



D E F E N S E W E R X

Challenges are opportunities

Discover, Engage, Accelerate

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Under a Title 15 Partnership Intermediary Agreement (PIA):



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“Big Tent” philosophy which includes:

- Partner Organization
- Inter Agency Partners
- Industry Partners/Fellows
- FFRDC's/Labs
- Academics/Interns
- Hackers/Makers

Why an Intermediary?

- Focuses on non-traditional enterprises.
- Emulates private sector business operations.
- Systematically addresses business barriers.
- Can act quickly and proactively.
- Is a neutral facilitator focused on results.
- Enables the *BEST* solutions, not just the *KNOWN* solutions.

Mission under current agreements (PIA focused):

1. Technology transition (getting technology to the warfighter)
2. Technology transfer (getting technology to industry)
3. Innovation & Collaboration – ecosystem building
4. Workforce development (current & future, STE(A)M)
5. Concept prototyping
6. Discover, Engage, Accelerate novel and innovative solutions through an accessible and productive platform

DWX PIA Key Attributes / Talking Points

- **Title 15 US Code 3715: PIA Authority**
- Agile and expedient business practices: Move at the speed of innovation, not the speed of bureaucracy.
- Process and ecosystem enables the **Discovery, Engagement, Acceleration** of novel solutions.
- Collaborative Purchase Order (CPO) or “Task Order” structure allows for business to business (B2B) arrangements, facilitating market and applied research (Discovery), development/refinement (Engagement), and Tech Transfer (Acceleration) of novel solutions.
- Overarching PIA contract allows for expedited obligation and expenditure of government funds, and provides a “spiral development” agile contracting mechanism

DWX PIA Key Attributes / Talking Points

- Flexible, non-FAR business methodologies and processes to support DoD / Govt needs.
- ~86% of submissions come from the DWX non-traditional ecosystem. ~14% come from Sam.Gov.
- **Neutral** facilitation and ideation - creating ecosystems and processes that enable *purposeful collisions* for the benefit of the Govt and DoD (and the ecosystem collaborators). DWX holds no IP, does not commercialize product solutions.
- Easy to access & reduced barriers – allows for access and leveraging across services / ecosystem for DoD / Govt gaps / capability “desirements”.
- Baseline of PIA costs can be covered by O&M or RDT&E. Funds are obligated and expended as soon as they are put on PIA.
- Business to Business relationships and contracts allow for agility and speed in support of Govt / DoD priorities. DWX facilitates the “leveraging” of resources to have collaborative development opportunities.

DEFENSEWERX ECOSYSTEM



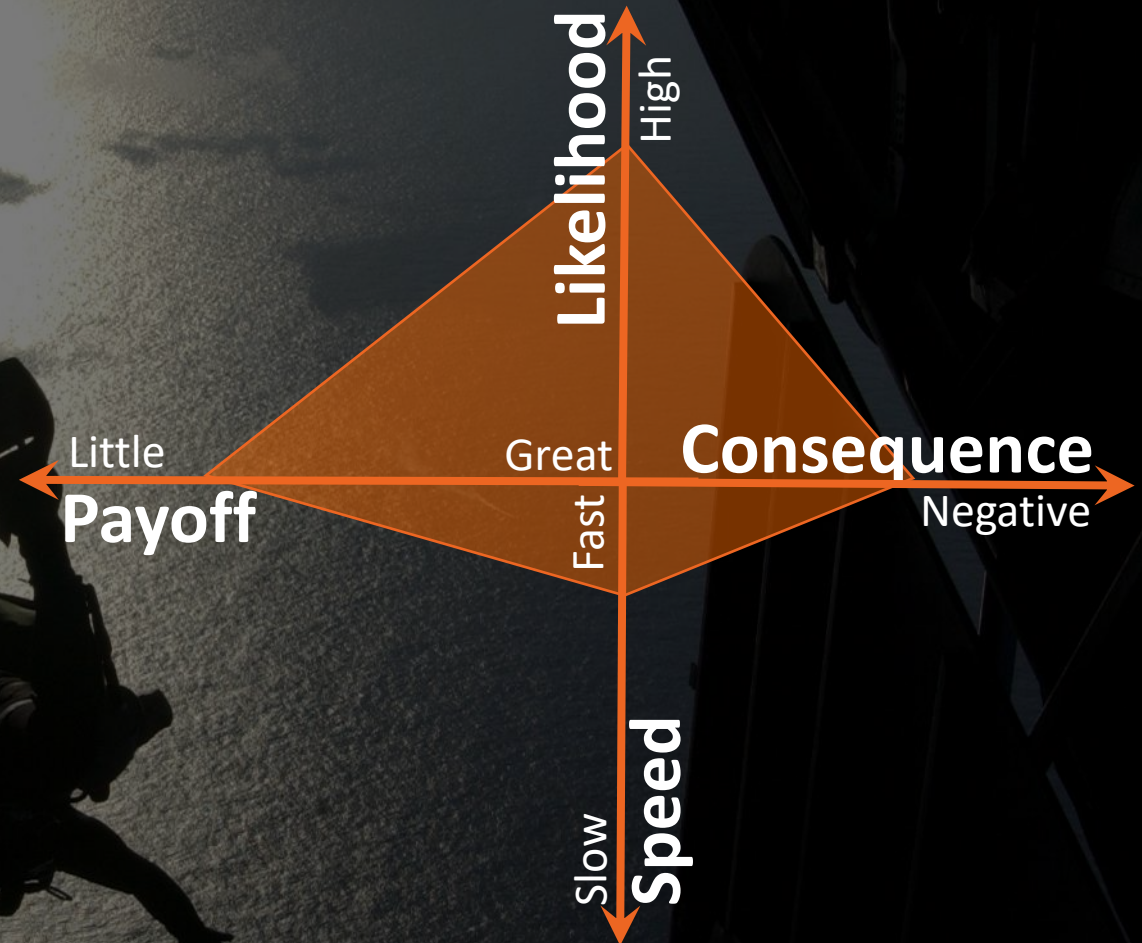
How it WERX



Types of Innovation:

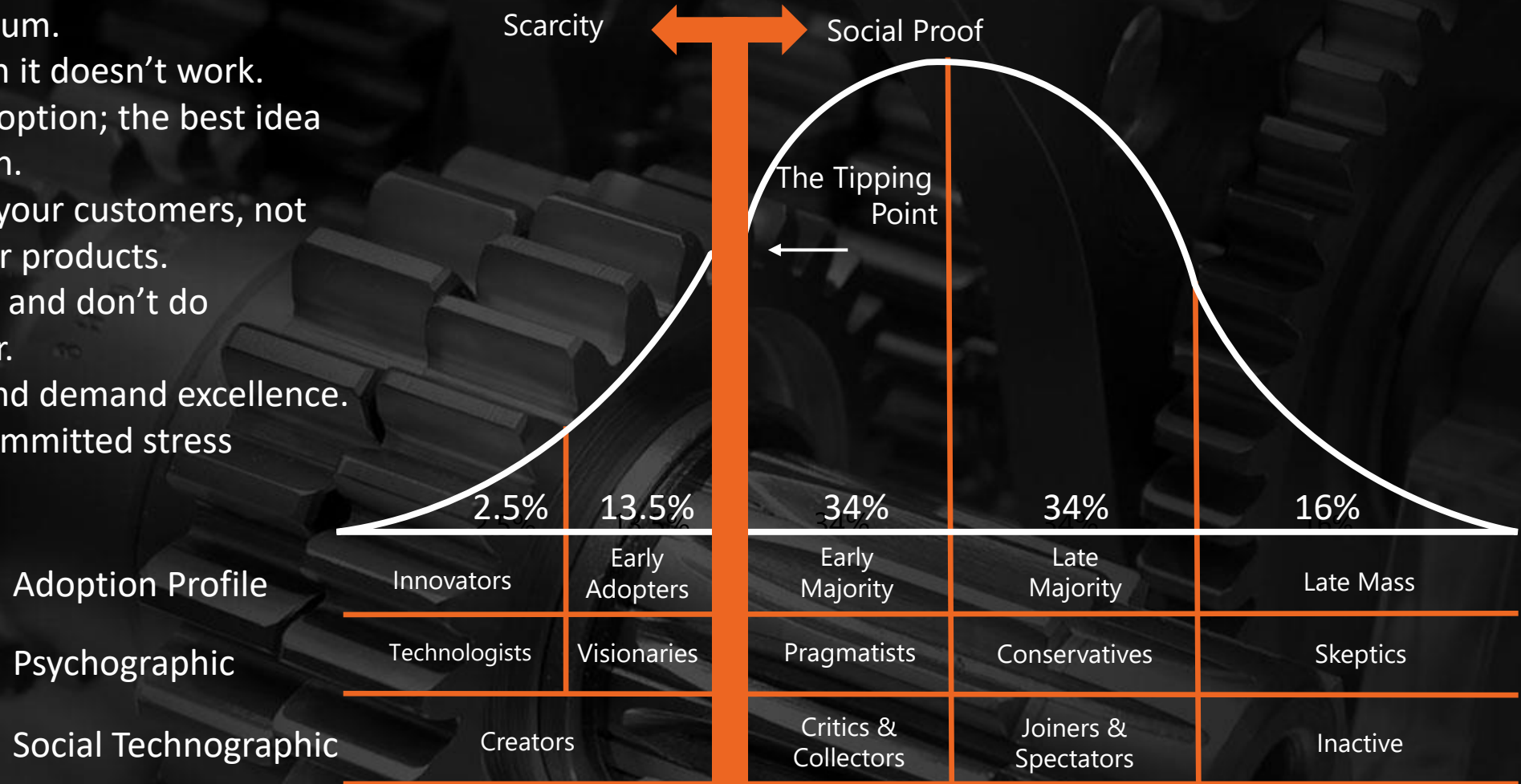
- **Incremental**
 - Serves existing customers or markets. It may involve improved, refined, or “incrementally better” products or services.
- **Adjacent**
 - Involves expansion to an adjacent business or customer arrangement. This innovation typically leverages the company's expertise but does so in new or innovative ways.
- **Transformational**
 - Requires the creation of entirely new businesses to serve new markets and new customers.

Risk Assessment:



Lessons Learned

- Maintain momentum.
- Pivot quickly when it doesn't work.
- You can't force adoption; the best idea doesn't always win.
- Find products for your customers, not customers for your products.
- Own the numbers and don't do innovation theater.
- Execute fiercely and demand excellence.
- Build a team of committed stress reducers.



A military aircraft is flying in a clear sky above a desert landscape. In the foreground, two soldiers in camouflage gear are seen from behind, looking towards the horizon. One soldier on the left is making a peace sign with his right hand, and the soldier on the right is making a rock-on hand gesture. The background features rolling hills and mountains under a bright sky.

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