

KNOW THY

ECOSYSTEM



Hey there bud,
whatcha doing?

Just chilling out,
growing my pie

Oh, I'm a University Affiliated Research
Centers (UARC), I'm a research lab
attached to a University

OH NO! I just do R&D, I don't produce anything,
not allowed to, I don't really have to compete for
work, and in exchange, I don't get to go to LRIP or
FRIP, pretty good gig

Well...I wouldn't say that...someone has to get
those RDT&E dollars, and I'd rather it be me

Staring into the
abyss, how about
you?

And...who are
you again?

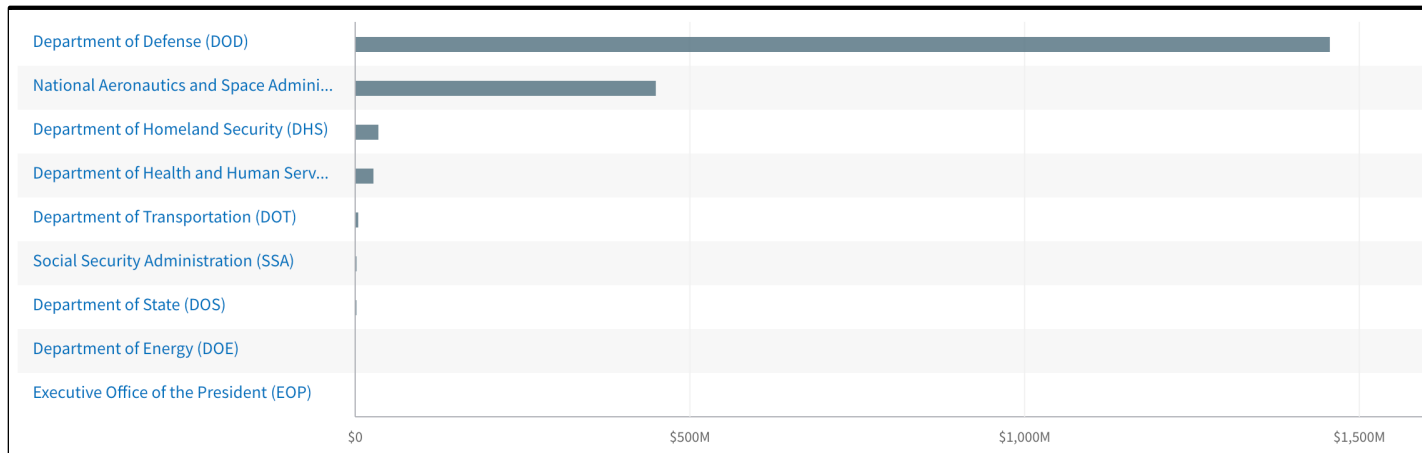
Oh, so you're trying to
get across the Valley
too, any tips?

Oh, well at least you're
not my competition...

Your actual
customers

The Valley of Death

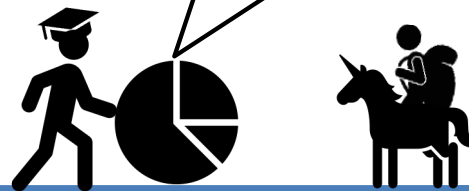




Your actual customers



The Valley of Death



What's up UARC,
who's this?

Just some SMB trying
to get a SBIR

Oh, I'm a Federally Funded Research and
Development Centers (FFRDC), kinda like
a UARC, but I'm a "not-for-profit"

OH NO! I just do R&D, I don't produce
anything, not allowed to, I don't really
have to compete for work, and in
exchange, I don't get to go to LRIP or
FRIP, pretty good gig

What part of "make my pie bigger" do
you fail to understand?

I'm standing right
here...who are you!?

Oh, so you're trying to
get across the Valley
too, any tips?

Oh, well at least you're
not my competition...

fml...

Your
actual
customers

The Valley of Death

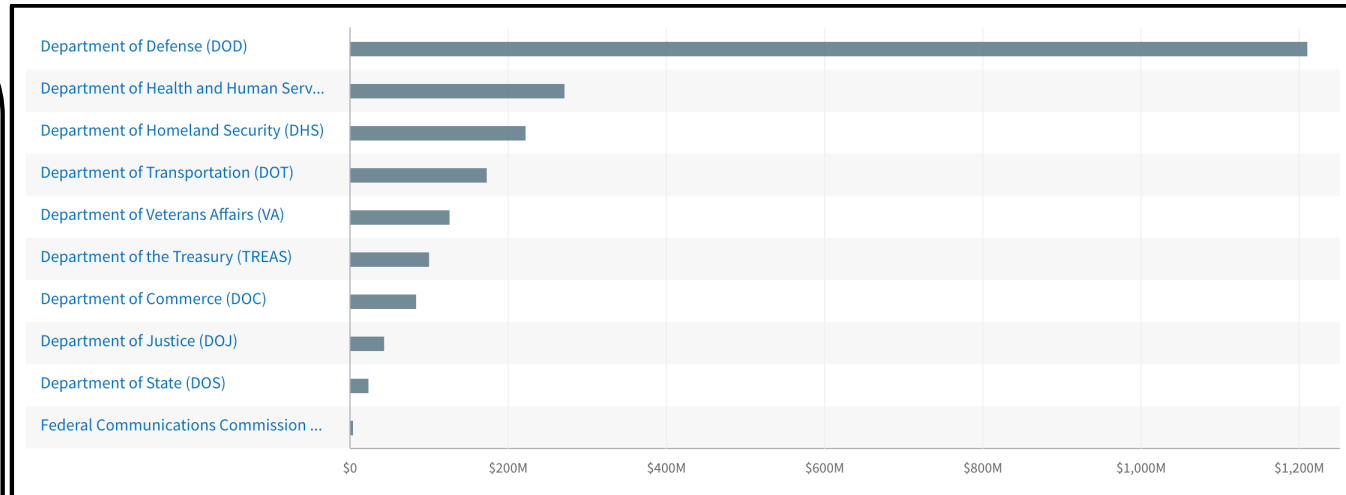


Now, Congress closely monitors the use of DoD's FFRDCs and sets an annual staffing ceiling that limits the overall growth of the FFRDCs.

Historically, the total number of staff technical equivalents (STE) has been around 6,000. The current ceiling is 6,053 of which 1,148 is allocated to the studies and analysis FFRDCs.

Traditionally, the annual request by DoD FFRDC sponsors far exceeds the available STE allowed.

Ref: <https://rt.cto.mil/ffrdc-uarc/>



Your actual customers



The Valley of Death



Hey folks!

Ugh, not this guy again

Tell him to go away

Research mill

Who's that?

Your actual customer



The Valley of Death



HEY! I resent being called a "Mill"
I am a research for hire company

Do you productize your research?

no

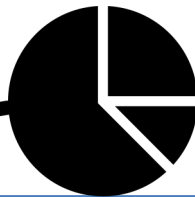
Do you even try?

Well...sometimes

So...he's kinda like an FFRDC or a UARC?

YES!!!

NO!!!



Your actual customers



The Valley of Death



I provide a valuable service,
government wants research done,
I do research, just like you

You suck up SBIR and BAA research with
no intention of ever doing anything with
it aside from the next research project

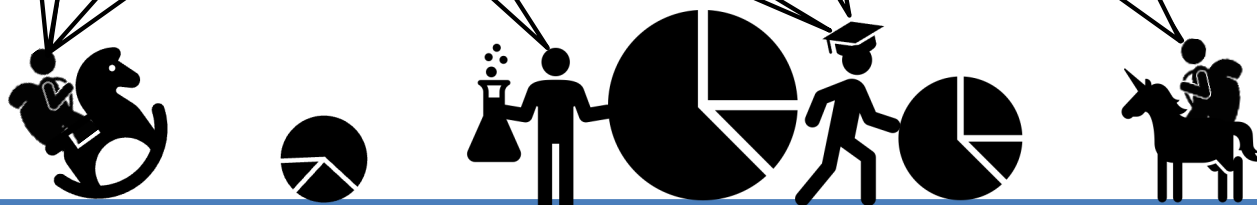
Don't hate the player,
hate the game

Isn't that what Company Commercialization
Reports are for...to prevent that?

HAHAHA! You're cute

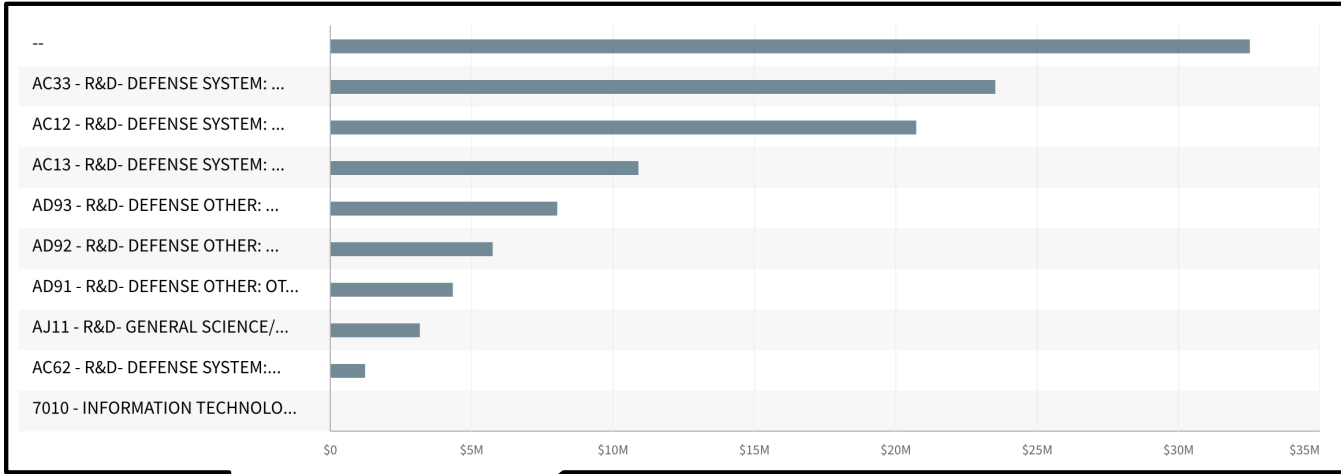
So...I'm screwed
again...

Your
actual
customers



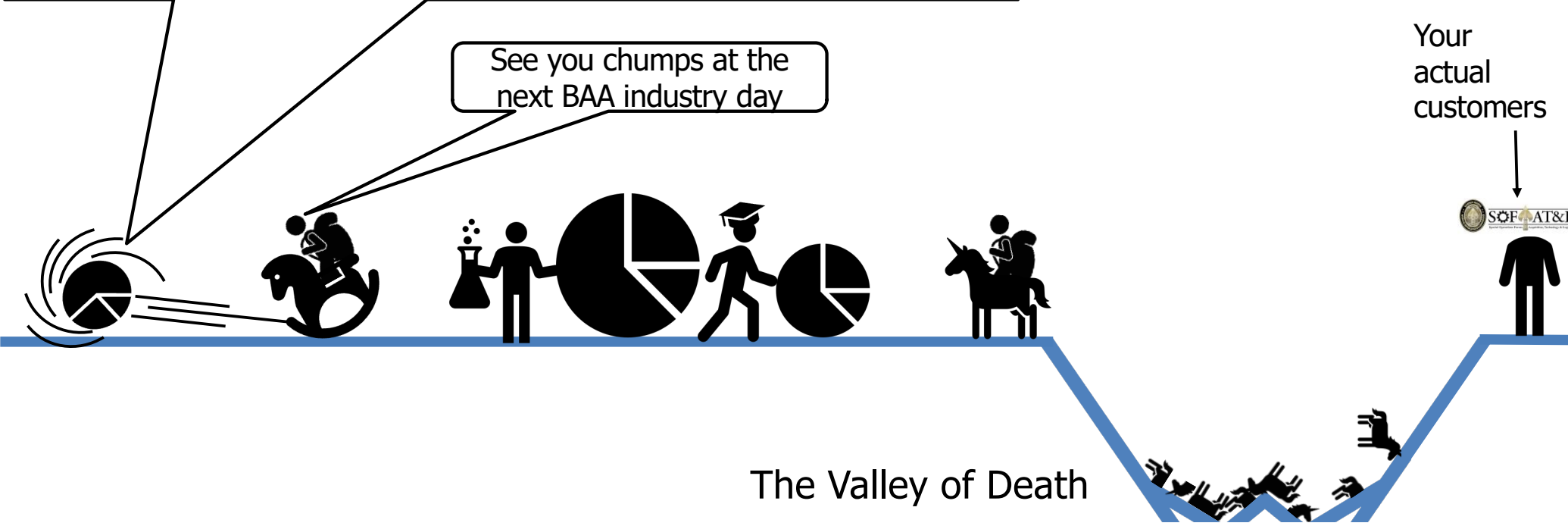
The Valley of Death





This is one company in one year

See you chumps at the next BAA industry day



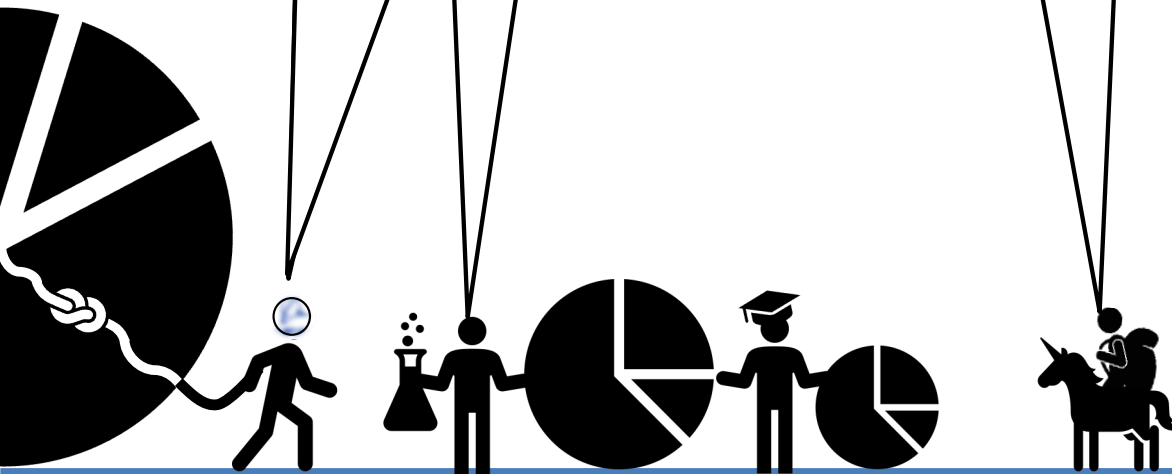
Sup ya'll, how's Continuing Resolution treating you?

No skin off my nose

Yeah, well RDT&E makes up a small slice of it

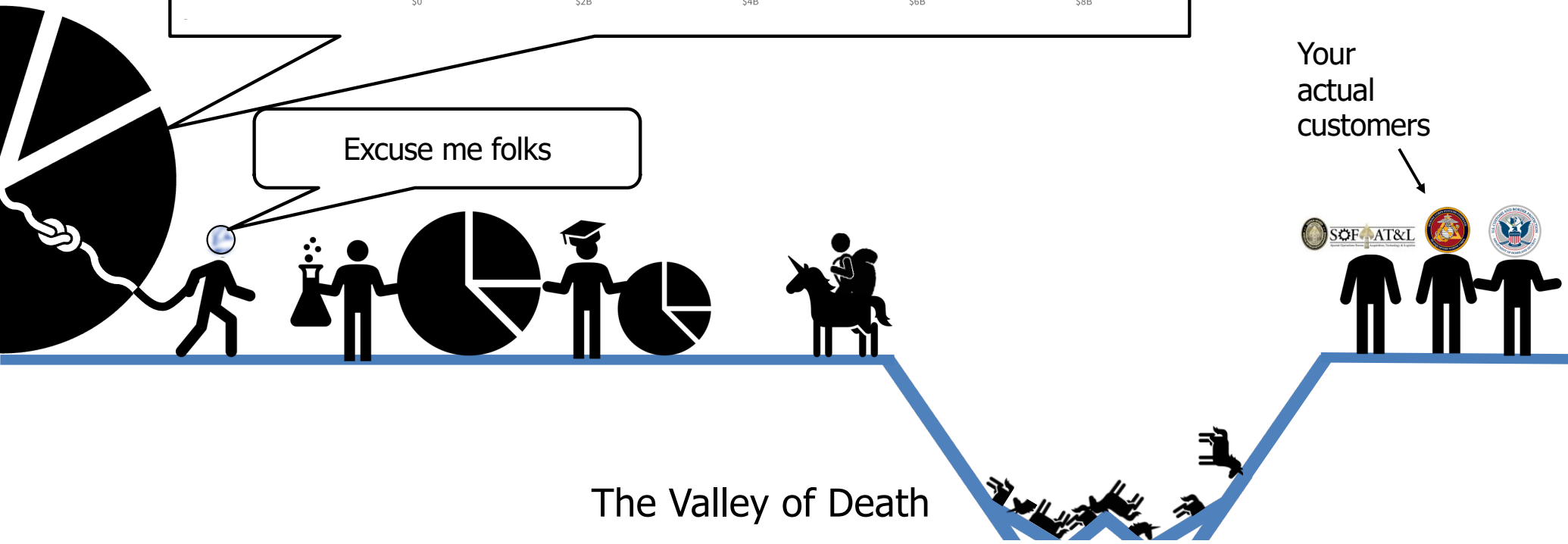
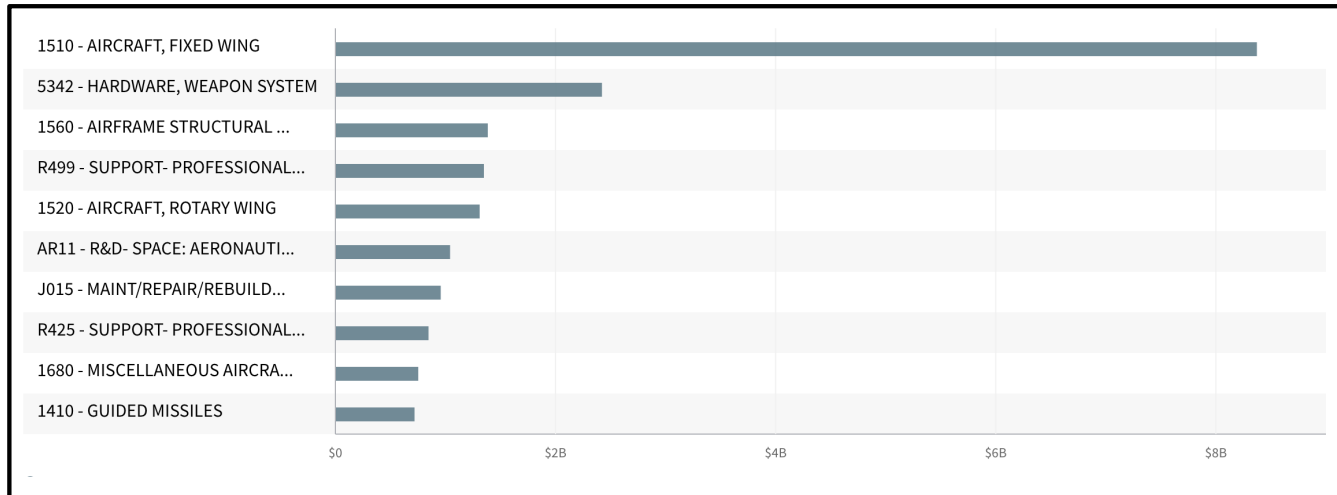
Wow...that's a big pie you got there...

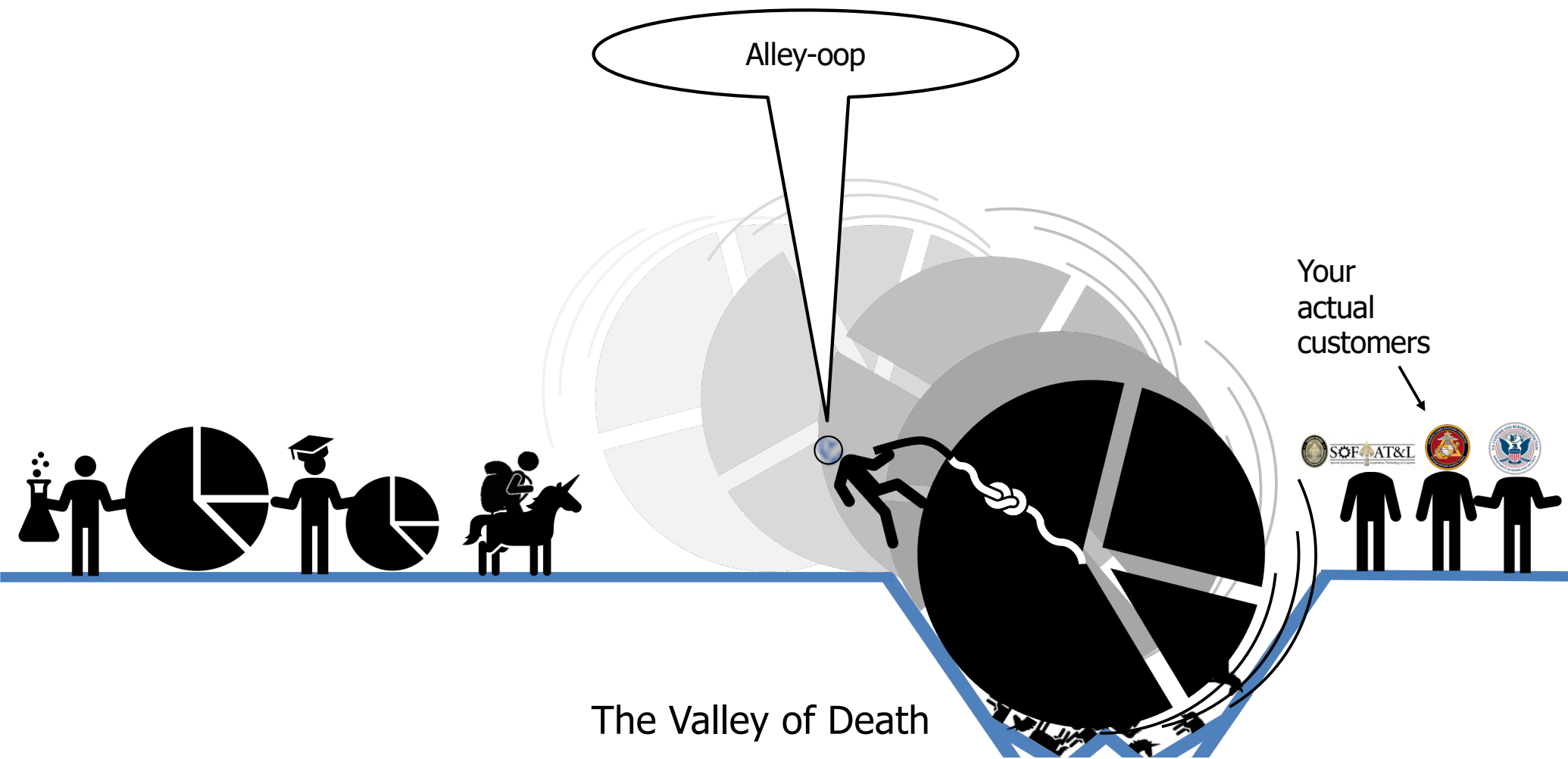
Your actual customers



The Valley of Death







Hey! Wait, you get to just jump OVER the valley of death?

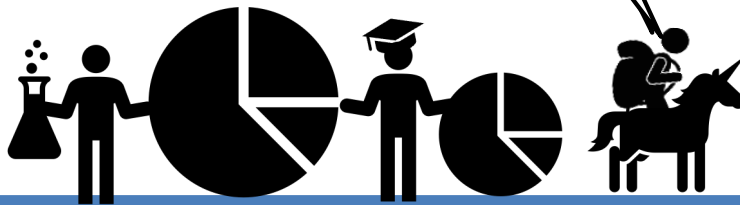
Well...you have such a big pie...could I have some?

What? Uh...yeah, duh, what do you think we've been doing for 50 years? I have more IRAD and GPR IP on the shelf than you'll ever make

Yeah...no...
You know how much they're setting aside small business these days? I gotta keep what I have

Your actual customers

The Valley of Death



Well hey, I'm a small business,
maybe we could team!

Ok, I'm listening, on
what?

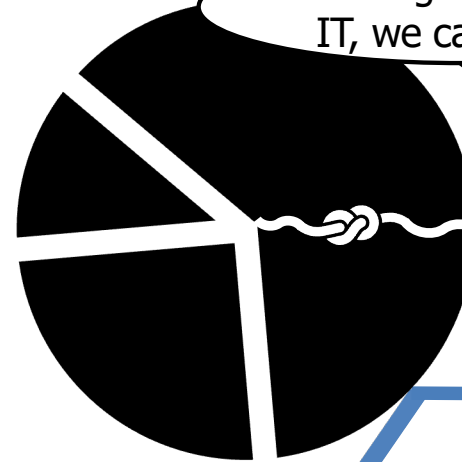
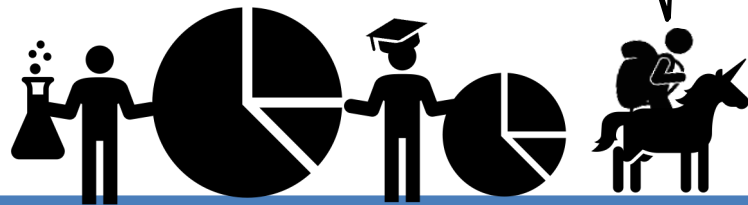
Uh...I dunno...anything you like, you
know, those things you were talking
about that were set aside

Oh...for a second there I thought you had
a plan, I tell you what, come up with a
pipeline, do some shaping, wire up a
deal, and then give me a call

Hey Jim, what's in this
block upgrade?

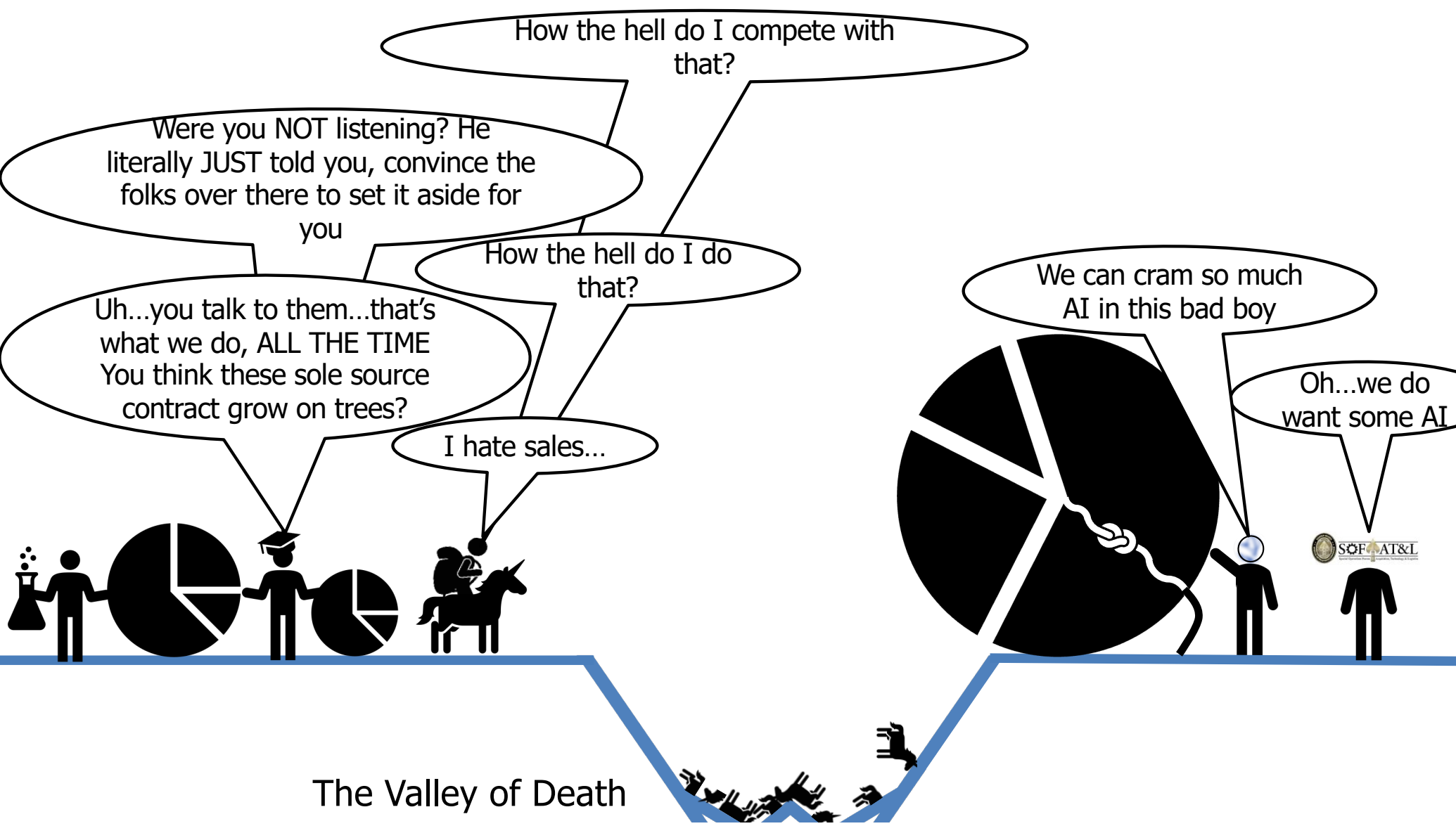
You're gonna LOVE
IT, we call it "AI"

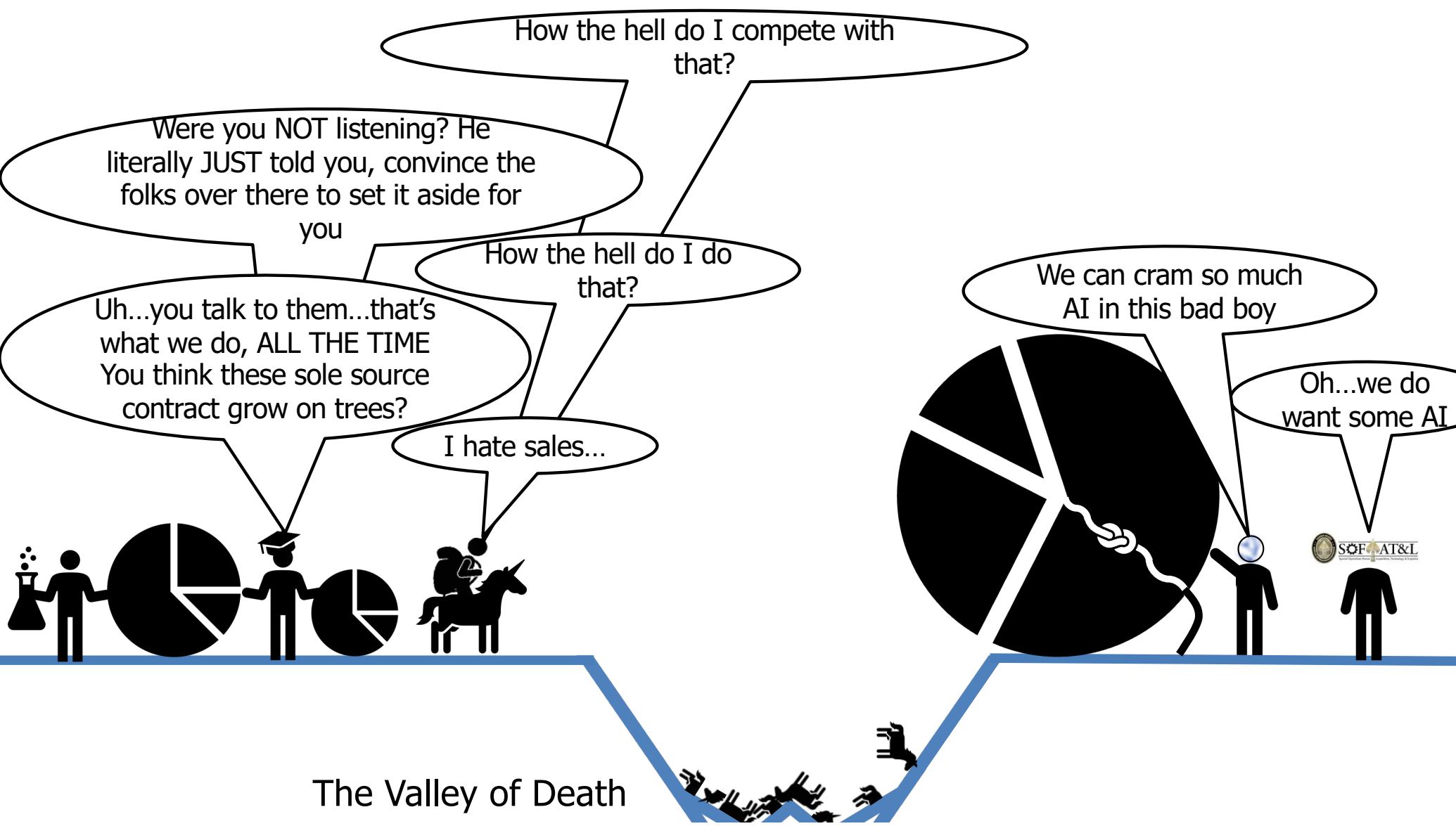
Your
actual
customers



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How the hell do I compete with that?

Were you NOT listening? He literally JUST told you, convince the folks over there to set it aside for you

How the hell do I do that?

Uh...you talk to them...that's what we do, ALL THE TIME
You think these sole source contract grow on trees?

I hate sales...

We can cram so much AI in this bad boy

Oh...we do want some AI

The Valley of Death

Hey, how about a
Mentor Protégé?

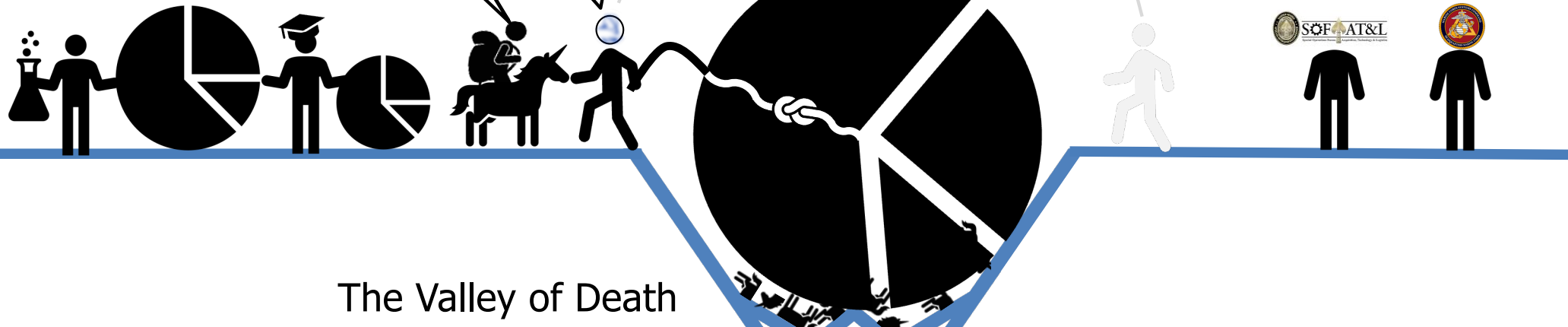
For...what exactly?

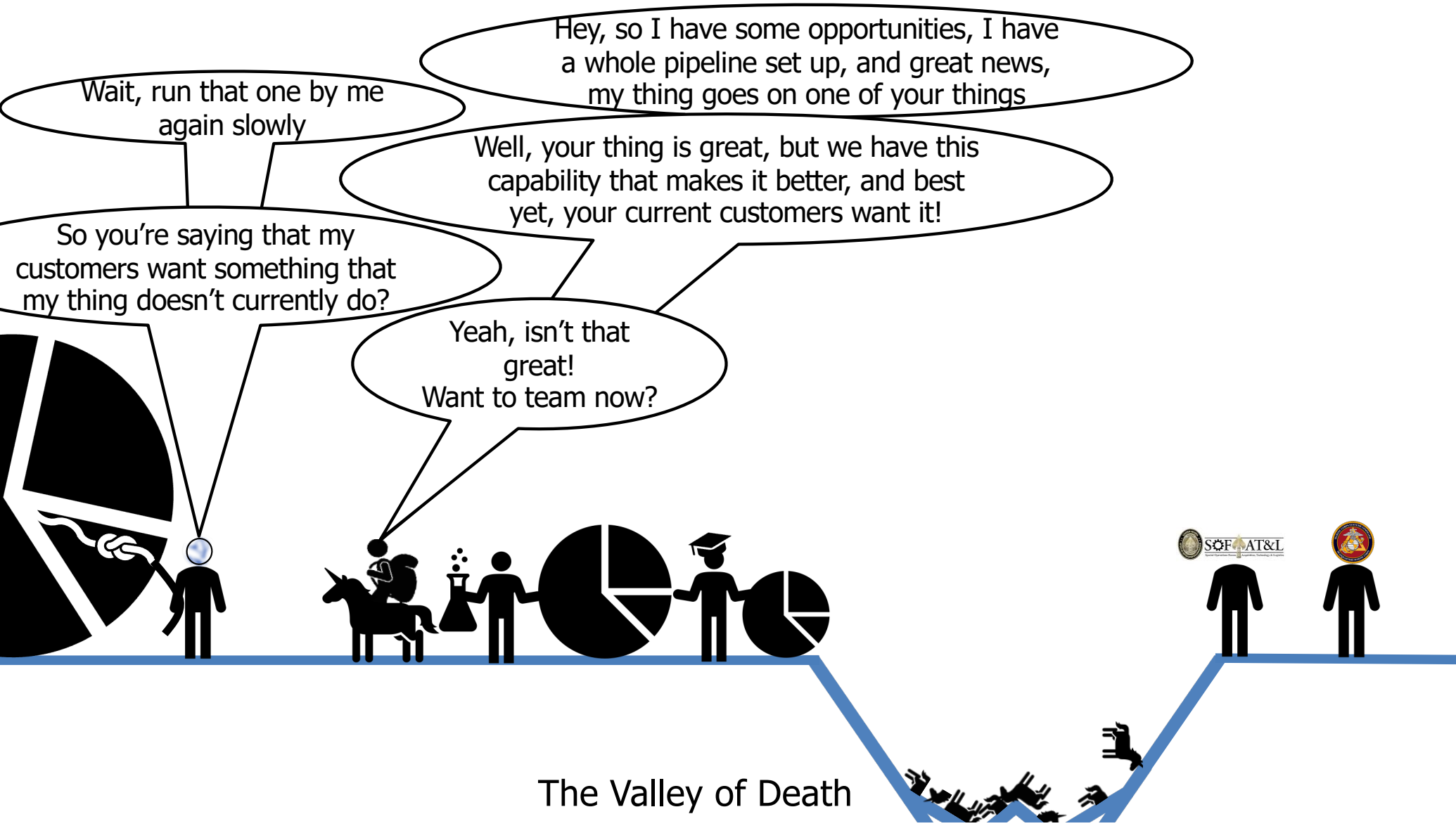
What do you mean? So you
can...mentor me, and get
credit for it

Yeeeah...see the only good part of that program is
the JV, and I only do JV's for big deals where they're
advantaged. So what deal do you want to JV?

Crap...sales again

Bub, it's sales all
the way down





Slow down there skippy...
You happen to share with these
customers how they're going to
PAY for your thing?

Uh...no...I don't really
know how that works

Well...if there's no new budget
coming with this new desire-ment,
then where you think it's going to
come from?

That's right skippy,
it's gonna come out
of my pie...

Uh...

Uh...oh

The Valley of Death



