

**Proposed Plan for CAR/NTCE 2011 NAVSEA Undersea Technology Applied
Innovation Challenge**

1. Coordinate and engage Pearl Harbor Naval Ship Yard (PHNSY) to identify priority needs to be addressed by Coalition for Applied Research/Non Traditional Centers of Excellence (CAR/NTCE) 2011 NAVSEA Undersea Technology Applied Innovation Challenge Contest. (Feb)
2. Down-select projects that are deemed feasible based on; a) Availability of innovative emerging technologies; b) Cost of staging the demonstration of those technologies as challenge contests; c) Cost to fund contestants to participate in challenge contest; d) Impact on the NAVSEA Undersea Technology Program Objectives. (Feb)
3. Announce Details of Challenge Contest to CAR Innovation companies. (Feb)
4. Request participation of CAR innovation companies in challenge contest based on technical capabilities and abilities to find technical partners to participate in the challenge. (Feb)
5. Invite submission of intent synopses (letters) from prospective contestants (including SBIR Phase II recycling and non-SBIR efforts). (Response by 15 Mar)
6. Coordinate formation of government review and adjudication panels. (31 Mar)
7. Convene an Industry Day for prospective contestants at PHNSY to discuss the rules of the competition and adjudication. (No later than 31 Mar)
8. Request Proposals from Contestants; [Up to \$600K for recycled SBIR Phase II projects] (Deadline for proposals 16 Apr)
9. Government Review of Proposals from Contestants. Aim for 2-5 awards from SBIR Phase II recycling. (Complete NLT 30 Apr)
10. Pre-Award Site visits to contestants – to assess/confirm capabilities. (May).
11. Contracts Awarded to Contestants (Est. 31 Jul)
12. Monthly Reviews of Contestant Projects (Aug-Dec)
13. Coordinate and execute tasks necessary to stage Challenge Contest including a) Coordinate Panel of Judges; b) Prepare and erect necessary infrastructure for Challenge Contest; c) Coordinate Contestant Preparations for Contest; d) Coordinate Challenge Contest and Adjudication. (Aug-Dec)
14. Grand Challenge Contest at PHNSY. (Weeklong event in Dec).

AHDC Budget for Coordination: \$250K (Jan - Dec 2011)

Below is what I sent you on 15 Jan 2011. It must have gotten lost in your other mails. The improvement on this plan is to use Open Innovation at the level of the shipyard workers to generate the top candidates for the Challenge Contest topics. I had a conference call with Pearl Harbor and Puget Sound. They like the idea of offering a set of prizes (a few hundred bucks) to their workers who come up with the best suggestions for the innovation challenge topics. At each ship yard we could offer a 1st, 2nd and 3rd prizes of \$500, \$300 and \$200 respectively (total of \$1K per shipyard - the first prize winners also get to attend the annual CAR summit and make a presentation). The process would be to have their workers submit 1-pagers, which will be reviewed by committees set up by CAR based on the technical areas. The winning topics will then be the ones that innovation companies will compete on like before. The funding for the competition will use the SBIR Recycle channels. This approach can be applied to other end users beside the ship yards. It provides for an end to end open innovation process. A similar but modified approach could be used to generate SBIR Phase I topics. Send me a note right away to let me know that you have received this, so that I don't worry that it has gotten lost again.