



Technology Driven Business Development with the DOD

Marketing, Education and Training for the proper identification and application of tools and technologies needed to do business with the federal government

Specifically with the Department of Defense

Provide in-depth and practical training for the technology driven manufacturer on the methodology, process, and associated tools used to research, identify, and qualify applications for specific technologies and systems. This task area will involve MassMEP providing training on:

- Researching and identifying existing, emerging, and planned defense systems and platforms that have potential needs and/or requirements for the manufacturer's technologies and systems across relevant branches of the DoD (e.g. Army, Air Force, etc.);
- Conducting analysis on identified applications, platforms and programs including budget(s), program plans, and development and acquisition strategies;
- Developing methodologies on how to connect and communicate with the appropriate points of contact associated with each of the targeted applications and communicate technical, performance, and cost attributes of manufacturer's technology versus incumbent and unmet system/platform requirements;
- Developing transition strategies associated with each of the targeted opportunities which will include elements of required technology development and augmentation, strategic partnerships, production requirements, qualification and specification process, and the identification of funding sources and strategies.