

EXPO CENTER



Hey there mac, that bridge is looking a little dodgy

Neato...I'm just saying I see cracks there
You do know that
Runway runs out
Compliance specs change
Contracts have PoP's
Budgets dry up
And Programs get cancelled...
Right?

I mean even tonto there is kinda long in the beard, when was the last time you upgraded that glue stick?

Hunh...what do you mean,
I built this bridge with my bare hands

Experienced Player

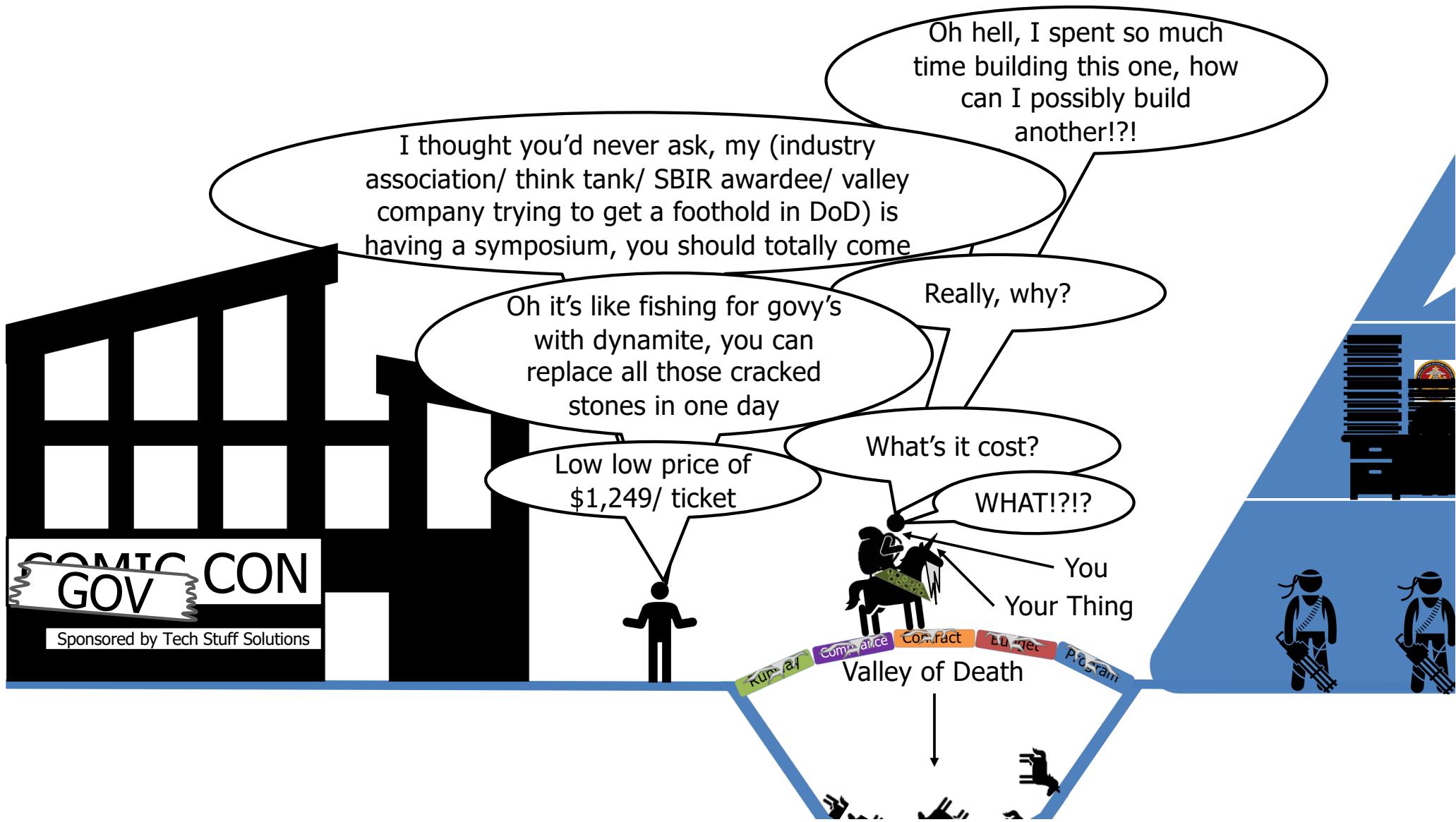
You

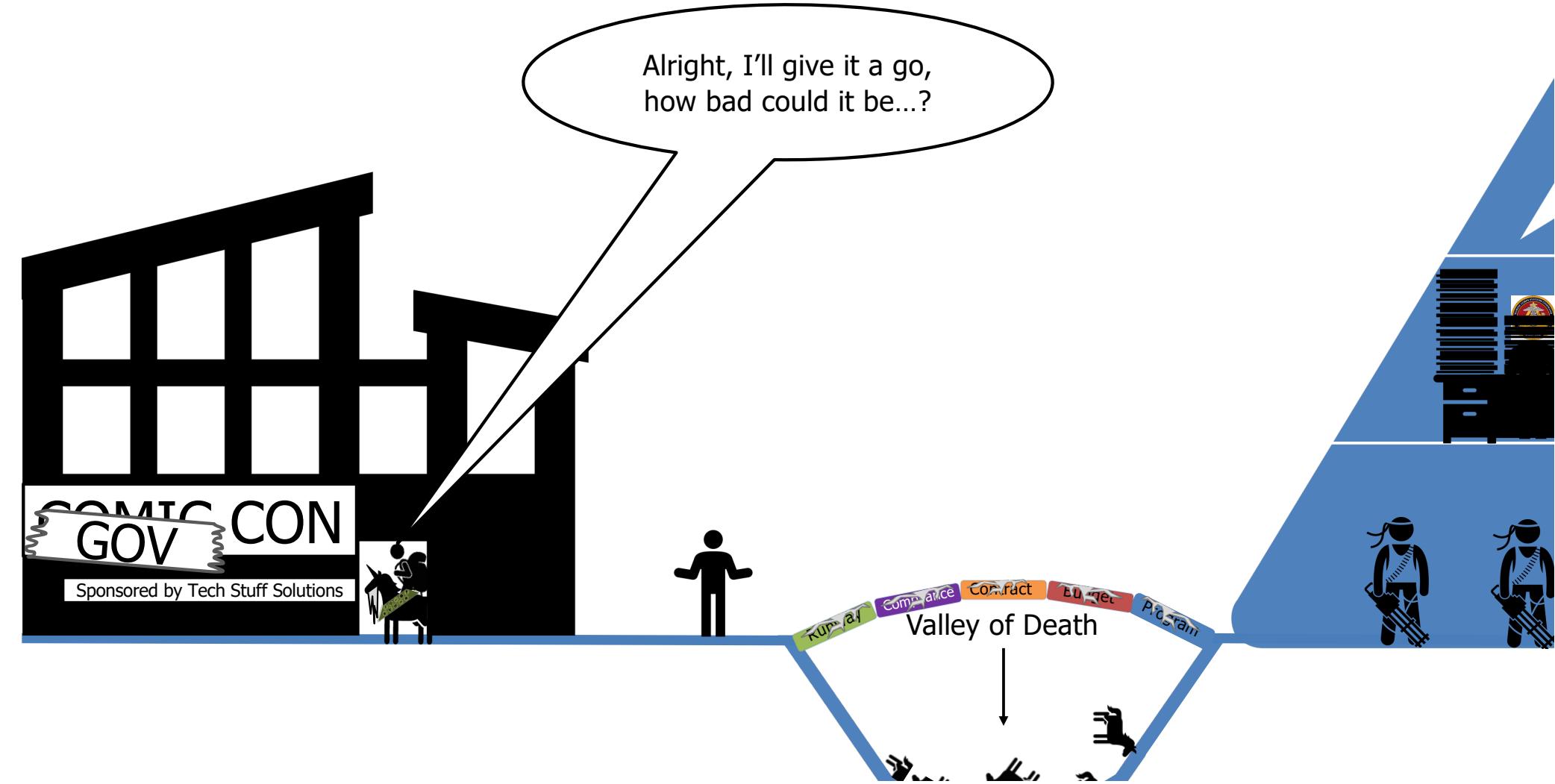
Your Thing



Valley of Death







TECH STUFF

Solutions

TECH STUFF

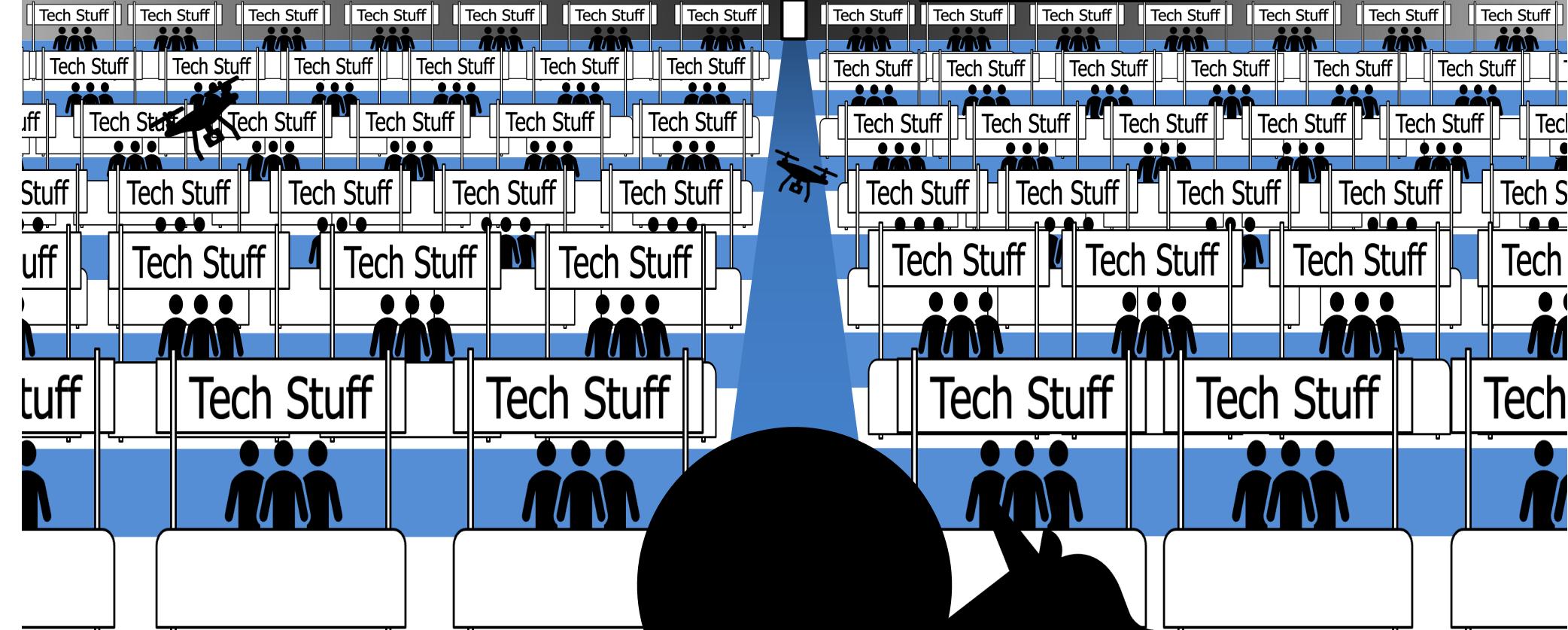
Advisors

PLENARY SESSION

TECH STUFF

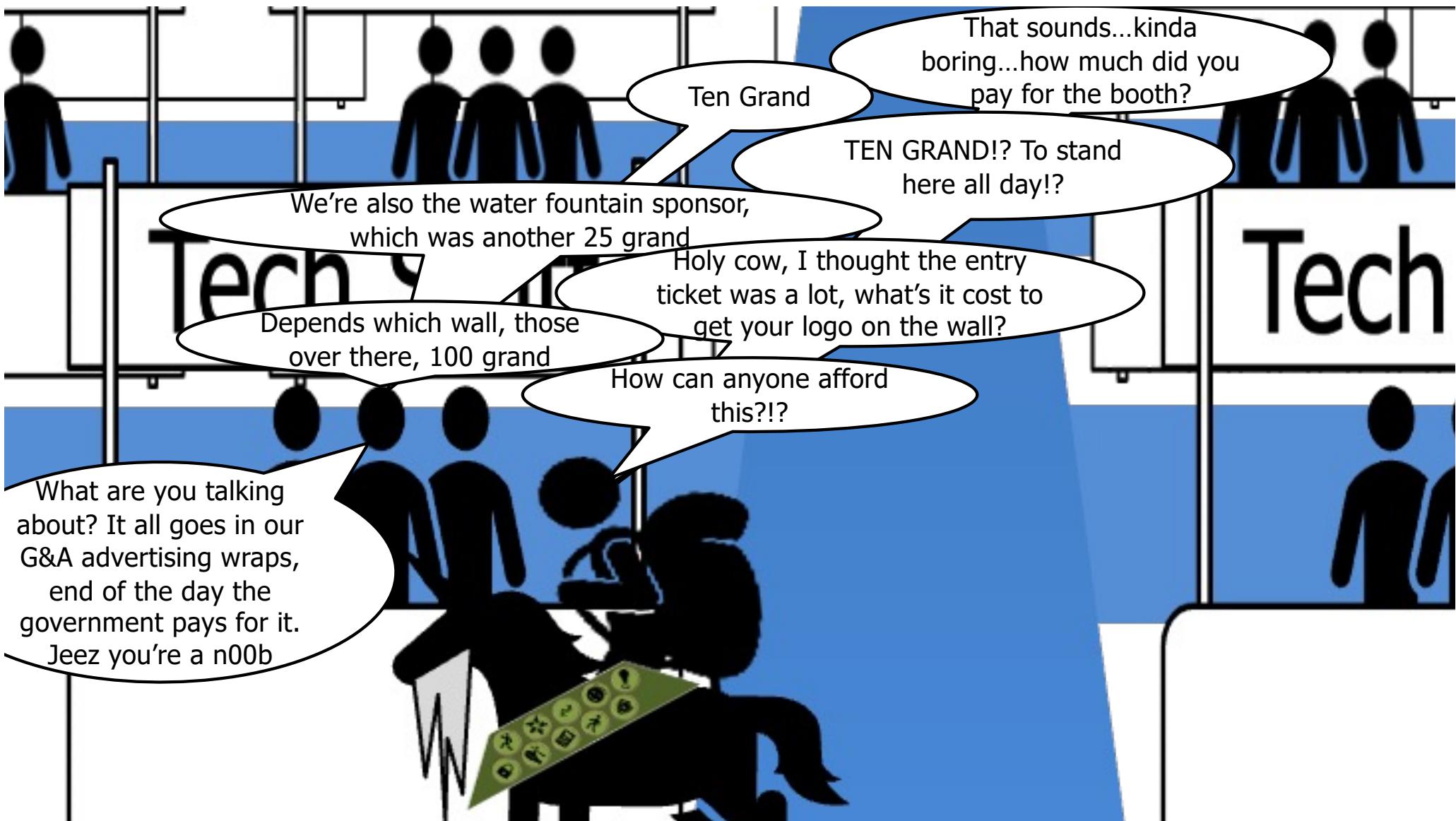
CAPITAL

TECHSTUFF.AI



Toto, I don't think we're in
Kansas anymore...







Yeah, govy's, a lot of them try to blend in so they don't get hit up nonstop by chuckleheads like you, they're pretty bad at it though, look there's one over there

No...but think about it...you can tell they want to blend in, are you gonna be the one to disabuse them of the idea they are?

So...Where's Waldo...?

Do they know they stick out that much?



Tech



TECH STUFF

Solutions

TECH STUFF

Advisors

PLENARY SESSION

TECH STUFF

CAPITAL

TECHSTUFF.AI

Oh, hey, here comes
a general, get outta
the way n00b

Tech Stuff

Tech Stuff

Tech Stuff

Tech





Comprehensive test
harnesses for agent-based
modeling systems

Hey there folks, what do
we have here?

Ah, very good, we need
more test and evaluation
capabilities for JADC2

One of you
make a note
of that

Strap
Hanger 4

Strap
Hanger 5

Exhausted
ADC

Strap
Hanger 2

Strap
Hanger 1

Strap
Hanger 3

Roger, sir

Tech



Please accept our super cool
branded tshirts, hats, socks,
notebooks, sunglasses, and
computer peripherals

Ah, very good, I need more
colorful socks

One of you
stuff these
in my bag

Can I get
a tshirt?

No, you
get a pen

Hey there
general, can I
talk to you about
Unicorns?

Roger, sir

Strap
Hanger 4

Strap
Hanger 5

Exhausted
ADC

Strap
Hanger 2

Strap
Hanger 1

Strap
Hanger 3



Sorry, SBC's are very important to me, but...
I LIVE MY LIFE A QUARTER HOUR AT A TIME
So come listen to my panel discussion on digital
transformation



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TECH STUFF

Advisors

PLENARY SESSION

TECH STUFF

CAPITAL

TECHSTUFF.AI

You scared
him away
Thanks a lot
@\$\$h0le

poof

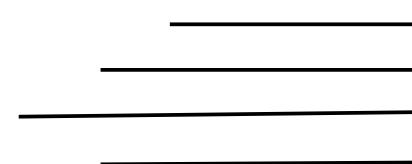
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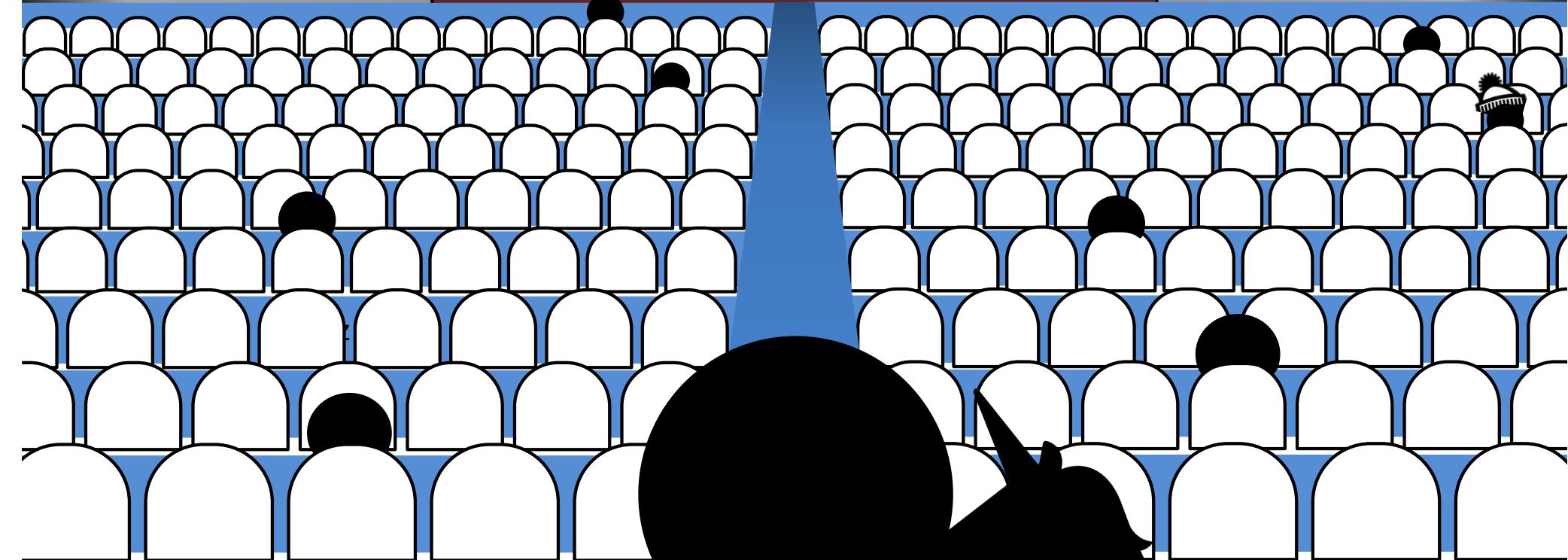
poof



PLENARY SESSION

Well, lets give
this panel
discussion a go
toto





Not again...



So tell us General what do we need to know about digital transformation and technology adoption

Well, the most important thing to know is that adopting technology is the critical factor in digital transformation to ensure that the transformation is digital and technology-enabled



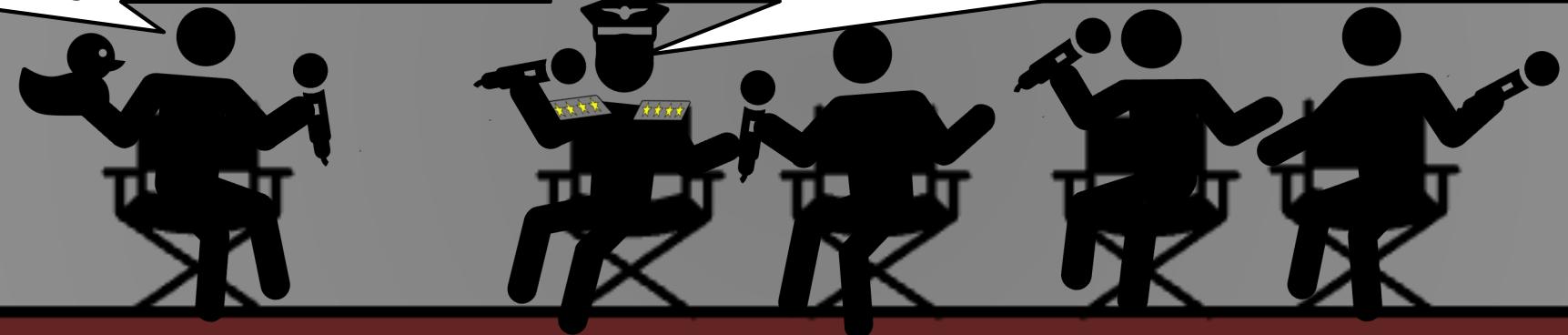
Psst...do you have any idea what he just said?

zzzzzz

Thanks, good chat

Now General we would like to present you with this "2024 Most Innovative Innovation General in Digital Transformation" award

I'm so honored, I'll put this in the back left corner of my "I Love Me" shelf, next to my coin collection



If I keep listening, I'm sure I'll learn something valuable

zzzzzz that's not how it works... *zzzzzz*

Thanks, good chat

TECH STUFF
Solutions

INDUSTRY
EXECUTIVE



TECH STUFF
INDUSTRY ASSOCIATION

ELECTED INDUSTRY
ASSOCIATION LEADER



COMIC CON GOV

Sponsored by Tech Stuff Solutions

SELECTED PANEL
MODERATOR



Industry

Government

Industry

Government

Industry

THESE FOLKS ALL GET TO HANG OUT...YOU DON'T

PLENARY SESSION



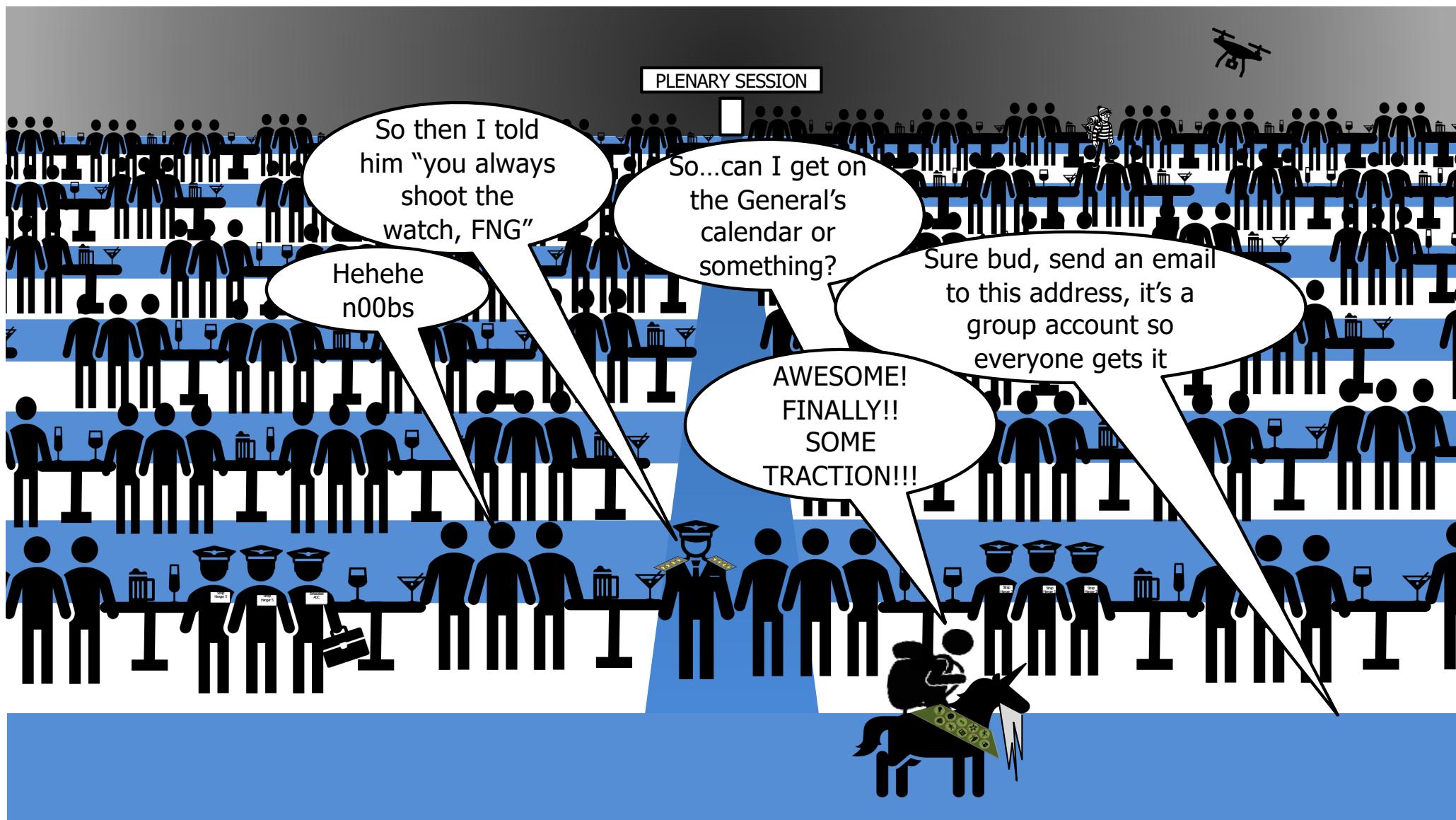
So then I told
him "you always
shoot the
watch, FNG"

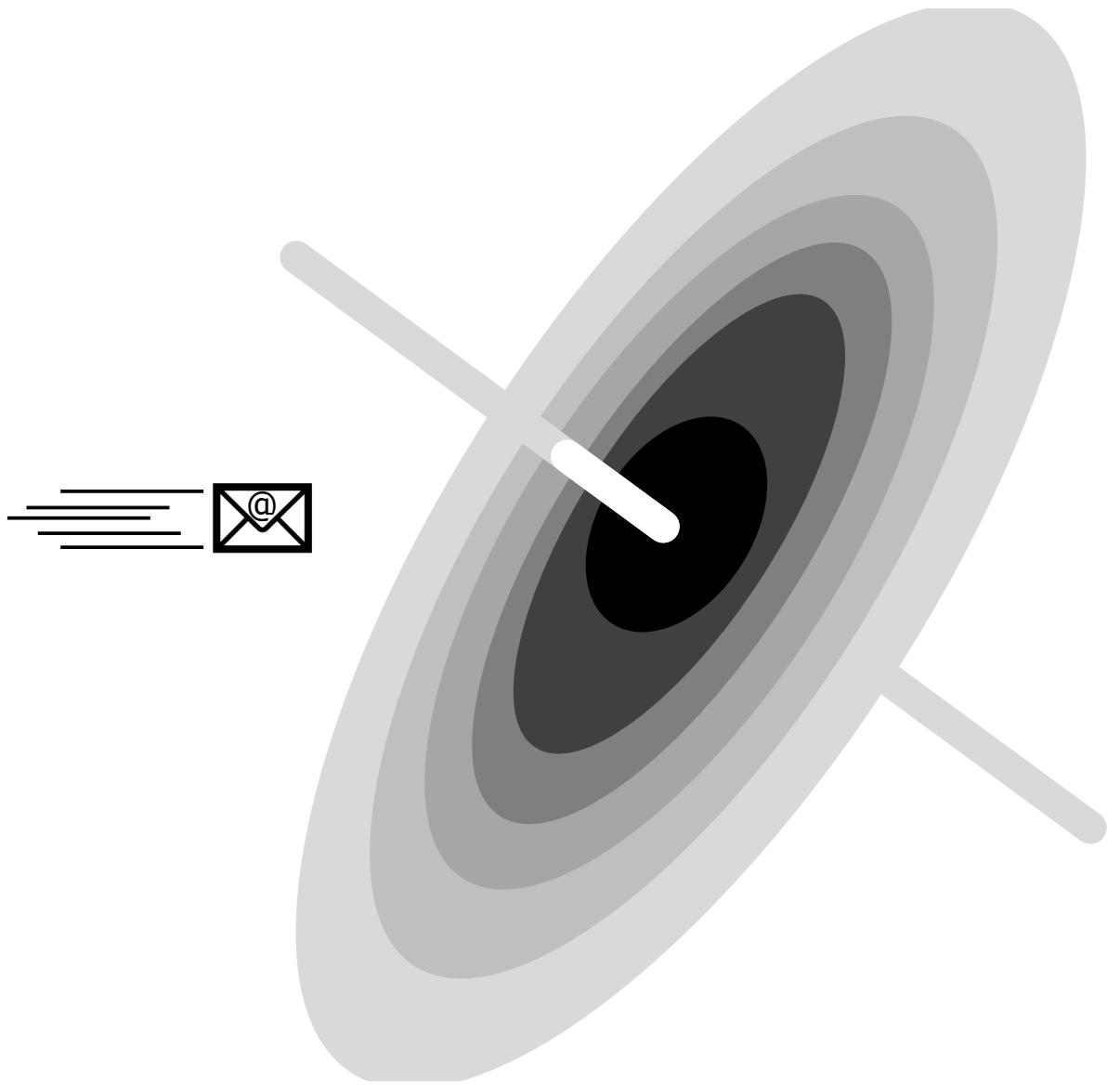
Hehehe
n00bs

So...can I get on
the General's
calendar or
something?

Sure bud, send an email
to this address, it's a
group account so
everyone gets it

AWESOME!
FINALLY!!
SOME
TRACTION!!!





I think I'm a little blind from the halogens
A little deaf from the din
And a little tipsy from free beers, but I guess I
got one thing done, I sent an email to a General

So how was it?

Wdym? You cold
invited me to go...I
didn't have a plan

Well...what did you
plan and coordinate
to get done?

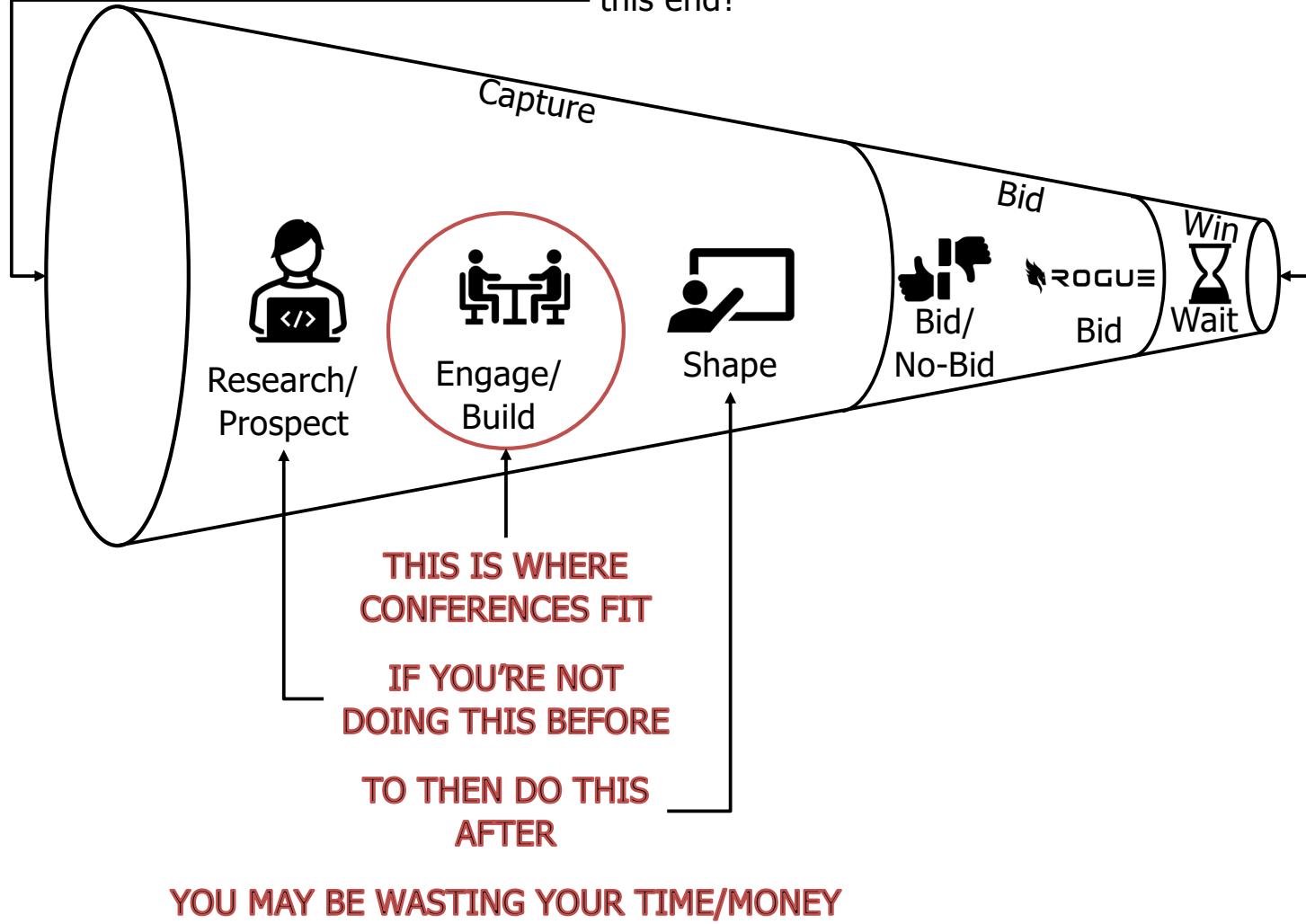
Seriously? c'mon, failing to plan is
planning to fail, you gotta set up
meetings and incidental encounters
weeks or months ahead of time if you
want these evets to be worthwhile

Now you
tell me!?

Valley of Death

Kupay Compliance Contract Ender Program

Notice that this end
Is a fraction of the size of
this end?

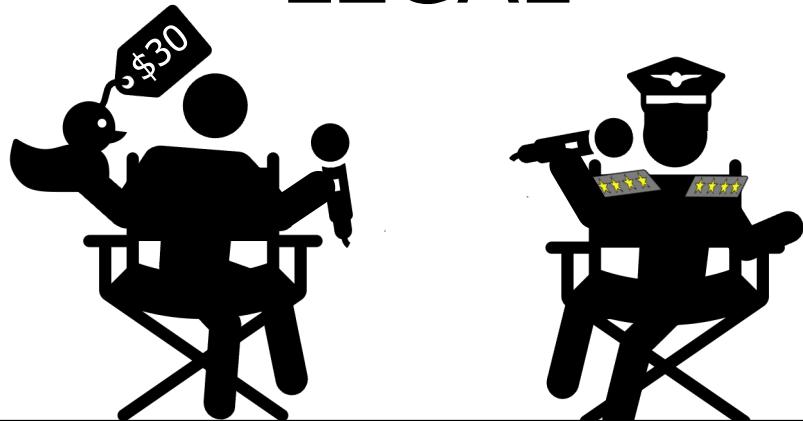


ILLEGAL



NOT AT CONFERENCES

LEGAL



AT CONFERENCES

LEGAL



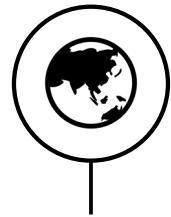
AT CONFERENCES

LEGAL



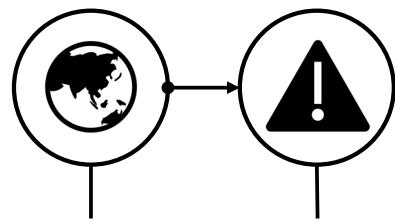
AT CONFERENCES

The Shortest Distance Between Two Points is a Straight Line
GovCon Go To Market Strategy



Theater/
Mission

The place where your end user has to go to do the things that are their job
Could be in the U.S., could be on a CONUS base, could be Antarctica
It could be many places, it could be cyberspace or outer space
But, come up with some SPECIFIC places

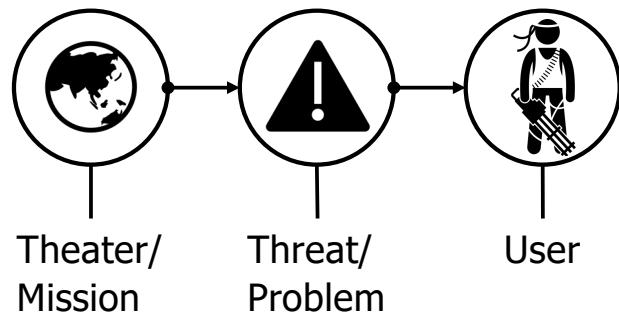


Theater/
Mission

Threat/
Problem

The reason your user is going to need your thing in that place

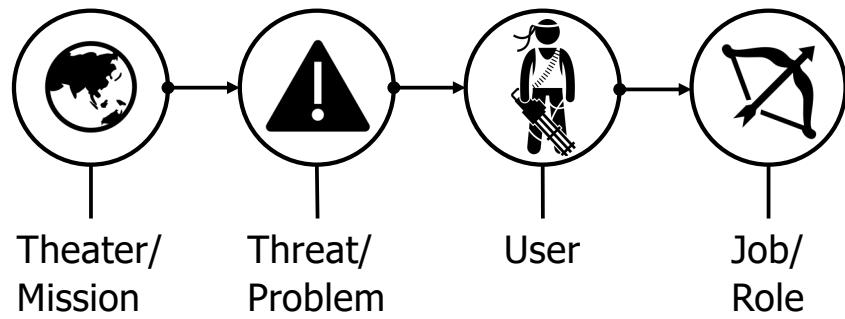
Not every capability is predicated on a threat, but most of the high-dollar ones are, so take that for what it is...
If you can't find a "threat", then a use-case, a legitimate reason that your user will need your thing in the place
they need it.



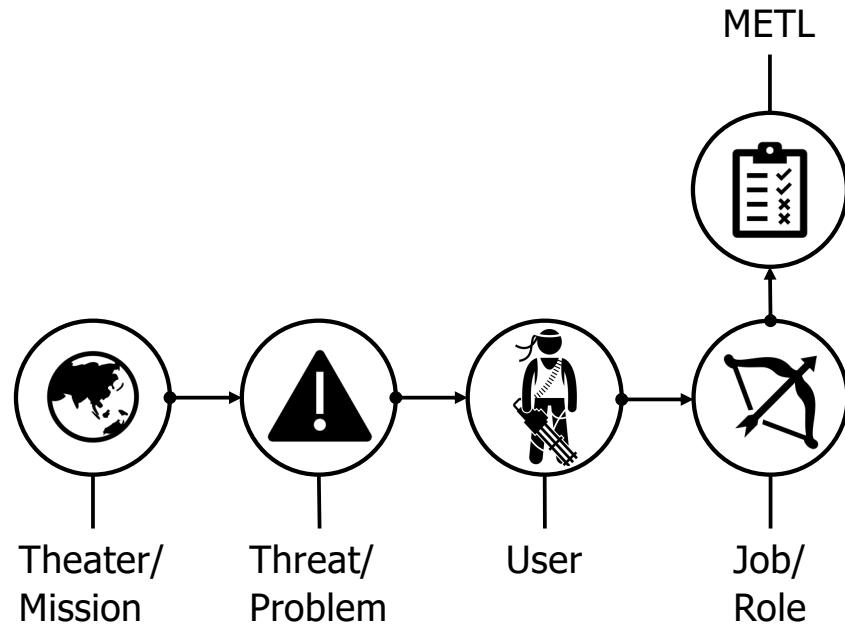
Your user.

The person, or rather job title, MOS, rate, position description of the person who needs your thing for the threat or use case in the place where they need it.

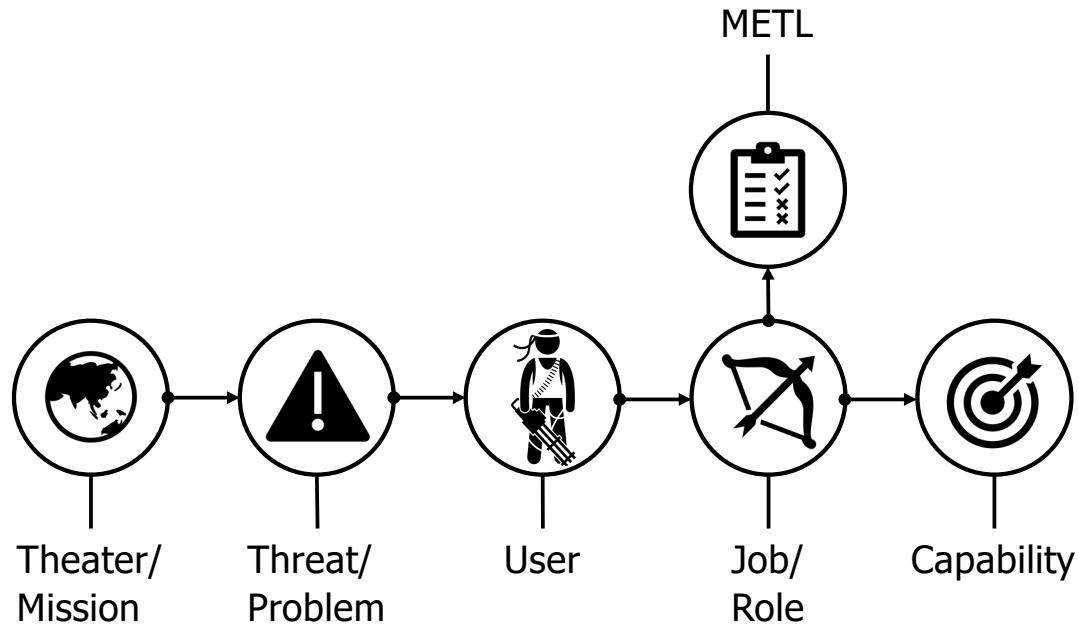
You should identify with this person, see the world through their eyes, walk a mental mile in their shoes
Until your thing is for the Infantry or Special Forces, you can imagine how much that sucks



The actual job that brings your user to the place, to the threat, to use your thing
Their role in the larger context of their unit, of their Command, of the Joint Force, of JADC2
These things are writing down, you can find them, every MOS can a spec
Read it.



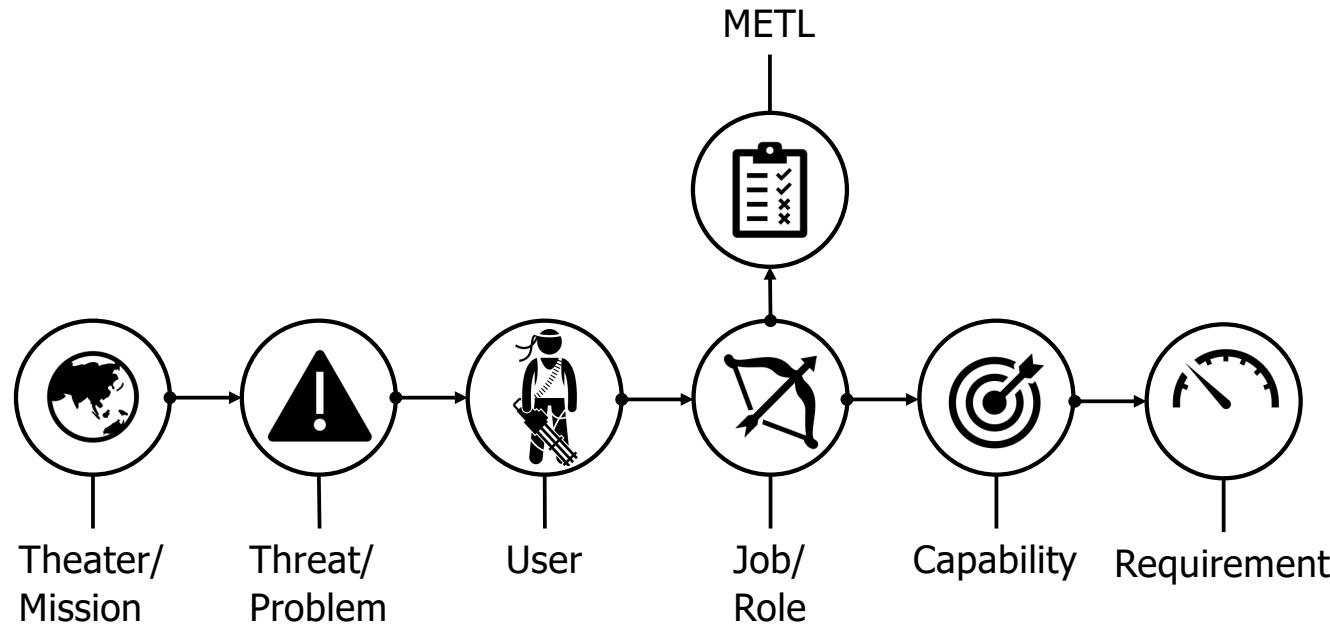
Every spec for job in every service has a list of things that role – that person – must do
Shoot rockets, turn wrenches, launch satellites, steer aircraft carriers, in the Army it's a Mission-Essential Task List
If the METL of your user does not (or could not) include using your thing for their role in the place to do the thing
You're gonna have a bad time



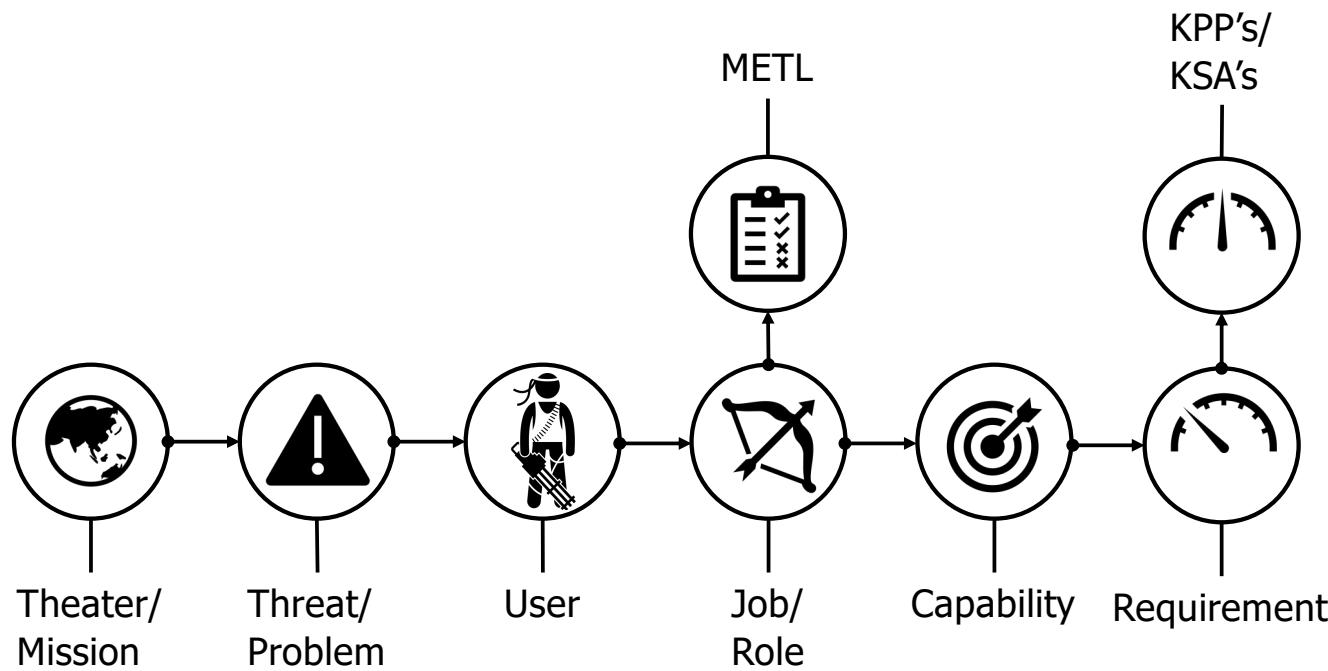
This is where your thing comes in

No one cares (or rather **SHOULD** care) that your thing is yours, they should only care what it does, it's **CAPABILITY**. Specifically, the capability for your user, in that role, with that task to be able to use your thing for that threat in that place. That's it.

We know you're fond of your thing, but unless it's **MORE CAPABLE** than the next thing, no one cares



There is (or will be) a validated requirement for your thing
If there isn't, you're gonna have a harder time -> See JCIDS
If there isn't a requirement for your thing, look for a requirement that might fit, it's easier than making a new one
Users make requirements, for capabilities, for their job, for their tasks, for the threat, in the place

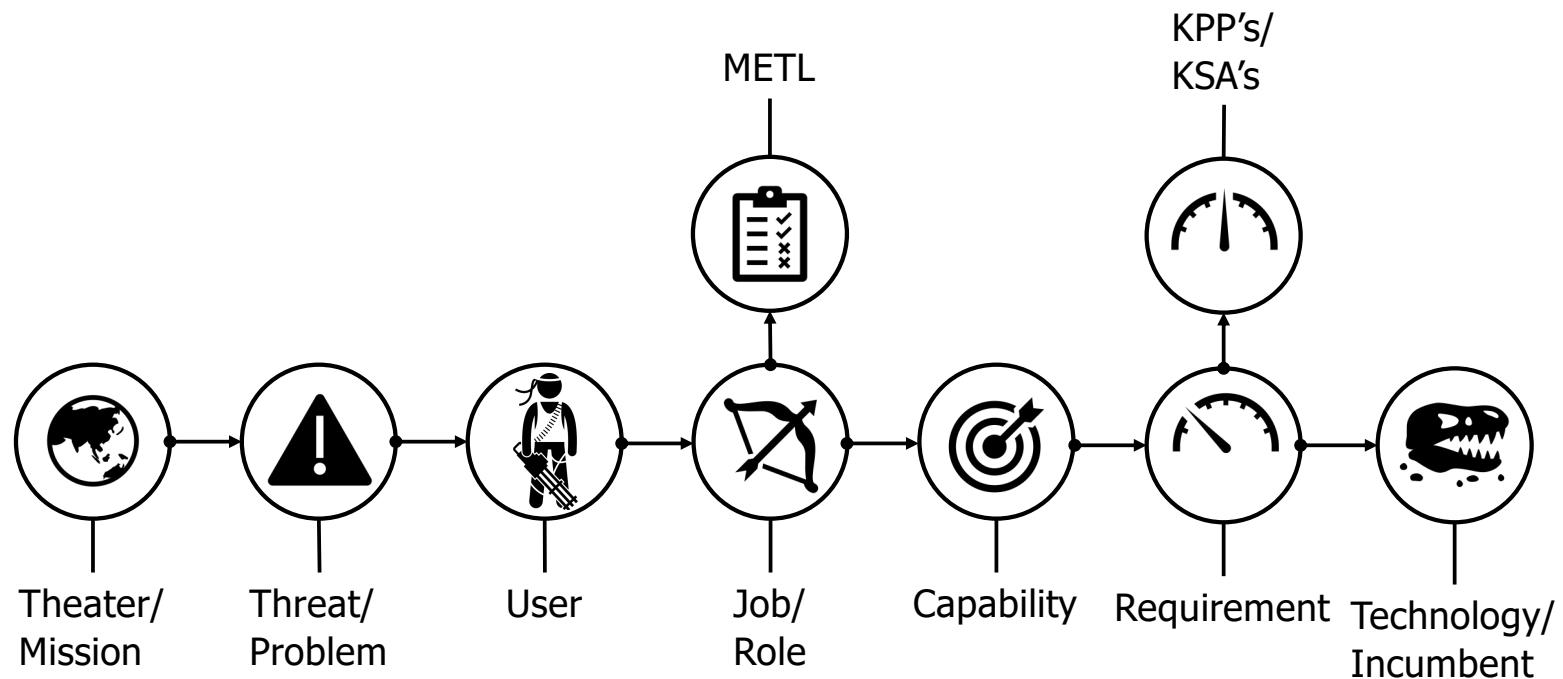


Requirements have specs too

Key performance parameters and key system attributes

It must fly so far, or jam so good, or be painted blue

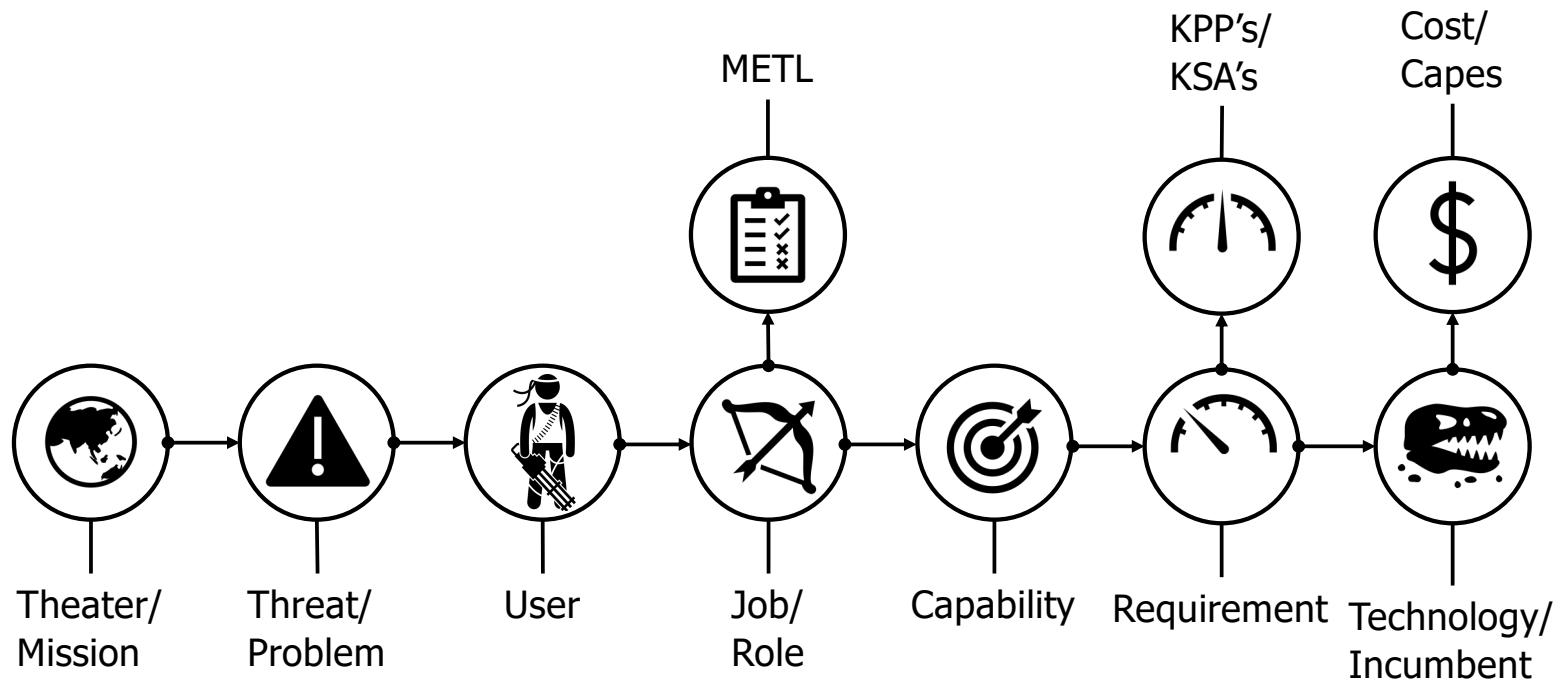
If your capability doesn't exceed the threshold, and ideal the objective requirements, no one will care about it



If there is a requirement, there's probably an incumbent that is filling that requirement
 Incumbents are strong, they know the customer, they probably wrote the requirements
 But they're not invincible, even the mighty dinosaurs died

Know the capabilities of the incumbent

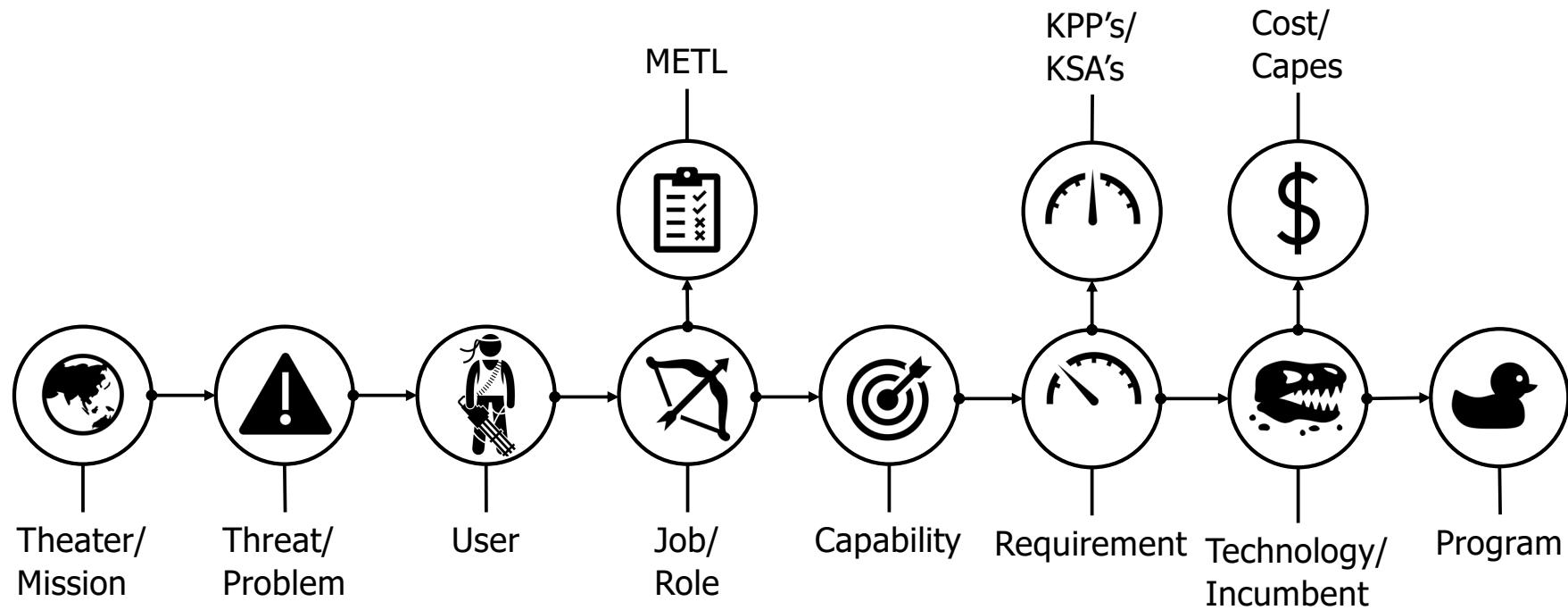
Your thing and the requirement are brand new? Great, the incumbent is your competition



"Best Value" mean goodest capabilities per dollar

Avoid gold plated solutions that are an order of magnitude more expensive than the incumbent
 The government will take something an order of magnitude less capable if it's two orders of magnitude more
 affordable

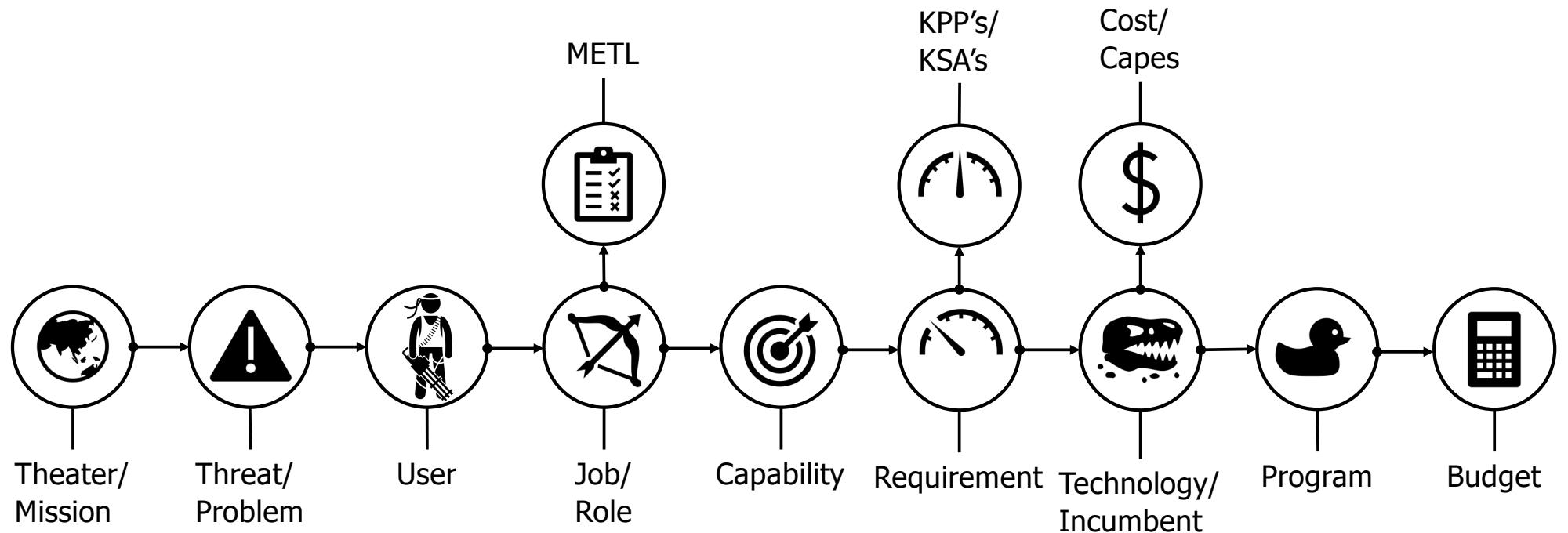
Remember, your incumbent competitors were already "best value" once before



The program is where the money lives

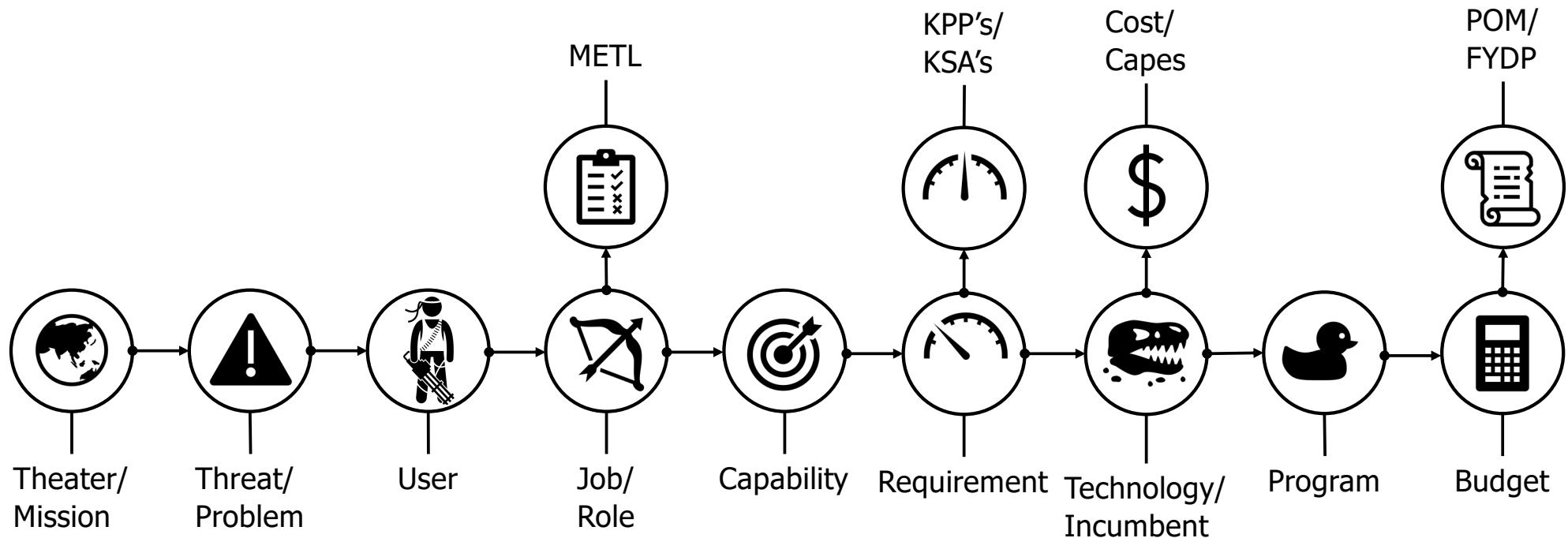
The program is there to hold money, to buy capabilities, that meet the requirement, for the user, in the job/role, that has to address the threat in the place

Look up the J books, they're not perfect, but they can get you in a ballpark

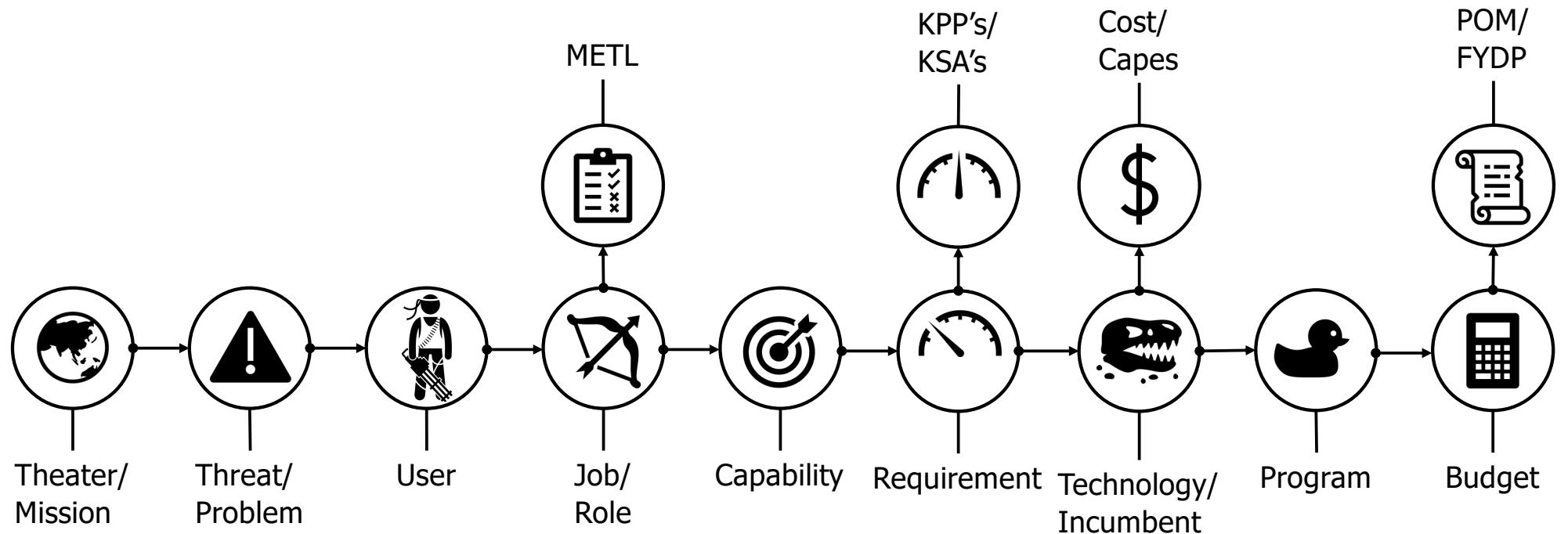


Typically there's a number of "things" for the number of dollars in the program
 They call this a "budget"

Budgets don't usually grow more than 10% in a POM year, and the number of "things" doesn't often go down
 Help the PM stay within budget, and the PM will help spend that budget on your thing

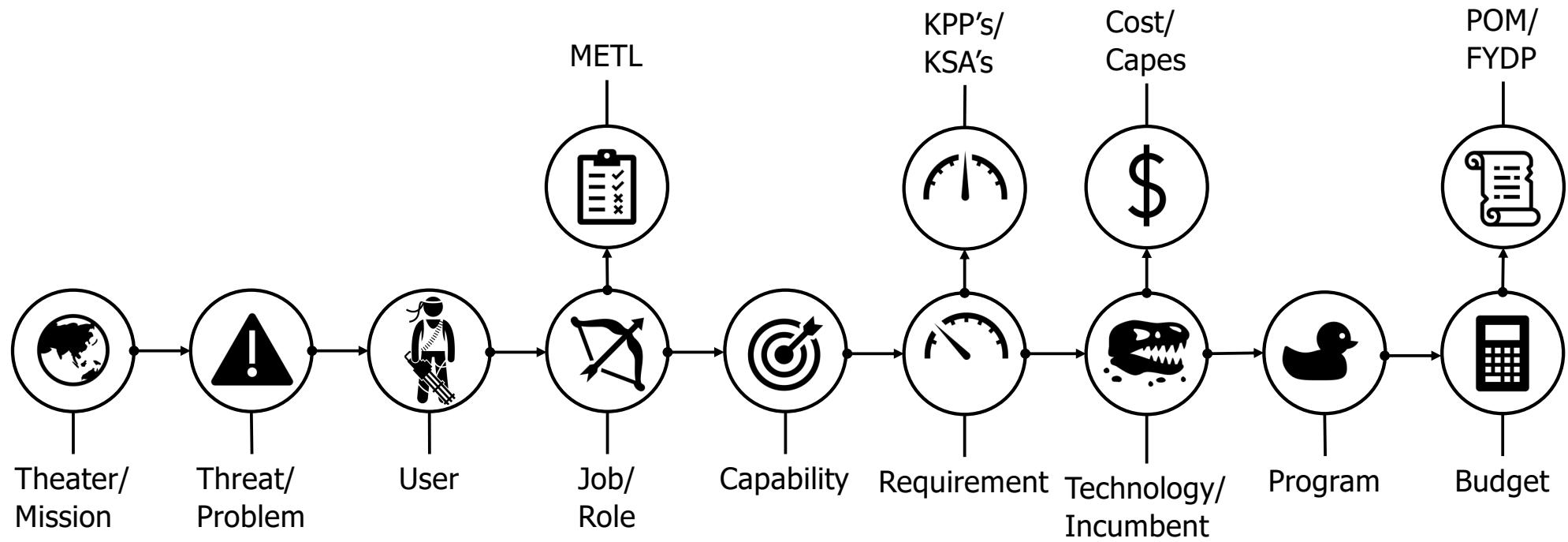


The POM, the BES, the Prez Bud, the FYDP, what do all these acronyms mean?
 Why do wizards wearing green eyeshades insist on using words no one understands?
 Don't worry about, all you need to know is new money is always two years away, otherwise...
 You're eating out of someone else's rice bowl



You want Program of Record dollars?

If you can't articulate each of these bubbles for your product or service, you have homework to do



A Way to Sell Things By, With, and Through SOCOM...Maybe

First, the basics:



National SOF



Theater SOF



General Purpose Forces

Second, the BLUF:





National
to
Theater
(N2T)



National SOF

Theater SOF

General Purpose Forces



"When Theater SOF identify a requirement for a National Mission Force (NMF) capability, the SO Acquisition Team is expected to execute a highly tailored and expedited acquisition process to exploit this opportunity given the relatively low technology, design and, in some cases, production risks. National to Theater (N2T) is a highly desirable means of rapidly transitioning a capability that has demonstrated effectiveness within the NMF to Theater SOF given the NMF has demonstrated the operational effectiveness of a specific material solution against a specific NMF CONOPS."



National
to
Theater
(N2T)



National SOF

Theater SOF

General Purpose Forces



In other words, NMF do particular things, so they need particular things. When Theater forces identify a need for the same particular things, it's easier to move those things into Theater SOF.

These folks also have R&D authorities and their own budget, so they can “buy, try, decide” with very little process, and when they lack sufficient money they just go to Tampa or the Hill to get things paid for



In other words, NMF do particular things, so they need particular things. When Theater forces identify a need for the same particular things, it's easier to move those things into Theater SOF.

Second, the BLUF:



SOF
Peculiar
to
Service
Common



National SOF

Theater SOF

General Purpose Forces

"While SOFCIDS has unique qualities, formats, contents, and processes, the system still nests within JCIDS and within guidance concerning requirements for MTA. This allows staffing, coordination, and socialization within the broader Joint community when needed, such as when transitioning capability solutions from SO-P to Service-common. Validated or approved SO-P capability requirements documents drive the Defense Acquisition System in accordance with (IAW) USSOCOM Directive (D) 70-1, Acquisition Management System Policy, 20 March 2018, and inform the Planning, Programming, Budgeting, and Execution processes."

Second, the BLUF:



SOF
Peculiar
to
Service
Common



National SOF

Theater SOF

General Purpose Forces

In other words: once something is matured in theater SOF, it may transition to "Service Common"

A few good examples: Crye Precision Multicam, Oakley Sunglasses, PVS-14's, RBAVs, the list goes on.

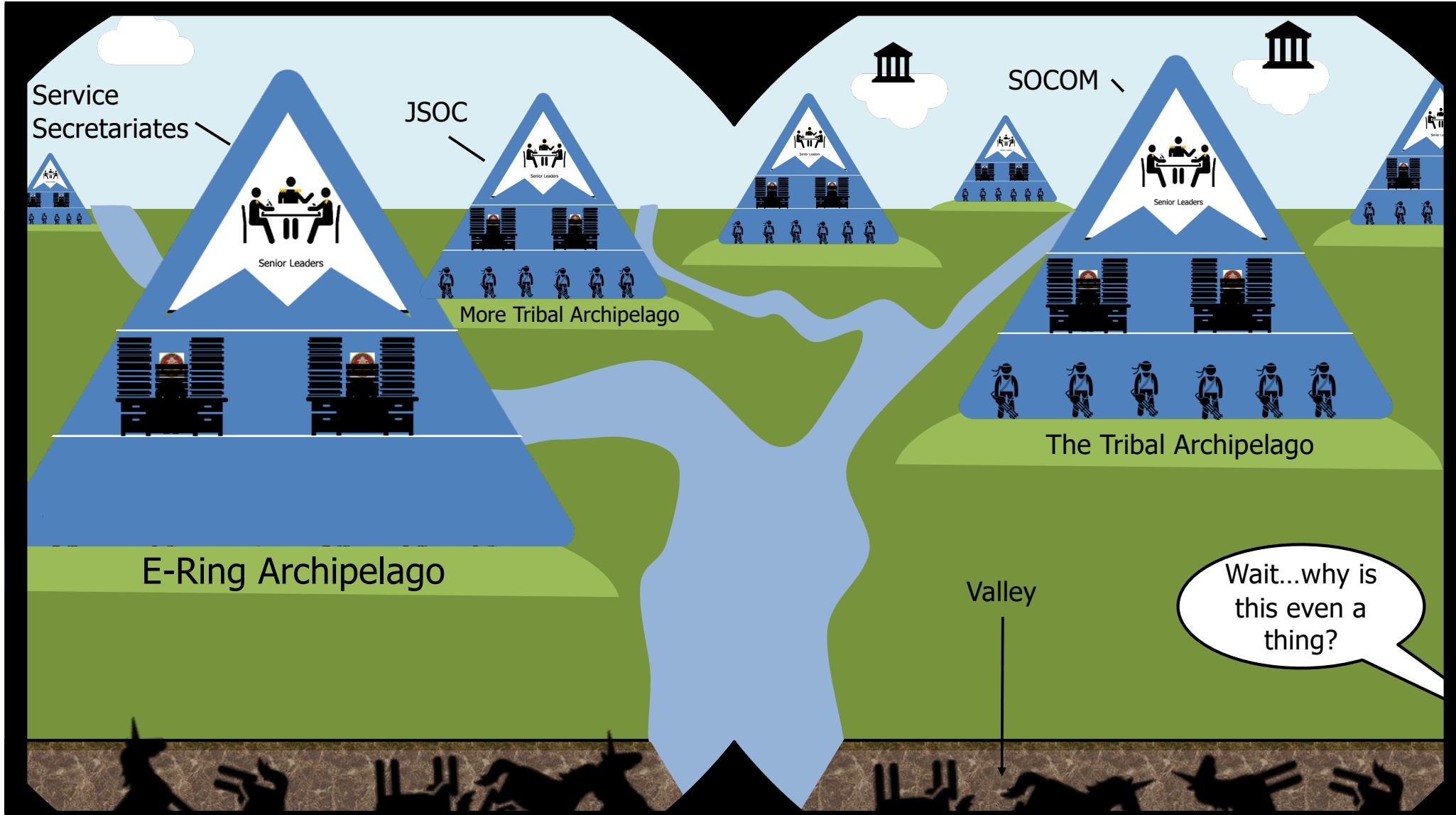
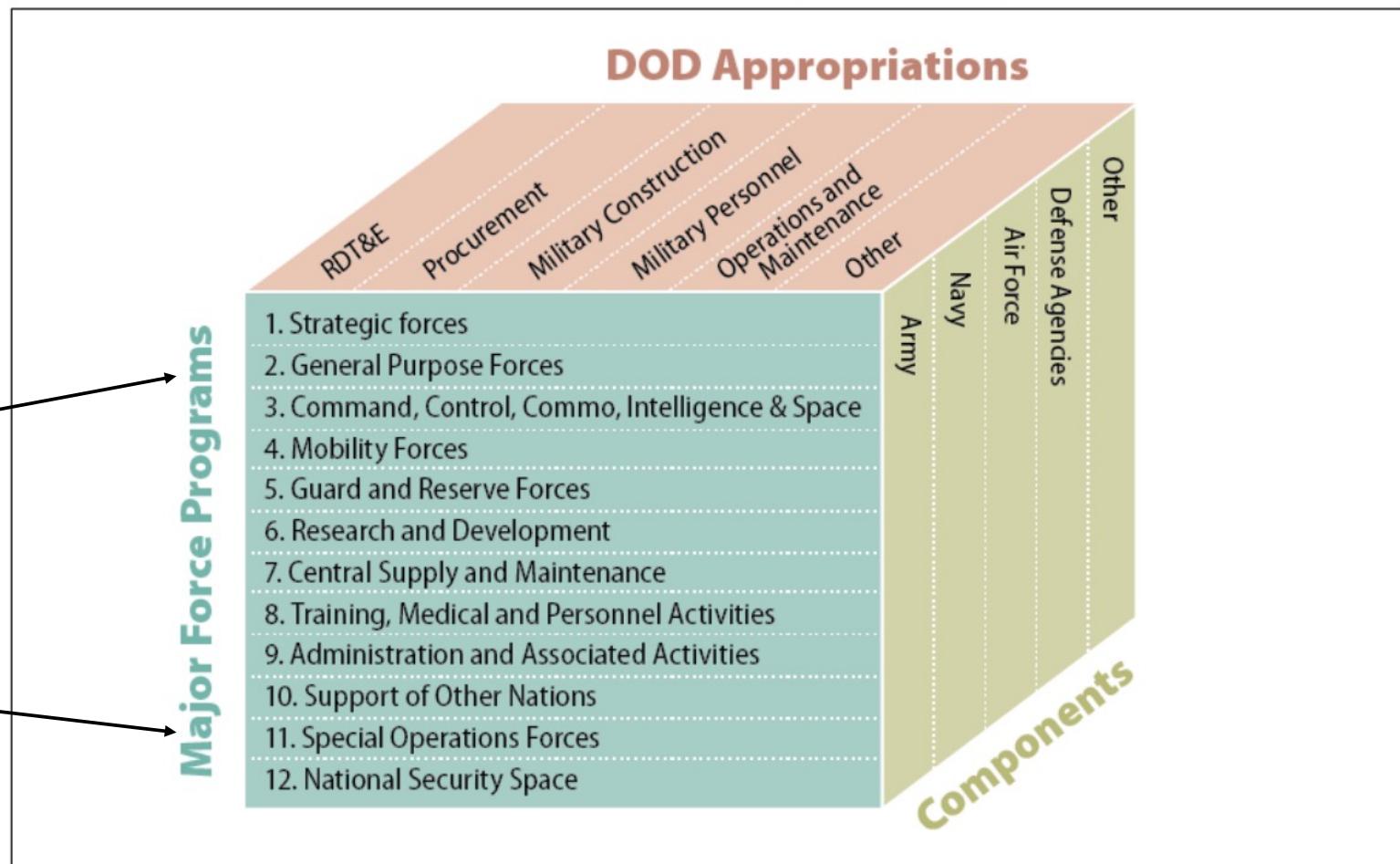
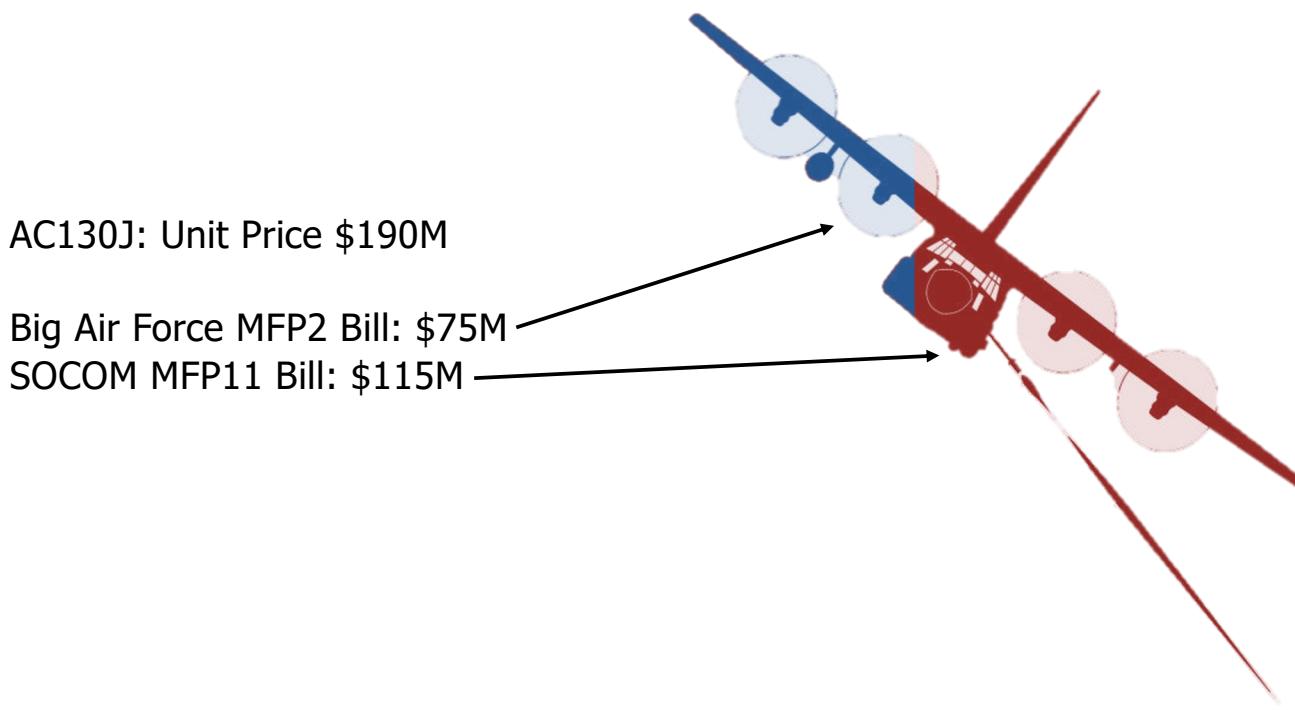


Figure 4. Future Years Defense Program (FYDP) Structure



Source: Figure created by CRS based on DOD, Office of the Secretary of Defense, *Future Years Defense Program (FYDP) Structure Handbook*, February 2020.

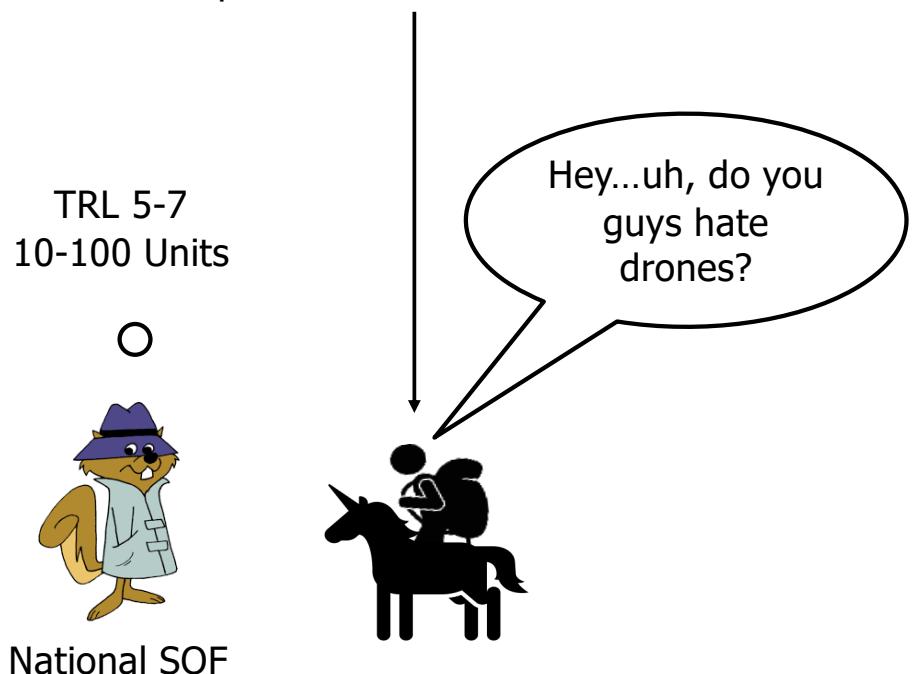
Example: The AC130J Ghostrider Gunship



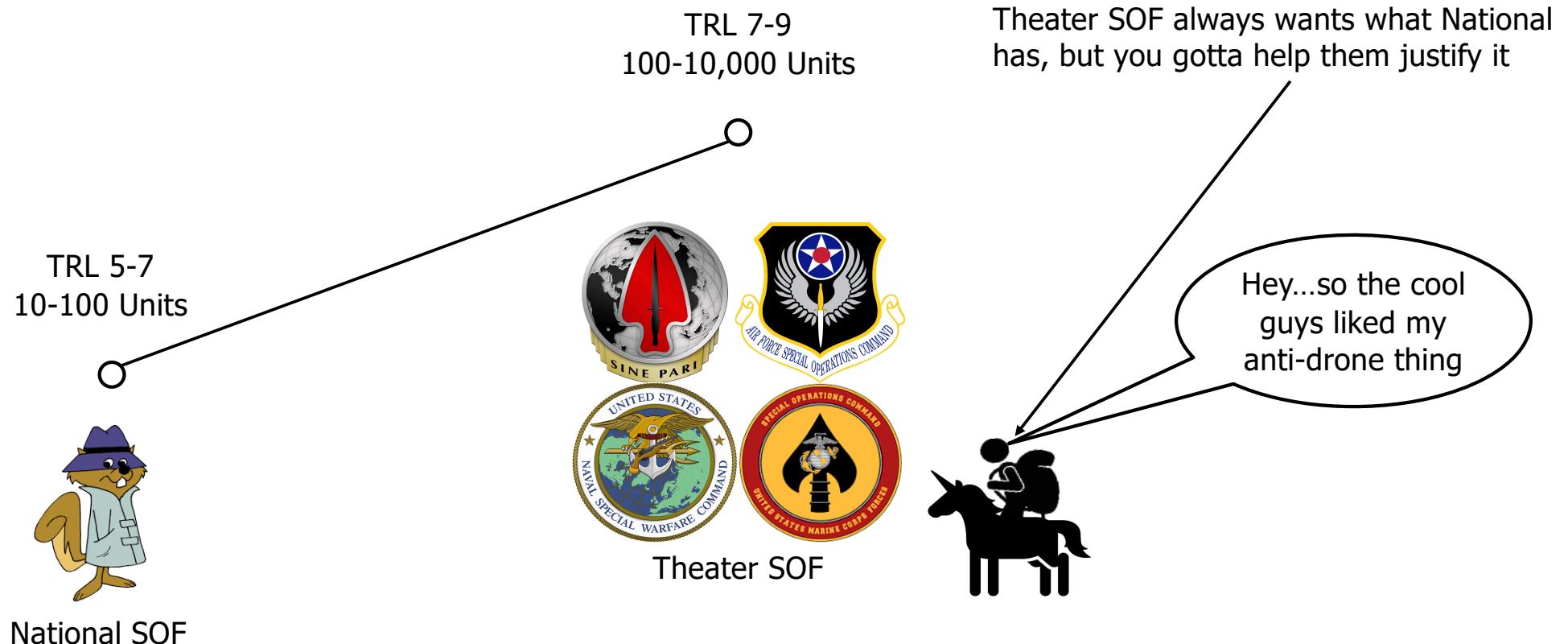
"The United States Air Force procures and fields the basic C-130J aircraft, common support equipment, and Weapon System Trainers (WST). The United States Special Operations Command (USSOCOM) modifies the basic C-130J aircraft and WSTs with mission systems that provide SO-p capabilities integrated through the Special Mission System, and procures standalone training devices for specialized SOp mission training."

Strategy for Making National -> Theater -> GPF Transition Work

Find a National SOF use case for your lower-TRL Product, IF THEY LIKE IT they will do testing and evaluation, and they may buy small-ish quantities



Strategy for Making National -> Theater -> GPF Transition Work



Strategy for Making National -> Theater -> GPF Transition Work

You can make a living selling to SOCOM,
and you'll probably have to if you're going
to have enough runway to make it through
all the Service-common wickets

TRL 5-7
10-100 Units



National SOF



Theater SOF

TRL 7-9
100-10,000 Units



TRL 7-9
100-10,000 Units

TRL 7-9
100-10,000 Units

TRL 7-9
100-10,000 Units

Our counter-drone platform
successfully
killed all the
DJIs at PC26



General Purpose Forces



TRL 9+
100,000+ Units



AFSOC A5/8
Tells PEO FW
What to Buy



NSWC N8
Tells PEO M
What to Buy



SIMO and TAPO
Tells PEO-RW
What to Buy



National
Tells PEO SW
What to Buy

To be successful in SOFCIDS you usually need 2 or more Components (USASOC, NSW, AFSOC, MARSOC) asking for the same thing, UNLESS your thing is only relevant to one component, and thus one PEO

PEO Fixed Wing

PEO Maritime

PEO Rotary Wing

PEO SOF Warrior

PEO Special Operations Forces Support Activity

PEO SOF Digital Applications

PEO Services

PEO Tactical Information Systems

These two are a little more broad; radios and drones and such

All of this still applies **AND**

You have to make a solid case for all this initially
being SOF Peculiar, if you want to use this model

