



INNOVATION NETWORK

EDGE® Innovation Network Overview

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General Dynamics Canada

Purpose of the EDGE

Expedited Innovation to Fulfill User Needs

- Provide an open, collaborative environment enabling industry and academia to rapidly integrate solutions for *Warfighters, First Responders* and other End Users of technology.

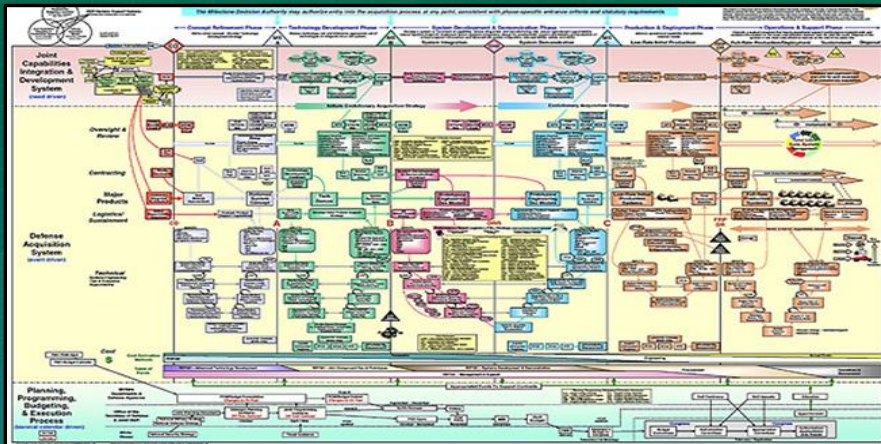


Anyone can join the EDGE® and collaborate with any other member(s) at will.
Basic membership is free.

Motivation for the EDGE

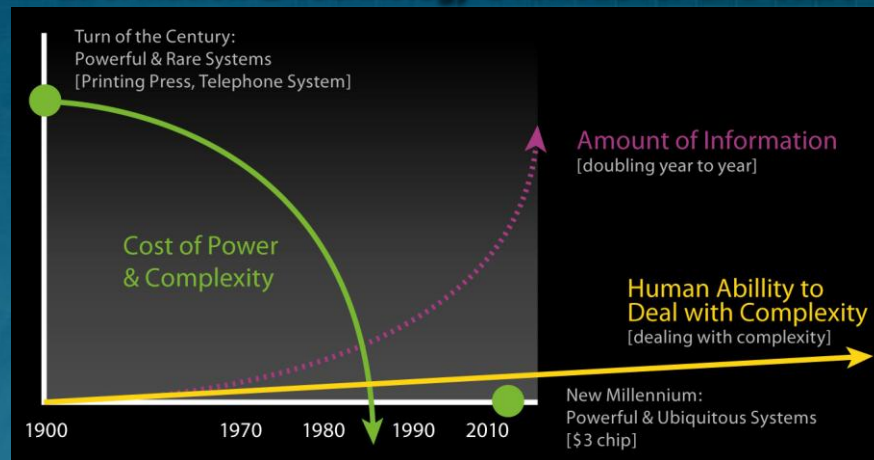
Responding to Common Problems

Cumbersome, Lengthy, Expensive Acquisition Processes



Complicated bureaucracy or process can lead to years of delay.

Information & Technology Overload for End Users



Overwhelming amount of available information and complexity.

Hype Cycle for Any New Technology/Program/Product



Hype leads to asking for the possible instead of practical.

Separation of Stakeholders and Culture



Diverse, distributed & disconnected set of stakeholders.

EDGE® Innovation Network

End Users and Customers (Industry & Government)

- Gaps
- Requirements
- Needs
- Feedback

Identifying Needs and Providing No-Obligation Feedback on Innovations

EDGE® Innovation Centers (EICs)

Knowledge Management System (KMS)

Worldwide Network of Innovation Centers to Facilitate Collaboration



Network Members

- Industry
- Academia
- Non-Profit
- Business Services

Worldwide Network of Technology Providers Innovating & Integrating

The EDGE® connects those who need technology with those that develop it; followed by quick-turn integration and demonstration of innovations for customer/user feedback.



EDGE Innovation Centers

Worldwide Network of Facilities for Collaboration

● *Planned EDGE® Centers*

● *Existing EDGE® Centers*



The EDGE leverages available space and existing laboratories to foster collaboration and provides convenient access to customers, users, engineers, equipment and technology.

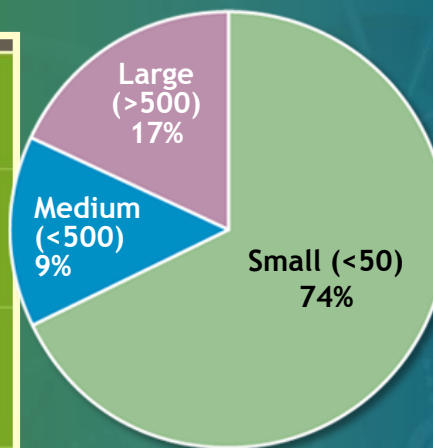
General EDGE Membership

Open, Virtual, Collaborative Network of Providers

Membership Growth

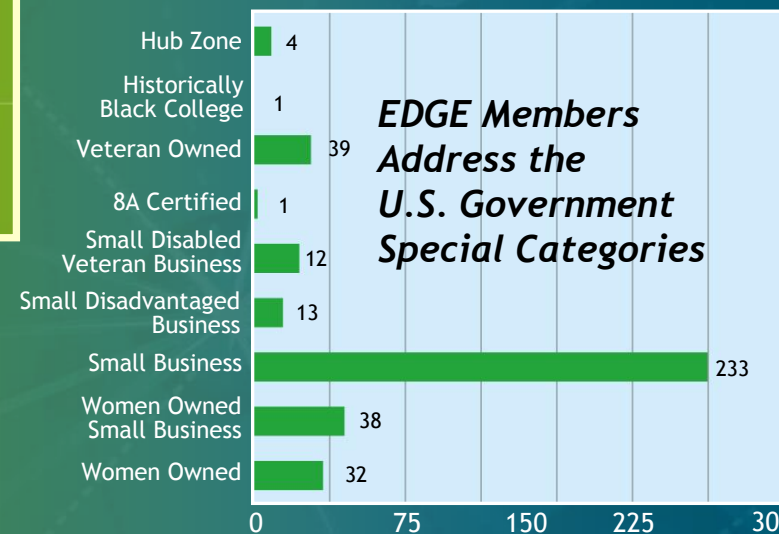


Membership Composition



Current, Based on # of Employees

Small Business Plays a Big Part in the EDGE



The EDGE “casts a wide net” to industry, academia, non-profit and business service organizations of all sizes, as well as other potential customers and end users.

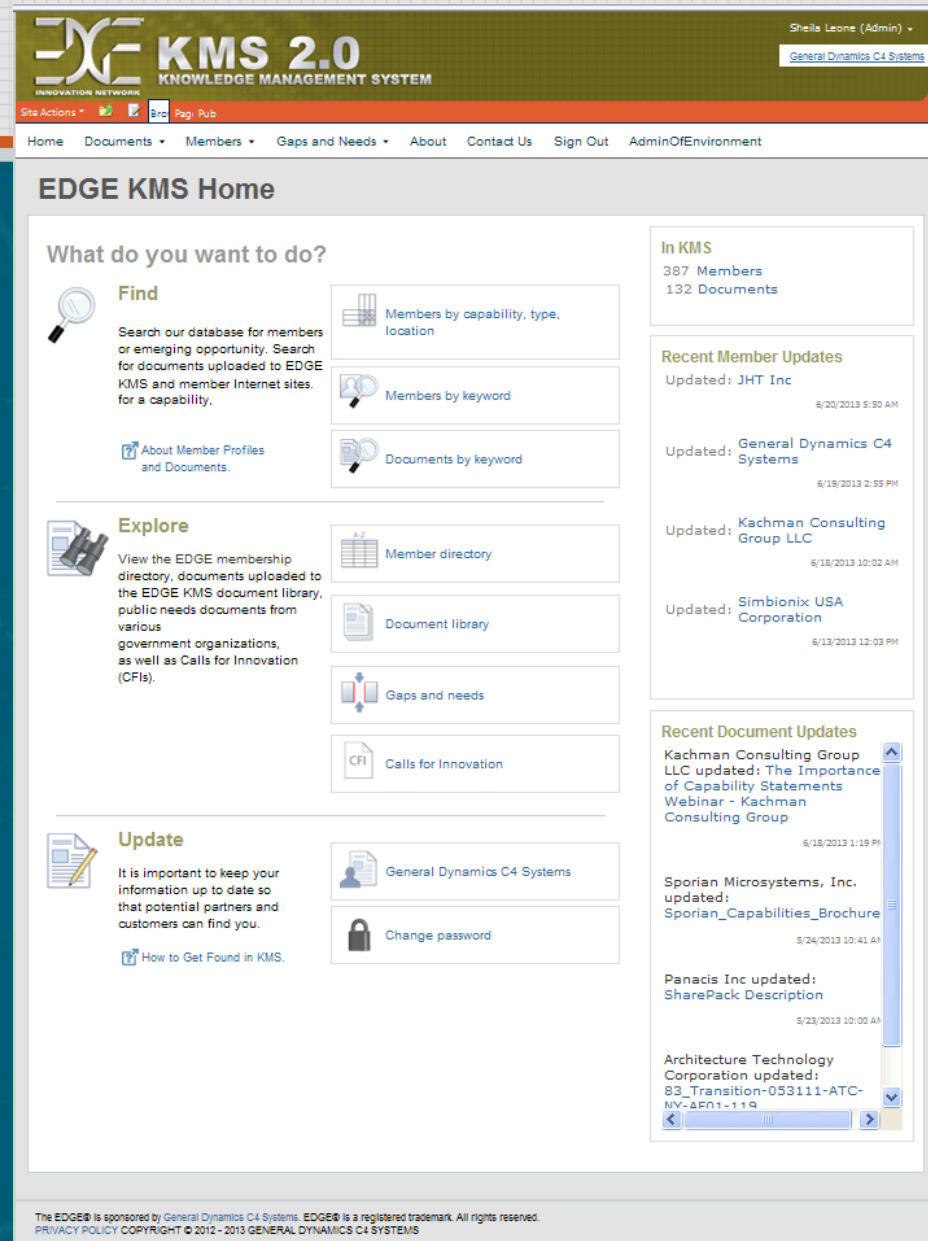
What will EDGE KMS 2.0 do for you?

As a **member** you can identify potential collaborators by searching:

- Member profile pages
- Member documents
- Member capabilities

As a **government participant** you can learn about industry and academy's technologies by exploring

- Member capabilities
- Member documents
- Member profile pages
- Search the database or an indexed search of member websites plus database info all in ONE tool



The screenshot shows the EDGE KMS 2.0 Knowledge Management System interface. The header includes the logo, navigation links (Home, Documents, Members, Gaps and Needs, About, Contact Us, Sign Out, AdminOfEnvironment), and user information (Sheila Leone (Admin) and General Dynamics C4 Systems). The main content area is titled "EDGE KMS Home" and is divided into three main sections: "What do you want to do?", "Explore", and "Update".

What do you want to do?

- Find:** Search our database for members or emerging opportunity. Search for documents uploaded to EDGE KMS and member internet sites for a capability.
 - Members by capability, type, location
 - Members by keyword
 - Documents by keyword
 - About Member Profiles and Documents.
- Explore:** View the EDGE membership directory, documents uploaded to the EDGE KMS document library, public needs documents from various government organizations, as well as Calls for Innovation (CFIs).
 - Member directory
 - Document library
 - Gaps and needs
 - Calls for Innovation
- Update:** It is important to keep your information up to date so that potential partners and customers can find you.
 - General Dynamics C4 Systems
 - Change password
 - How to Get Found in KMS.

Right-hand sidebar:

- In KMS:** 387 Members, 132 Documents
- Recent Member Updates:**
 - Updated: JHT Inc (6/20/2013 9:50 AM)
 - Updated: General Dynamics C4 Systems (6/19/2013 2:55 PM)
 - Updated: Kachman Consulting Group LLC (6/18/2013 10:02 AM)
 - Updated: Simbionx USA Corporation (6/13/2013 12:03 PM)
- Recent Document Updates:**
 - Kachman Consulting Group LLC updated: The Importance of Capability Statements Webinar - Kachman Consulting Group (6/18/2013 1:19 PM)
 - Sporian Microsystems, Inc. updated: Sporian_Capabilities_Brochure (5/24/2013 10:41 AM)
 - Panacis Inc updated: SharePack: Description (5/23/2013 10:00 AM)
 - Architecture Technology Corporation updated: 83_Transition-053111-ATC-NV-DEF-119

Footer: The EDGE is sponsored by General Dynamics C4 Systems. EDGE is a registered trademark. All rights reserved. PRIVACY POLICY COPYRIGHT © 2012 - 2013 GENERAL DYNAMICS C4 SYSTEMS

Domain of EDGE Collaboration Efforts: “Left of RFP” and “Right of ICA”

NEEDS/GAPS

Explores the Potential of
Current and Emerging
Technologies & Capabilities

Right-of-ICA

- Continuous Focus on End Users
- Spiral Development & Fielding
- Regular Technology Refreshment

Left-of-RFP

- ID Customer(s) & End User(s)
- Crystallize/Capture the Need
- Communicate to Wide Network
- Foster Holistic Solution Concepts
- Integrate Rapid Solution Prototypes
- Gather Feedback and Build Consensus
- Lay Framework for Successful & Rapid Acquisition

Keeps a Program
Technology & Capabilities
Relevant

The EDGE® operates “left of RFP” and “right of ICA” to crystallize customer and user needs/gaps, prototype solutions, foster consensus, and deliver the right thing the first time.

EDGE Tools and Processes

Rapidly Fielding “Cutting Edge” Technology to the “Tactical Edge”



Visioneer the Need
Bring focus, clarity and deep understanding to user problem



Problem ID Gaps/Needs



Identify, clarify and capture gap/need in way that wide audience of industry and academia can understand

Crowd Sourcing
Get the word out to as wide an audience as possible



EDGE KMS CFIs



Propagate understanding to diverse community, solicit available tech and creative ways to resolve user problem

Visioneer Solutions
Crystallize practical methods to quickly fill the need/gap



Business Case



Focus on quick-turn, small investment projects intended to arrive at consensus of the practical and “good enough”

Visioneer Adoptions
Informed customers and users formulate procurement plans



Industry/Gov’t Competitive Process - Award

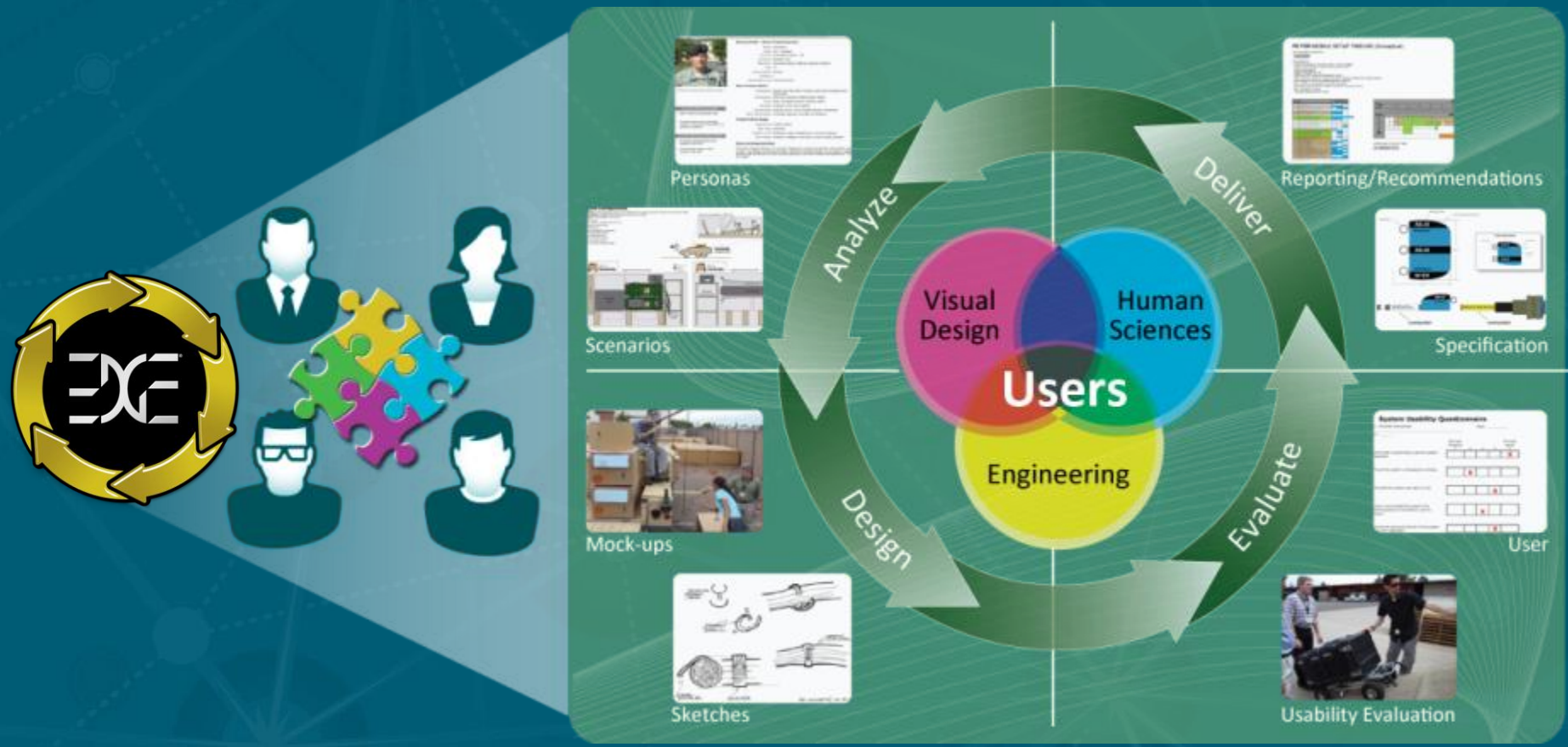


Adopt solution into new or existing program(s); Develop rapid-fielding plan

The EDGE process crystallizes the user need, communicates that need worldwide, facilitates collaborative ideas & prototypes, and yields holistic practical solutions.

Human Centered Design

Integral Sub-Process of the EDGE Approach



Continuous interdisciplinary collaboration between engineers, human scientists, visual designers and end users ensures solutions are intuitive and effective.

The EDGE Difference

Summary Problems & Solutions

Problem

Cumbersome, Lengthy, Expensive Acquisition Processes

Working with a cumbersome, lengthy and expensive acquisition process where it can take anywhere from 5 to 10 years to find a new capability.

SOLUTION

Improved communication and collaboration left of Request for Proposal and right of Initial Contract Award helps customers execute better acquisitions

Problem

Information Technology Overload

End Users are easily overwhelmed by the sheer quantity of information and operational complexity made possible by the rapid pace of technology.

SOLUTION

Human Centered Design maintains collective focus on the human as the center of the design

Problem

Hype Cycle for Any New Technology/Program/Product

The “hype circle” for new technologies, programs or products leading to requests for the possible instead of the practical.

SOLUTION

Quick turn, no obligation prototypes demonstrate what is practical and build consensus on what is “good enough”

Problem

Separation of Stakeholders

A diverse set of stakeholders without a unified understanding of the user need/gap, the available technologies, or the constraints.

SOLUTION

EDGE process clarifies the need, informs wider audience, leverages existing investments, and produces the right solution the first time



EDGE responds to the challenges via improved communication, open collaboration, continuous end user focus, demonstration of the practical, and consensus-building of the best, most cost-effective solution with the lowest possible risk.

Business Purposes of EDGE®

Purposes

Relative Focus

Examples

Strategic Shaping based on KICs clusters and segments
End uses, Customers & Members
(Inform & Influence KICs)

CFDS and CDIC,
 WD, WCDIA,
 EDGE Executive
 Members,
 SMEs

- Strategic Engagements with Key Influencers of Current & Adjacent Markets (DnD, DoD, Service Labs, PS, DHS, ACA, etc.)
- Establish & Facilitate Large Network of Industry, SMEs, Academia, NFP & Service Orgs in Support of selected KICs.
- Enlist & Influence EDGE Advisory Board to Leverage Knowledge & Influence of Executive Members

Increase PGO
Identify & Pre-Position
New/Emerging Opportunities
(Tee-Up Items for the Business Funnel)

EDGE Members,
 SMEs,
 B2B strategic
 teaming

- Tactical Engagements in Current & Adjacent Markets (DRDC, REF, JIEDDO, ARL, DARPA, FAA, etc.)
- Visioneering & Human Centered Design Sessions with Customers, Users, & EDGE Members.
- Plan & Conduct Collaborative Events Involving Customers, End Users, & Members
- Calls for Innovation: Issue & Coordinate Responses

Increase PWIN
of Funnel Pursuits
(Help Capture Teams Win)

EICs,
 GD Biz Units,
 SMEs,
 & B2B Partners

- Engagements w/ Opportunity-Specific Customers & Members
- Bring Power of Membership Network to Opportunity-Specific IRADs & Teaming/Alliances
- Educate & Contribute to Proposals to Result in Recognized Discriminator for Evaluation/Award
- EDGE Component for Open Innovation Courses
- Proposal Re-Use Library

Expansion & Relevance of Existing Programs/Products
(Increase Volume)

EICs,
 GD Biz Units,
 SMEs,
 & B2B Partners

- Tactical Engagements for Technology Insertion/Refresh to Maintain Program Relevance
- Organic Business Growth Through Adoption of EDGE Project Results

For More Information

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