



Introducing New Technologies

APMP SoCal Meeting

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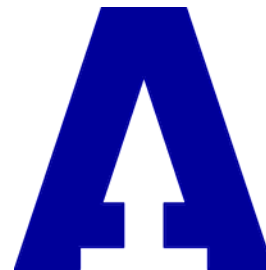
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Agenda



- Role of new technologies in proposals
- Disruptive technology / innovation
- Technology adoption life-cycle
- Case studies
 - Ayantra (Homeland Defense)
 - Blind Spot (SBIR)
 - Sandbox Innovations (DARPA)

Role Of New Technologies In Proposals



- Why do you care?
- How does this relate to your job as a proposal professional?

Role Of New Technologies In Proposals



- The proper use of new technologies provides to your proposal response



Discriminators are features of your offer or solution that

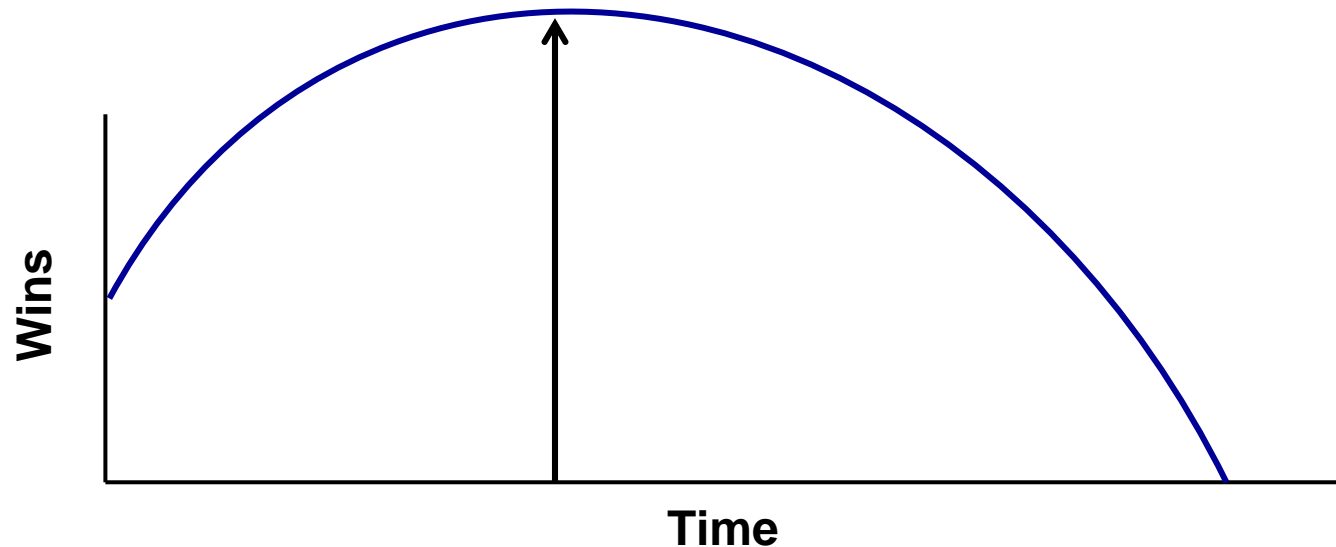
1. Differ from the competitor's offer, and
2. Are acknowledged by the prospect as important*

. . . And we sharpen this definition with “adds value”

Role Of New Technologies In Proposals



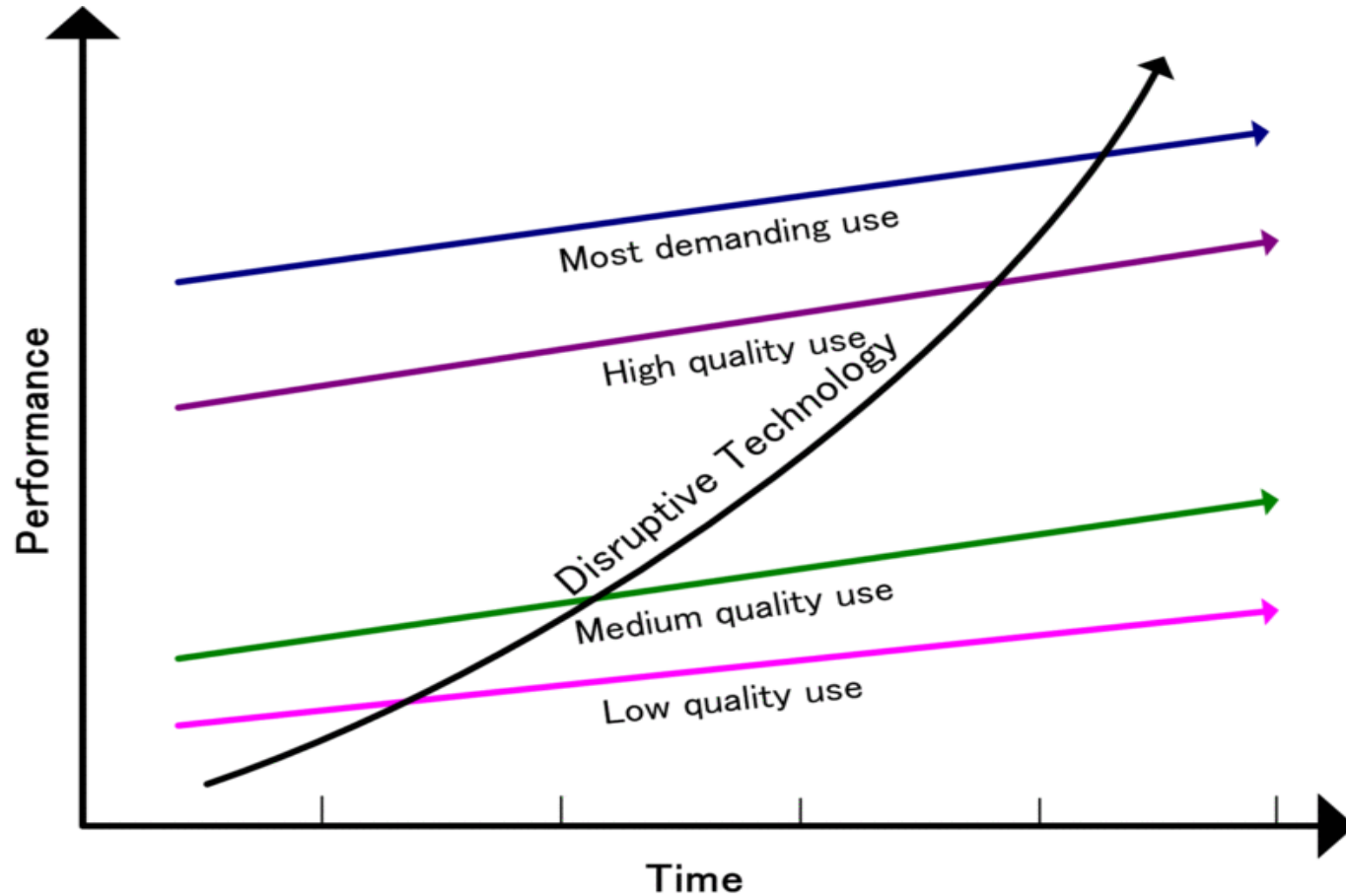
- Competitive Advantage Gap (GAP)
- Competitive Advantage Period (CAP)



The competitive advantage for new technologies has 2 dimensions

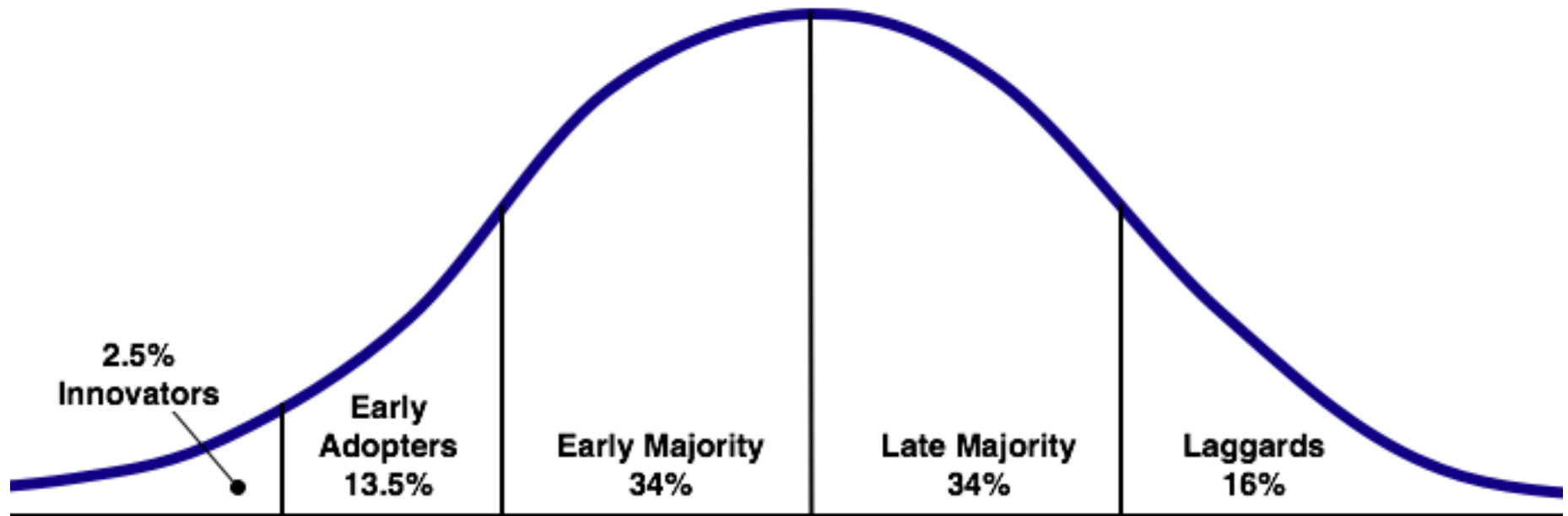
– Space & Time –

Disruptive Technologies



When technology advances faster than customer needs, it creates an opportunity for new companies to use that technology to disrupt an established market

Technology Adoption Life-cycle



Source: Everett Rogers, Diffusion of Innovations model

Where are your customers?



- DTO
 - Funding agency within the United States Intelligence Community
 - Recently the Advanced Research and Development Activity (ARDA)
- ARDA
 - Created in 1998
 - Modeled after the Defense Advanced Research Projects Agency (DARPA) by the Director of Central Intelligence and the DoD
- ARDA's budget is classified as part of the intelligence budget
 - The New York Times quoted an unnamed former government official saying the agency spent about \$100 million a year in 2003
 - The Associated Press reports that ARDA had a staff of 8 in 2004
- Headquartered at Fort George G. Meade in Maryland
 - Site of the headquarters of the National Security Agency (NSA)
 - ARDA/DTO has kept a low profile, quietly funding research of interest to the intelligence community

- Ayantra

The logo for Ayantra, featuring the word "AYANTRA" in white, uppercase, sans-serif font centered on a dark blue rectangular background.

- BlindSpot

The logo for BlindSpot, featuring the word "BlindSpot" in white, sans-serif font on a dark blue rectangular background. The letter "o" in "Spot" is replaced by a solid red circle.

- Sandbox Innovations

The logo for Sandbox Innovations, featuring the words "Sandbox" and "Innovations" stacked vertically in white, sans-serif font on a dark blue rectangular background.



- **DHS Requirement**
 - DHS wanted a way to track the location and status of each Greyhound Lines 3,000 buses to monitor activity within the vehicle, and to communicate with the driver / passengers
- **Solution – Wireless asset tracking**
 - Security
 - Driver Panic Button
 - Opens a two-way voice channel to monitor activity within the vehicle, and to communicate with the driver / passengers
 - Departure-from-route notifications
- **Performance**
 - Speed
 - Metrics: engine temperature, oil pressure, engine over-idle, fuel level, fuel consumption, etc.
 - Real-time Tracking, plus Historical Tracking Reports
- **Maintenance Services**
 - Utilization info and Location info enables fleet managers to better adhere to factory-recommended service intervals



- Opportunity - Theft of IP as a result of illicit photography
 - Massive economic losses from IP theft
 - \$45B annual losses
 - \$3B annual losses due to video pirates
 - More digital cameras: smaller & cheaper
 - Detection and prevention increasingly difficult

- Solution – Camera blocking technology
 - Patent-pending technology blocks digital photography
 - BlindSpot detects and neutralizes offending cameras
 - Scalable to small and large areas
 - Modular architecture supports feature upgrades



- Major shifts in economy
 - Industrial revolution 1815 -1920
 - Information revolution 1960 - Present
 - Robotics revolution NOW!!!
 - 30% annual growth in 2005-2006 [Robotics Industry Assoc.]
- Myriad applications
 - Manual labor
 - Dangerous, dirty, dull tasks
 - Household applications
 - and many many more

Mobility as a Key Enabler

- More than half of World's land mass is inaccessible
- Fast and reliable delivery of payload is key in many applications
- Wheels and treads offer limited performance in off-road settings



Conflict Areas



Amphibious Applications



Natural Settings



Disaster Scenes



Bridging the Gap

A large black rectangular area containing the text 'RHEx' in a white, bold, sans-serif font. The 'R' and 'H' are uppercase, and the 'e' and 'x' are lowercase. The text is centered within the black box.

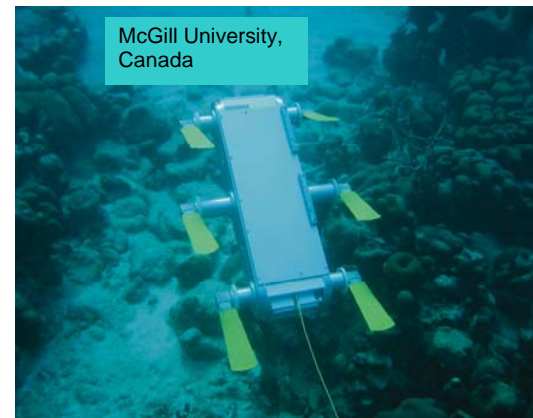
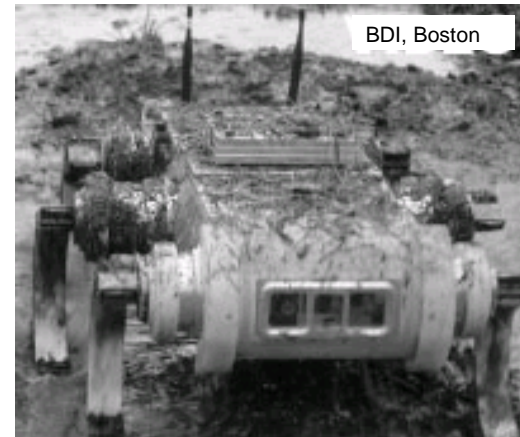
RHEx

Start APMP Presentation # 1 now



Homeland Security Products

- High mobility over badly broken and unstable settings
- Wide range of behaviors without any morphological modification
 - Run, leap, flip, climb, swim, and many more
- Legs serve multiple purposes
 - Locomotion
 - Manipulation
 - Sensing





Current Homeland Security Robots

- Wheeled and/or articulated tracked solutions
- Limited behavioral spectrum
- Manipulation requires additional articulations





RespondBot

World's most mobile and multi-purpose search and rescue robot



Start APMP Presentation # 2 now



- Disruptive technology can provide a discriminator
- Disruptive technology can be a competitive advantage
- Customers are seeking new and innovative solutions
- Disruptive technology can add excitement and enthusiasm to your response

Start APMP Presentation # 3 now

