



## **2021 Encountering Innovation Application Preview**

- 1. Are you here to participate **ONLY** in the Matchmaking portion (no intention to pitch to Tech Scouts), then select yes. Selecting **yes** will bypass the survey portion to pitch to Tech Scouts. By selecting **no** you will enter the DoD Tech Scout pitch portion of the survey first.
  - Yes
  - No
- 2. How were you referred to Encountering Innovation?
  - Bill Carey (KS)
  - Alan Badgley (KS)
  - Tom Byler (KS)
  - Laurie Pieper (KS)
  - Frank Choriego (KS)
  - Barbara Bonner (OK)
  - Jessica Ervin (OK)
  - Stephen Knight (OK)
  - Ethan Pitt (IA)
  - Bijo Mathew (TX)
  - Tech Warrior Enterprise
  - CO's Catalyst Campus
  - Other
- 3. If your referral is not in the list above, please enter the name, phone and email for the person(s) that referred you to the Encountering Innovation service. Otherwise type "No Response"

### **TECHNOLOGY DETAIL SECTION**

- 4. Please provide a Title Name for Your Technology (Limit your description to 10 words)
- 5. Please write a summary statement (paragraph) which will be used for PUBLIC dissemination. This will be referred to as your Public BLUF, Bottom Line / Up Front. Some would say, your elevator pitch, but only the 30 second statement. This should provide clarity of what your technology can accomplish, not how it works. • This will be **SOCIALIZED PUBLICLY** in various ways to gain more attraction for your benefit. • Use 8th Grade English, simple terms. • Focus on One Topic. (This must be limited to 100 words, a five to seven sentence statement)
- 6. Now, summarize your Public BLUF into one sentence. (Limit to **NO MORE** than 30 words)

- 7. List what tasks your innovation can perform or what you think it will perform. What unique capabilities does it possess? (List up to 7, enter each item on its own line. Please - no bullet points or numbering at this point)
- 8. Provide a list of your prototype's test results / measurable accomplishments or expected outcomes of your innovation. What outstanding product development accomplishments or other achievements has your company completed, related to your innovation? (List up to 7, enter each item on its own line. Please - no bullet points or numbering at this point)
- 9. Please select the 'Best Fit' of your innovation / technology category.
  - C2/C4I/Cyber: Command & Controls, plus Computers and Cyber and Communications
  - Force Protection & Medical (Medical, Health, and Protection of the Warfighter)
  - Domain Awareness (Awareness of anything that can impact security, safety, economy or environment of the domain)
  - Power and Energy (All production of power, storage, transmission, for devices, machines, facilities -fixed or portable, large or small scale)
  - Operations and Mission Support (Counter Terrorism, Counter Transnational Crime, as in biometrics, forensics, counter UAS)
  - Electronic Spectrum Management (Electronic Warfare Mgt in contested environment, use of electromagnetic energy to control spectrum)
  - Protection (Camouflage, Concealment and Deception (CC&D) Technologies)
  - Weapons (Non-Lethal, directed energy, kinetic energy engagement options)
  - Not sure of Category (Various)
- 10. Provide a short list of specific capabilities: size, speed, characteristics that target reasons the DoD would be interested. (List up to 9, enter each item on its own line. Please - no bullet points or numbering at this point)
- 11. Scalability: We need to understand how large and/or how small you can formulate your innovation? For example: If your innovation was a jet engine, how large can you make it and how small could you make it? If you could make it the size of a pair of dice, what power would it have or how much could it carry? (Limit your answer to 2 items. Please - no bullet points or numbering at this point)
- 12. The Range of production is another way of looking at this: How many can be produced in what time frame? Is mass production feasible? Can your innovation replace a legacy system now in place? (Limit your response to a list of 2 items, entering each item on its own line. Please - no bullet points or numbering at this point)
- 13. Market Significance: Describe your potential market, and proof of market validation (if available). Testimonials from current or potential customers would be good here, especially from large defense companies or other Government Agencies for DoD purposes. Include a high level overview of your competitors. (Limit to no more than 50 words)
- 14. Time to Market under Current Conditions: 1. What is the expected time to market for your technology? 2. What is the financial support planned at this time? (Limit to no more than 50 words)
- 15. Time to Market with Financial Assistance: How much sooner could you bring it to market with financial help? How much financial assistance would be required? (Limit to no more than 50 words)
- 16. What is the estimate of your innovation's or technology's maturity level?

- 1. Basic principles observed and reported (still an idea)
  - 2. Technology concept and/or application formulated
  - 3. Analytical and experimental critical function and/or characteristic proof of concept
  - 4. Component and/or breadboard validation in laboratory environment
  - 5. Component and/or breadboard validation in relevant environment
  - 6. System/subsystem model or prototype demonstration in a relevant environment
  - 7. System prototype demonstration in an operational environment
  - 8. Actual system completed and qualified through test and demonstration
  - 9. Actual system proven through successful mission operations
- 17. **Explain why you chose the above maturity level? What has been tested: theory or prototype; in lab or field tested (Limit to no more than 50 words)**

## **COMPANY DETAIL SECTION**

- 18. **Performance of Technology and Company:** Company mission, etc. can be included here. Describe the status of the technology, demonstrations, special features, other related technologies of your company. Include information about the company's ability to develop innovation through the production and sales stages, or its anticipated path forward to get there. (Limit to no more than 50 words)
- 19. **About the Team:** Describe your team and mention some expertise/backgrounds, accomplishment statements. This can include any partners that can be made public. (Limit to no more than 50 words)
- 20. **Acknowledgements (optional):** Acknowledge a program, any funding awards, important people (most significantly, DoD personnel), or any other type of support you received. Use relevant awards that will draw significance to your work, or companies or government agencies you are presently serving. (Limit to no more than 50 words)

## **CONTACT DETAIL SECTION**

- 21. **A Single Point of Contact (SPOC) is required by DoD to be available for questions and discussions, not to transfer to someone else. This person is the sole point of communication between the company and the Tech Scout. Is the applicant the Single Point of Contact?**
  - Yes
  - No
- 22. **SPOC First Name**
- 23. **SPOC Last Name**
- 24. **SPOC Title**
- 25. **SPOC Company**
- 26. **SPOC Address**
- 27. **SPOC City**
- 28. **SPOC State**

- 29. **SPOC Zip Code**
- 30. **SPOC Phone**
- 31. **SPOC Email**
- 32. **Company Authorization Point of Contact (APOC) is required by DoD to authorize socialization of your communication / information provided. Is the SPOC also the APOC? If Yes, skip APOC questions.**
  - Yes
  - No
- 33. **APOC First Name**
- 34. **APOC Last Name**
- 35. **APOC Title of Authorization**
- 36. **APOC Company**
- 37. **APOC Address**
- 38. **APOC City**
- 39. **APOC State**
- 40. **APOC Zip Code**
- 41. **APOC PHONE**
- 42. **APOC Email**

## **TECHNOLOGY COMMERCIALIZATION PREPAREDNESS**

- 43. **Keywords of Your Technology? Separate each key word or words by a comma. (Limit to 10 words or less)**
- 44. **Who owns your technology?**
- 45. **How is your Technology Protected?**
  - Patented
  - Patent Pending
  - Provisional Patent
  - Trade Secret
  - Copyright
  - None Needed
  - Need Help
- 46. **Have you ever applied for a SBIR / STTR Solicitation?**
  - Yes
  - No
- 47. **Have you ever received a SBIR / STTR Award?**

- Yes
- No
- 48. **Have you ever done business with DoD or the Federal Government?**
  - Yes
  - No
- 49. **If you wish to participate in the Matchmaking Portion of the Survey continue with the following questions, otherwise your tech transfer portion of the survey for Encountering Innovation is complete. Go to the bottom of the page and hit SAVE.**
  - Yes
  - No
- 50. **Where did you hear about us? Who referred you to the Matchmaking Program?**
- 51. *In this section, you have the ability to select two Taxonomies (e.g., Propulsion Systems, Flight Computing and Avionics) as well as the subcategories relevant to each. You will also have the opportunity to identify Manufacturing Categories, if applicable. Although NASA hosts the Taxonomy Categories List, the DoD will be utilizing the same list for this event.*

If none of the Taxonomy Categories fit your business, but one of the Manufacturing Categories does fit your business, then only select the Manufacturing Category that best represents your business. For example: the large primes are often looking for generic manufacturing categories that are not specific to one of the taxonomy categories but remain just as important.

For each capability you identify, you will also be expected to provide past performance information in the Past Performance section, later in this survey intake. The NASA & DoD Primes that will be selecting small businesses to meet within the matchmaking event will be looking for your past performance for each capability reported.

Resource Link to 2020 NASA Technology Taxonomy: [RESOURCE LINK TO 2020 NASA Technology Taxonomy](#) (opens in a new tab)

[Visit NASA Taxonomy](#)

**\*\*\*Depending on how you answer the taxonomy questions, the application will adjust accordingly based on your responses. Some of the questions below may not apply to you dependant upon your answers\*\*\***

**QUESTION: PLEASE SELECT YOUR FIRST TAXONOMY.**

- N/A: See Manufacturing Categories below:
- Propulsion Systems
- Flight Computing and Avionics
- Aerospace Power and Energy Storage
- Robotic Systems
- Communications, Navigation, and Orbital Debris Tracking / Characterization Systems
- Human Health, Life Support, and Habitation Systems
- Exploration Destination Systems
- Sensors and Instruments
- Entry, Descent, and Landing
- Autonomous Systems
- Software, Modeling, Simulation, and Information Processing
- Materials, Structures, Mechanical Systems, and Manufacturing
- Ground Test and Surface Systems

- Thermal Management Systems
- Flight Vehicle Systems
- Air Traffic Management and Range Tracking Systems
- Guidance, Navigation, and Control (GN&C)
- **52. IF YOU HAVE ANOTHER TECHNOLOGY, SELECT YOUR SECOND TAXONOMY NOW.**
  - N/A: See Manufacturing Categories below:
  - Propulsion Systems
  - Flight Computing and Avionics
  - Aerospace Power and Energy Storage
  - Robotic Systems
  - Communications, Navigation, and Orbital Debris Tracking / Characterization Systems
  - Human Health, Life Support, and Habitation Systems
  - Exploration Destination Systems
  - Sensors and Instruments
  - Entry, Descent, and Landing
  - Autonomous Systems
  - Software, Modeling, Simulation, and Information Processing
  - Materials, Structures, Mechanical Systems, and Manufacturing
  - Ground Test and Surface Systems
  - Thermal Management Systems
  - Flight Vehicle Systems
  - Air Traffic Management and Range Tracking Systems
  - Guidance, Navigation, and Control (GN&C)

## **CLIENT INFORMATION**

- **88. Point of Contact Name**
- **89. Point of Contact Title**
- **90. Point of Contact Email**
- **91. Point of Contact Phone**
- **92. Point of Contact #2 Name (if applicable)**
- **93. Point of Contact Title #2 (if applicable)**
- **94. Point of Contact #2 Email (if applicable)**
- **95. Point of Contact #2 Phone (if applicable)**
- **96. Company Website**
- **97. NAICS Code (for help see: NAICS Code Lookup | NAICS Code Search Tool (<https://siccode.com/>))**
- **98. Small Business Classification (mark all that apply)**
  - Small Business (SB)
  - Women Owned Small Business (WOSB)
  - Small Disadvantaged Business (SDB)
  - Veteran Owned Small Business (VOSB)
  - Service Disabled Veteran Owned Small Business (SDVO)

Historically Under-utilized Business Zone (HUB Zone)  
Minority Serving Institution (MSI)  
Historically Black Colleges and Institutions (HBCU)

## **PAST PERFORMANCE**

In this section, please discuss past performance in terms of each of the capabilities you have identified. For example, if you selected Robotics and Propulsion Systems, you will need to discuss both. The NASA PRIMES that will be selecting small businesses to meet within the matchmaking event will be looking for your past performance for each capability.

- **99. Past Performance (3-5 years) Significant Work Accomplishments (max. 100 words)**
- **100. Have you had previous dealings with DOD or NASA? If so, please list your POCs and contact information along with organization and location. If it was an award(s), what type of award? Example: if it was as a grant(s), was it an SBIR, STTR? Or was it a Space Act Agreement, CAN (Cooperative Agreement Notice), Letters of Support (LOS) or Memorandum of Understanding (MOU); note those as well.**
- **101. General Overview of Taxonomy or Manufacturing Capability (max. 300 words)**
- **102. Feedback: In order to improve our next Matchmaking, please provide any constructive input that you believe will assist our program. Thank you.**
- **103. The Tech Innovation Center team is seeking suggestions for round table discussion topics. Following is a list of potential topics. Please check all that you would like to see offered. If you have other suggestions, please note them.**
  - Connecting with University - Kansas State
  - Connecting with University - Wichita State University
  - Registration/Grant Management Basics (PTAC & DCAA)
  - Problems With Breaking Into Primes
  - Problems With Breaking Into NASA
  - State of 3D Printing Technology
  - State of AI Technology
  - Other
- **104. Please list 'Other' Suggested Round Table Discussion Topics.**