibility

### Outreach – It’s all for you

For all MDA-funded companies (past or present)

**Provides you:** Writers, editors, graphic artists, and production management

**Features you:** Quarterly newsletter, special reports, web-site visibility, press & media

**Follows you:** Promotes your significant milestones, connects you with a national industrial network



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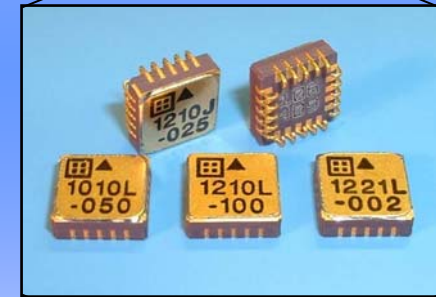


# Double Vision



We have a Double Vision for each and every one of the technologies that are funded by MDA

- One vision is that these technologies reach their potential – for the BMDS
- The second vision is for these technologies to make money for you, create wealth for the nation, and improve the quality of life for the United States





# Make the Dream a Reality . . .



**Call Us:** 703-518-8800 ext. 223

**E-mail Us:** [techapps@nttc.edu](mailto:techapps@nttc.edu)

**Sign Up:** [mdatechnology.net/signup.asp](http://mdatechnology.net/signup.asp)

**Talk with Us:** Speak to a member of the TA team after the presentation

**Join Us:** Business Focus Workshops  
Technology Applications Reviews  
Outreach

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# So, Where Do You Stand?



If you have an SBIR award and you:

- have or have had MDA funding;
- are making progress on your MDA-funded technology;
- think your technology would work great in the Ballistic Missile Defense System

**You should let us help you make the most of your idea**





# Take the Next Step



By joining the Technology Applications program, you will:

- ☑ plan your commercialization strategy;
- ☑ be moving your technology down the path toward use in the MDA system;
- ☑ be looking at personal business success, improved quality of life for others, and a strengthened national economy

