



# **MDA TECHNOLOGY APPLICATIONS REVIEWS**

## **What is the Purpose of a Technology Applications (TA) Review?**

The SBIR program was established by Congress to assist small-business concerns to enable them to undertake and to obtain the benefits of research and development in order to maintain and strengthen the competitive free enterprise system and the national economy. Phase II SBIR awards are based on the scientific and technical merit and feasibility of the proposals, as evidenced by the first phase, considering, among other things, the proposal's commercial potential. The Missile Defense Agency has a strong incentive to assist those companies with MDA Phase II, and in some cases those with only Phase I, awards in transitioning them to commercially successful undertakings. TA Reviews are a time-tested means of providing meaningful assistance to these companies in their commercialization activities.

## **What is a Technology Applications (TA) Review?**

The TA Review can be compared to a board of advisors meeting. Executives from MDA-funded companies present summaries of the commercialization plan for their sponsored innovations to a panel of business experts. The presenter and the panel engage in a positive, non-threatening dialogue for the purpose of critiquing and improving the plan, expanding commercialization options, suggesting potentially useful contacts and other forms of assistance to the company, and providing an assessment of the probability of success of the commercialization effort.

## **How Do the Presenters Benefit from a TA Review?**

Presenters may benefit from the process by:

- *Networking* with experienced and business savvy individuals who are donating their time to assist small companies in commercializing new technologies
- *Learning* of potential new applications, markets, business opportunities, and customers
- *Receiving* feedback on timeliness, valuation, market prospects, and likely competition
- *Being Referred* to contacts in manufacturing, sales, financing, and intellectual property

## **What are the Guidelines for Technology Presentations?**

About forty minutes are allowed for each presentation. Each company presents a business plan of how they expect to commercially exploit the technology they developed. This includes a brief description of the technology, the proposed products or services, and their perceived competitive advantages. During the presentation, discussion between the presenter and the panel is encouraged. At the end of the presentation the panel members provide their oral feedback and suggestions. This is supplemented by written feedback provided shortly after the meeting. Note: A guideline to assist you in preparing your presentation will be provided in a separate document.





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## **Who Should Give the Presentation?**

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The presentation is not a technical treatise on the technology. Rather, the primary focus is on the business aspects of commercializing the technology. The company's presenter should be able to adequately explain the technology and its competitive advantages, as well as clearly articulate the company's plan for turning the technology into a commercial success.

## **Who are the Members of the Review Panel?**

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The strength of a TA Review lies in the quality and experience of its panel of reviewers. Panel members come from relevant areas of the business, university, and government communities. Some are entrepreneurs. Most have both technical and business development experience and hold or have held senior positions. The following is a sample panel profile for a recent TA Review:

CEO—Electronics/Communications Co.	VP of Research—University
Retired VP of Research—Fortune 100 Co.	Retired Division Head—DOE National Lab
Principal—Venture Capital Firm	Attorney—Intellectual Property Law Practice
CEO—Multimedia Company	Director—University Licensing Office
CEO—Photonics Products Co.	Retired CEO—Public Electronics & Materials Co.
Chief Engineer—Industry Consortium Lab	Consultant/Ret'd Group Leader—DOE Natl. Lab
Consultant/Retired VP—Fortune 100 Co.	Former VP Product Dev.—Industry Consortium

## **How Have Others Been Helped by Presenting at a TA Review?**

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For over ten years, TA Reviews have been a part of the MDA Technology Applications Program and have given over 300 small business executives the opportunity to present their commercialization plan and to receive the benefit of feedback and help from the Review Panel. Many have found the experience and feedback contributed greatly to their ultimate success, as noted below:

- "TA Review participants helped us establish relationships with electronics industry players, which was essential in guiding the company in its formative stage. Continued contact with key referrals has helped the company develop a successful business approach with private financing and alliances with Intel, Lockheed Martin and Motorola."—Executive Vice-President of a semiconductor electronics company
- "I credit the TA Review for helping me refine my revenue model, getting me to refocus my startup, and introducing me to one of my current board members who is now also one of my most valued customers."—Founder and CEO of a thin-film coating company
- "I still use some of the contacts I made at a TA Review. I did not realize what an opportunity I had been given by being invited to present. Anyone turning down this opportunity, or not being well prepared, is missing a golden opportunity."—President of an image processing hardware company