EXPANDING THE COMPETITIVE SPACE
SPECIAL OPERATIONS FORCES INDUSTRY CONFERENCE

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SOFWERX
SOF AT&L is Interested in Leveraging EVERY Unique Approach to SOF Challenges

• Remove Interference between USSOCOM and Non-Traditional Small Business
• Mitigate Complex Accounting Requirements and Burdensome Acquisition Process
• Minimize and Simplify Lengthy Contracting Process
• Mitigate Government Specific Terms and Conditions; Remove Cost and Complexity
• Address Cooperative Intellectual Property Concerns
• Create Certainty in Spite of Unstable Budget
SOFWERX Value to Gov & Non-Traditional Industry

**CAPABILITIES**

- SOF Focused Ecosystem ~40k+
- Ideation Sessions & Collaboration
- Prize Challenges, Prototyping, Experimentation, Combat Evals
- Fast and Flexible Agent
- Commercial Non-FAR Sub-Awards
- Off-Base Access
- Honest Broker

**VALUE**

- Making New Tech & Capabilities Available
- Pacing Tech Gains & Threats
- High Iterative Cycles, Low Cost
- Better Informed And Quality Decision Making
- Low Barriers to Entry for Industry
- Accelerate Entry into Acquisition Cycles
- Building Relationships
SOFWERX Pathways

Problem Curation & Acquisition Strategy
Ecosystem Trove
Capability Collaboration for Technologies & Solutions
Capability Assessments
Prize Challenges Hack-a-Thons
Rapid Prototyping
Tech Sprints & Experimentation
Combat Evaluations
Collaborative Project Orders
Transition Pathway

Network Building
Problem Statements
Technology Strategies
Information/Ideas/Contacts

Problem Validation
Preliminary Designs
Concept Prototypes
Feasibility Assessments

Solution Validation
Concept Prototypes
Operational Assessments
Test Data

Solution Delivery
Agile Acquisition Roadmap Using PIA

Problem Identification & Definition
Wargames, Experimentation, TTXs, Hackathons, Tech Scouting, Challenge Competitions, etc.

Limited Trials
Prototyping, Testing & Evaluation, Refining, Developing CONOPS, etc.

Decision Point
- Scale Up
- Cancel
- Harvest Technology
- Understand Operational Needs
- Continue Limited Production

Existing Requirements

No Requirements

User Input

Program Office Need

Collaborative Project Order

SOFWERX Event & Activity

Prototyping/Product Maturation

Down Select

Vendor Selection

Follow-On Production

Further Prototyping
Collider & Disrupter Events
SOFWERX as an Enabler for Competitive Processes

SOFWERX hosted events that align SOF AT&L Technology Focus Areas (TFAs) planned for execution in 0-18 months to agile acquisition pathways.

Designed as a competitive acquisition process to agile acquisition pathways that may be developed or executed during the event using USSOCOM’s agile authorities:

- 10 USC 2371 and 2371b (Other Transactions)
- 10 USC 2373 (Procurement for Experimental Purposes)
- 15 USC 3715 Business to Business SubAwards (Partnership Intermediary Agreements)
- 15 USC 3710a (Cooperative Research and Development Agreements)

3 Phased Process for White Papers/Quad Chart Evaluations, Pitch/Presentations and Requests for Proposals
Collider Event by the Numbers

- 12 Tech Focus Areas
- 7 PEO/Dirs Contributed
- 7 Agreements Officers
- ~50 Evaluators
- ~60 Trained in Non-FAR Acquisition Pathways
- 234 Companies Responded
- 65 Companies Invited
- 68 Solutions Offered
Accelerator for Innovative Minds (AIM)

Purpose
• Establish an enduring, agile Hybrid Accelerator model to enhance the defense acquisition process by means of fusing best industry practices with technology disrupters and alignment with acquisition and organizational specialties to expedite technology transition driven by Warfighter needs.

What do we want to achieve
• Aligning the right organizations and people throughout the Acquisition Process
• Answering a problem statement and facilitating direct dialogue
• Reducing Acquisition bureaucracy
• Embrace risk: Fail early, fail fast, fail cheap and learn

Succeed early, succeed fast, succeed cheap
### AIM Accomplishments

- **Total RDT&E**: $2.5M
- **Stakeholders with “Skin in the Game”**: 7
- **Projects Initiated Under AIM 1.0**: 9
- **AIM Acquisition Transitions**: 3
- **SMEs/Industry Dialogue (Hours)**: 500+
- **New Company Connections**: 276
- **AIM Submissions**: 192
- **Technology Pitches**: 44
- **Companies New to CWMD OTA**: 21
Message to Industry

- Join the SOFWERX Ecosystem
- Become Knowledgeable of Non-FAR Acquisition Authorities
- Understand that SOFWERX Events may lead to Follow-On Activities
- Recognize that ROI comes in Many Forms: Contracts; Feedback; Insight to SOF Problem Sets; Relationships and Partnering Opportunities
- Seek out Opportunities to Collaborate with us

Join the SOFWERX Ecosystem: www.sofwerx.org
CONTACT US

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Under a Title 15 Partnership Intermediary Agreement (PIA):

- SOCOM
- Inter Agency Partners

“Big Tent” philosophy which includes:

- Industry Partners/Fellows
- FFRDC’s/Labs
- Academics/Interns
- Hackers/Makers
A platform designed and operated to help solve challenging Warfighter problems through increased collaboration and innovation.

CHARTER

I. Create and maintain a platform to accelerate delivery of innovative capabilities to USSOCOM

II. Facilitate capability refinement thru exploration, experimentation and assessment of promising technology
Metrics Matter

Nominations

- 55 x Component
- 34 x J-Code
- 208 x SOF AT&L
- 56 x SOFWERX
- 79 x Warfighter

Activity

- 37 x Collab. Project Orders
- 8 x Rapid Prototyping Events
- 6 x Hackathons
- 26 x Assessment Events
- 7x Tech Expos

- 132 x Projects
- 56 x Collaboration Events
- 1 x Combat Evaluation (CV)
- 25 x Prize Challenges
- 27 x Tech Talks

Impact

- 362 x Knowledge Transfers
- 156 Validations
- 47 Consignments
- 18 Transitions to PoR
- 18 Awaiting Award

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Lessons Learned

- Never lose 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.

Adoption Profile

**Psychographic**
- Innovators
- Early Adopters
- Early Majority
- Late Majority
- Late Mass
- Creators
- Technologists
- Visionaries
- Pragmatists
- Conservatives
- Critics & Collectors
- Joiners & Spectators
- Inactive

**Social Technographic**

2.5% 13.5% 34% 34% 16%

Critics & Collectors

The Tipping Point

Social Proof

Scarcity
How Are We Different?

• Flexible, Non-FAR Business Methodologies and Processes

• ~90% of submissions come from the SOFWERX non-traditional ecosystem. ~10% come from Sam.Gov.

• Neutral facilitation and Ideation

• Easy to access & reduced barriers
Join the mission: sofwerx.org/ecosystem