



# MDA SBIR/STTR

## Industry Day 2008



# The Missile Defense Agency's Technology Applications Program

## Linking Technology to Application



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**Director**

**Advanced Technology Innovation  
(MDA/DVI)**

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# Where Do You Stand?

If you have an SBIR/STTR 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.**

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# 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 current and future ventures.
- It can help you earn profits.



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# Why is Commercialization Good for *Our Country*?



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

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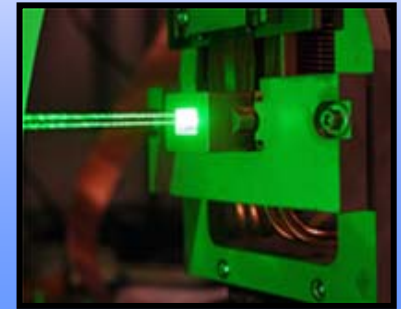




# Commercialization Services Provided by MDA



- The Technology Applications (TA) program helps MDA-funded researchers at small businesses – as well as large businesses, universities and government labs – commercialize their technologies. Technology transfer support provided by NTTC.
- Offers a range of business development and outreach services:
  - \* workshops
  - \* technology reviews
  - \* outreach
  - \* and more!
- All services **are free!**



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# TA Program Facts

- Started by Lt. Gen. Abrahamson, SDIO's first Director, in 1986.
- Responsive to Public Law and DOD Policy
- Assists researchers at:
  - Small and large businesses
  - Universities
  - Federally funded laboratories
- Also focused on military insertion (Industrial Partnership Days).
- Operated through a cooperative agreement with the National Technology Transfer Center through MDA/DV.



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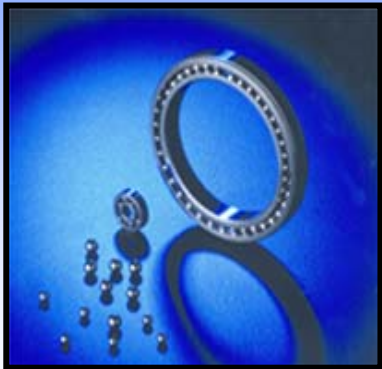




# NTTC Support



- The National Technology Transfer Center (NTTC) is part of Wheeling Jesuit University (WV).
- NTTC's Washington Operations office provides technology transfer support for the TA program. The office opened in 1993.
- The office collects and maintains extensive data on MDA technology developments and their applications.
- NTTC staff has a unique combination of:
  - Technical skills
  - Business development and market knowledge
  - Communications and outreach skills
- NTTC staff maintains working relationships or contacts at hundreds of companies, universities and federal labs.



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# How Does the TA 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 experts listens to you and offers advice and potential contacts

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# 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

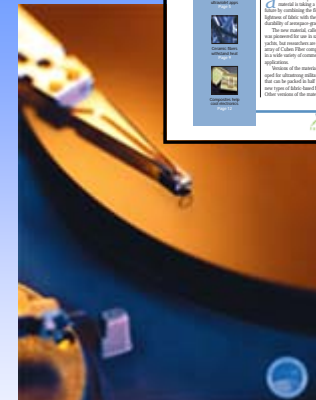
### Outreach – It's all for you

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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# How Does It Work?

## Interacting with the Primes



### Industrial Partnership Days

- TA program helps organize these events with MDA's four prime contractors, who pick SBIR attendees.
- Synchronize the R&D interests and investments of MDA and its prime contractors.
- Counteract the “not invented here” syndrome.



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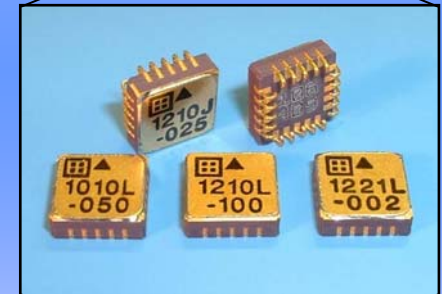


# Double Vision



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

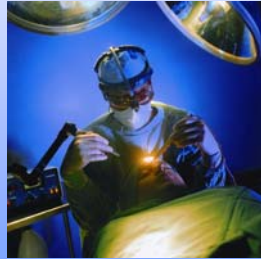


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# MDA Has Contributed to Many Industries



## Medical

- Cancer detection
- Laser eye surgery
- Bone implants for knee replacement
- Tumor eradication



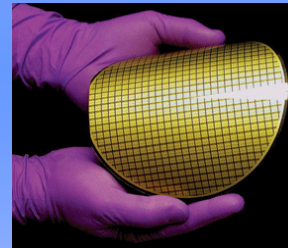
## Energy

- Thin-film photovoltaics
- High-efficiency lighting
- Oil drilling
- Fuel Cells



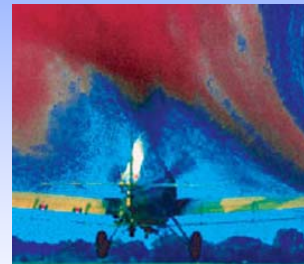
## Emergency Response & the Warfighter

- Deployable satcom
- Gas mask
- 3-D face ID
- Airborne contaminant tracking
- OmniDirectional camera for searching caves



## Computers & Semiconductors

- Power source for lithography
- Heat pipes for cooling laptops
- Secure electronic communications



## Transportation

- Wind shear detection
- Air bag sensors
- Sensors for crash test dummies





# Make the Dream a Reality . . .



Call Us: 703-518-8800 ext. 223  
E-mail Us: [techapps@nttc.edu](mailto:techapps@nttc.edu)  
Sign Up: [www.mdatechnology.net](http://www.mdatechnology.net)

**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**

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# 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



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