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**Focus Areas:
A Potential Pathway to Finding Your
Customer**

May 5th, 2022

Overview

- SBIR/STTR Phase I
- What happens after a Phase I award?
- What is a Focus Area?
- Why are Focus Areas Important?
- Submission and Development
- New Focus Area Dashboard
- Focus Area Categories
- How to Connect with Focus Area Authors
- How to Find Customers
- Q & A



Phase I: Feasibility Study

Objective: Conduct feasibility-related experimental or theoretical research/R&D related to agency's requirements to determine the scientific and technical merit, feasibility of the proposed effort, and the quality of performance of the offeror.

In other words...**Find the fit between the non-defense commercial product and the Air Force Market.**

- Short Period of Performance: **3 months**
- A maximum award of **\$75K**
- On contract to conduct **Feasibility Study**
- Two deliverables (preliminary & final reports)
- Prepare for Phase II application
- **Work to get a DAF Customer & End User to sign a Customer Memorandum for Phase II proposal**

What Happens After a Phase I Award?

Work to find a DAF customer and end-user that are interested in and have a need for your technology. Hold meetings to see if the technology solution is feasible.

If you find a match between your product and an Air Force end-user, you can apply for a Phase II award by submitting a proposal.

- a) Need a signed Customer Memorandum with:
 - i) **Customer** - Typically an Acquisitions/Program Management Office
 - ii) **End-user** - Warfighter or Operator using the solution
 - iii) **Designated Technical POC** - DAF member responsible for contract oversight
- b) Phase II is the demonstration or prototype stage with your identified DAF customer and end-user.

What is a Focus Area?

The **Open Topic Program** is different from the traditional SBIR/STTR program. It is **'open'** to any technology, customer, or application. It operates on a single solicitation that is an open call for all solutions.

- Solution & technology agnostic
- Shows us solutions we may not have considered

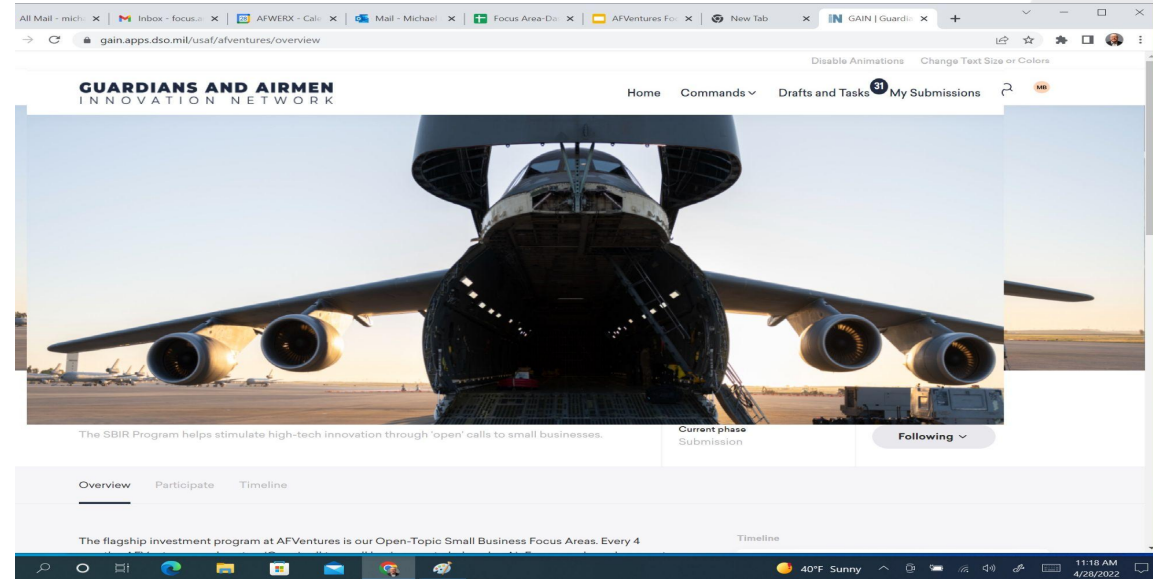
Government users can publish a **Focus Area** specific to their mission needs.

- Define user needs & use cases
- Provide a POC to that government need
- Technology agnostic...but what would a solution offer the warfighter?

Why are Focus Areas Important?

- Focus Area owners are encouraged to reach out to small businesses they have worked with in the past to connect them to their Focus Areas.
- Focus Area owners are invited to Colliders and other collaboration events to connect with small businesses.
- Focus Areas are searchable so businesses can understand who their potential customers might be in the DAF.

Focus Area Submission



Air Force personnel from any level can access the GAIN system. Focus Areas are technical challenges our Air Force personnel are looking to engage with small business and industry to find a solution.

From the GAIN interface, Focus Areas are reviewed for content, receive a security review for Public Release from their local security, and then are posted to the AFWERX.com website.

Focus Area Development

Title Creation

Focus Area authors draft descriptive titles that will stand out to small businesses. A good title is to the point and easily understandable to small businesses whom may be unfamiliar with military terminology.

Definition of the Problem Statement

A Focus Area author writes a statement that covers the current level of technology (being used today) and how and why the Air Force needs this new technology (to improve performance or replace existing technology with something new).

Objective

A clear, defined description of what the DAF is looking for from this focus area. They include what solutions this technology should provide to the Air Force.

Focus Area Dashboard

[Dashboard link](#)

FOCUS AREAS

Click to Filter by Technology Area

Artificial Intelligence and Machine Learning

Aviation

Nuclear

Energy and Power

Emerging Technologies

Networking...

Training & L...

Space

Health...

Position...

Missile...

Microele...

Battle Management

Autonomy

General Warfi...

Materials...

Propellant...

Cybersecurity

Manufacturing

Modeling...

Mission R...

Communic...

Information...

Cyber and P...

Cyber

Weap...

Additi...

Fuels and...

Intell...

Hypersoni...

Mai...

Lase...

Wea...

High...

Data...

Technology Area
▼

TRL Level
▼

ID ▼	FOCUS AREA TITLE	DESCRIPTION	TAGS	TECHNOLOGY AREA	TRL LEVEL
	Management of Authoritative Resources	provide technical and operational instructions/policies that evolve throughout time. In some cases, it is difficult to determine which document is the authoritative resource (the most current policy/guide). Authoritative resources are a significant factor in the success of developing and integrating tools and infrastructure to facilitate the adoption of Digital			

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Focus Area Dashboard


 Focus Area Dashboard

 Reset


 Share 



Search Descriptions

Technology Area 

TRL Level 

ID 	FOCUS AREA TITLE	DESCRIPTION	TAGS	TECHNOLOGY AREA	TRL LEVEL
		<p>We are seeking alternatives to establish digitization of such tools and practices. These efforts require resource models and a general way to provide precise descriptions of how to manage such resources. Digitization also requires that the notion of a document and its elements can be distributed, but still be authoritative. The theme may include published reports, patents and lessons-learned materials. The mechanisms, including distributed versioning and tagging and security levels, need to be specified and be part of the resource model. Tooling should allow business rules to be defined around the resource model to establish required and best practices during and maintaining the resource lifecycle.</p> <p>Some examples may include:</p> <ul style="list-style-type: none"> • Solutions that update information across multiple systems/domains <ul style="list-style-type: none"> o Validity check process on the analytical information to verify consistency with authoritative truth o Automated data crawler (machine learning) such as DAEMON o Query data can be inserted in the new program from source information with source identified • Graphical User Interface (GUI) of system-of-systems with multiple overlays for levels from warfighter, System Program Office (SPO) engineers to leadership <ul style="list-style-type: none"> o Automating source of truth update across multiple systems and across distinct and multiple domains o Innovative solutions that can adopt modern human factors concepts with a modular design that can integrate them to the Air Force's existing digital infrastructure and future developments. 			
20878	AFNWC Pitch Day—Artificial Intelligence for Counterfeit Parts	An Artificial Intelligence tool is needed to aid in identifying potential military counterfeit parts; this will allow AFNWC programs involved with the Fraudulent Working Group to		Artificial Intelligence and	TRL-6

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Focus Area Categories

1. Administration

- Administration
- Dress and Appearance
- Health/Physical Fitness
- Personnel
- Training
- Training/Learning

2. General Areas

- Additive, Manufacturing/Advanced Materials
- Base Infrastructure
- Energy and Efficiency
- Energy and Power
- General Warfighting Requirements
- Laser Technology
- Maintenance
- Nuclear
- Weapon Systems & Systems Integrators

3. Information Technology

- Artificial Intelligence and Machine Learning
- Augmented, Mixed and Virtual Reality
- Communication and Collaboration
- Cybersecurity
- Cyber & Propulsion
- Data and Analytics
- Electronics
- Emerging Technologies
- High Performance Computing (HPC)
- Information Technology
- Microelectronics
- Modeling and Simulation
- Networking Technologies
- Robotics
- Software

4. Mission Readiness

- Aeromedical Evacuation
- Air Refueling
- Aviation
- Autonomy and Autonomous Systems
- Battle Management
- Cargo Operations
- Communications
- Emergency Response
- Fuels and Propellants
- Hypersonics
- Intelligence, Surveillance and Reconnaissance (ISR)
- Materials Handling
- Missile Systems
- Personnel Transportation
- Physical Security/ Security Forces
- Position, Navigation and Timing
- Propellants Technologies

How to Connect with a Focus Area Author

- Small businesses interested in a Focus Area can reach out to the AFWERX Engagements team to connect with the Focus Area author.
- Small businesses can contact our Engagements team at focus.areas@afwerx.af.mil.
- From here your company information and interest in a Focus Area will be communicated to the Focus Area author.
- It is up to the Focus Area author to contact the small business.

How to Find Customers

- Utilize Digital Platforms & the DoD Ecosystem
 - **Learn** the most about our our program
<https://www.afwerx.com>
 - **Locate** a DAF Small Business Professional
<https://www.airforcesmallbiz.af.mil/>
 - **Review** Open Topic Focus Areas
[Focus Area Dashboard](#)
 - **Reach out** to the POCs listed on Tech Connect
<https://airforcetechconnect.org/>

If you have questions or need assistance with Open Topic Focus Areas, please contact our team: focus.areas@afwerx.af.mil.



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Questions?

Please type your questions in the Q&A section or email:
ENGAGEMENTS@AFWERX.AF.MIL