



Raytheon

SBIRs - Perspective from a Big Company

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Agenda

- Follow up from Last Year
- SBIR Objectives
- Big Company Culture
- Recommendations on working with a big company - Dos and Don'ts
- Successes
- Raytheon example small business engagement activities

Follow-up from Last year's meeting

- ❖ Andro – SBIR
- ❖ Metronome – SBIRs (won 2), BAAs
- ❖ Intelligent Automation – SBIR
- ❖ Frontier Technology Inc. - SBIR

These just from my team or site... there were more

SBIR Objectives – Government (web page)

Congress established the Small Business Innovation Research (SBIR) program in 1982 to fund research and development (R&D) by U.S. owned and operated businesses of less than 500 employees. SBIR, the nation's largest source of early-stage technology financing, is administered by the Small Business Administration through 11 federal agencies and is funded at more than \$2 billion annually.

- Stimulate technological innovation
- Increase private sector commercialization of federal research and development (R&D)
- Increase small business participation in federally funded R&D
- Foster participation by minority and disadvantaged firms in technological innovation

Primary SBIR Goal - Raytheon

Deploy Solutions to Customers through
Collaboration for Innovation and Integration

- Existing Program Tech Refresh or Extension
- New Program Capture
- Product Sales



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Photo courtesy of Raytheon (copyright 2010)

Raytheon Involvement to Achieve Goals

Begin with the End in Mind¹ - Deployment

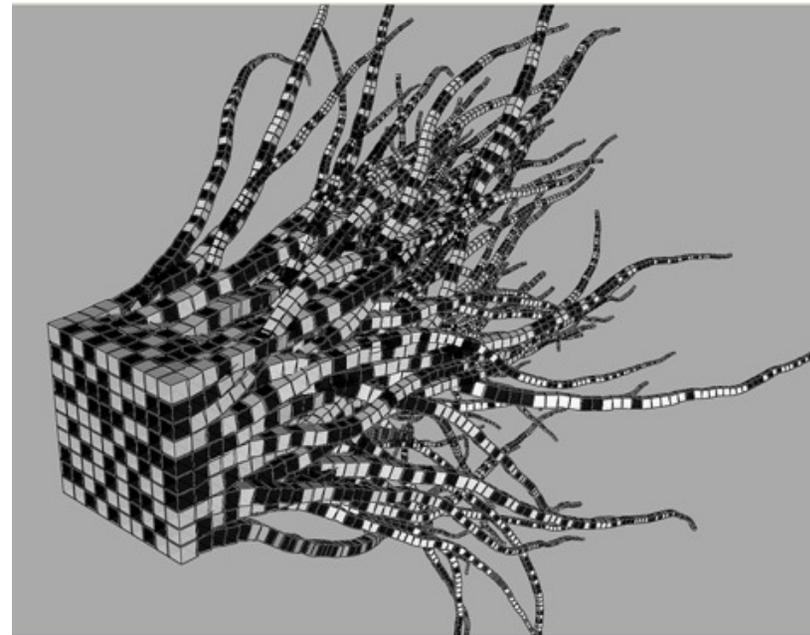
- Before Letter of Recommendation
- Phase 1 – Guidance and Requirements
- Phase 2 – Collaborative Research and Integrated Demonstration
- Phase 3 – CRAD or Program of Record

Government customer interest and support of Innovation is a Key Component for success

¹ Covey, Steven, The 7 Habits of Highly Effective People

“Big Company Culture” - Drivers

- Projects must be tied to ROI
- Emphasize Business Alignment
- Predictability => measure of general trust
- Access to customers (domestic + international)
- Mutual Gap Filler
- Program Management



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Small Company - DOs

- ✓ Explain Company Goals and Business Objectives, and how we can help
- ✓ Expect to collaborate in an area of expertise for various opportunities
- ✓ Execute NDAs and PIAs to jointly protect IP
- ✓ Follow rules regarding proprietary information exchange – encryption portals etc.
- ✓ Understand the difference between Business Development, Program Management and Engineering – ask for clarification
- ✓ Allow time for internal networking



Photo by J. Walker (2002) from Wikipedia

Small Company – DON'Ts

- ❌ Cold calls with demands in extremely short time-frames
- ❌ “Drive By” Letters of Recommendation - branding
- ❌ Expect full support in Phase 1 and 2 without any funding allocated – effort is needed to ensure alignment with target programs and products
- ❌ Request sensitive program data for experimentation – easier route is for evaluation by the integrator, providing feedback or to use IR&D or other research data
- ❌ Don't let us overwhelm you or vice-versa 😊

Metronome - example

SBIR 13.1

- Topic AF131-033 – Air Force Research Laboratory (AFRL)
 - **Cloud-Based Secure Handhelds for Mission requiring Mobility**
 - *METRONOME SOFTWARE - RAYTHEON*
- Topic A13-059 – Missile Defense Agency (MDA)
 - **Innovative Technology for Secure Cloud Computing**
 - *METRONOME SOFTWARE - RAYTHEON*

Success – DARPA RAPID

- John Everett, PI
- Partnering with GrammaTech, a small business based in Ithaca, NY
 - CodeSurfer software
 - Binary Software Analysis
- 3.5 years, \$8M effort.
- Currently 1.5 years into the 3.5 year effort

Another Raytheon Business is partnering with GrammaTech on SBIRs

SBA Grant Program Overview

- Provide assistance and guidance to teams of small business concerns seeking to compete for larger procurement contracts
 - “Teams of small business concerns” means two or more U.S. based business concerns that qualify individually as a “small business”.
 - “Larger procurement contracts” refers to federal procurement opportunities where the total value of the contract exceeds half the size standard corresponding to the NAICS code assigned to the contract or exceeds \$10M.
- Program is in accordance with Small Business Jobs Act of 2010
- Period of Performance was 9/30/11 to 9/27/13
- Raytheon was awarded the Small Business Teaming Pilot Program out of over 300 submittals. Raytheon was 1 of the 11 awardees.

Questions or Comments?

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