



INNOVATION STRATEGY BRIEF

Come solve with us!

An aerial photograph of a dense city, likely New York City, viewed through a magnifying glass. The magnifying glass is positioned over the city, with its handle visible on the right side. The city's grid pattern and numerous skyscrapers are clearly visible. The text is overlaid on the city view.

*Great ideas can
come from
anywhere*

We solve
massive challenges
by building a
global innovation
community
committed to helping
startups win!



Solve Massive Challenges



Technology in Space Prize

How can we improve life on Earth through research in a micro gravity environment?

The Future of Laundry

How will we clean our clothes in the future with less chemicals, less water and less energy?

Climate Intelligence Challenge

How would you define a new category of innovation that will revolutionize the sustainability of the built world?

Air Force Labs

How can we better equip members of our armed services to ensure the United States remains competitive and dominant?

Maternal Health Challenge

How can we reduce the disparity of health outcomes for expecting mothers in under-represented populations?

Build a Global Innovation Community



**Corporate
Sponsors**

**Startup
Founders**

Judges

Mentors

**Keynote
Speakers**

Investors

Defining the goals
and funding the
program.

Bring new
solutions to the
world

Evaluating the
potential of every
business plan

Guiding founders
to establish
product market fit

Lending their
expertise for the
benefit of all

Providing the
required capital
for startup growth

Help Startups Win

Knowledge	Capital	Customers	Services
Educational Workshops	Cash Prizes	Direct Contracting	In-Kind Offers
Solution Validation	Grants	Prospect Development	Exclusive Discounts
Mentorship	Venture Capital	Go-to Market Partnerships	Implementation Support



Our mission is to streamline innovation to maintain our global military advantage and empower our war fighters with the capabilities needed to win in the field.

1

TECHNOLOGY SCOUTING

Safety & Security Track helps build "top of the funnel" educating, connecting, and supporting high potential founders engage with the AFWERX SBIR program.

2

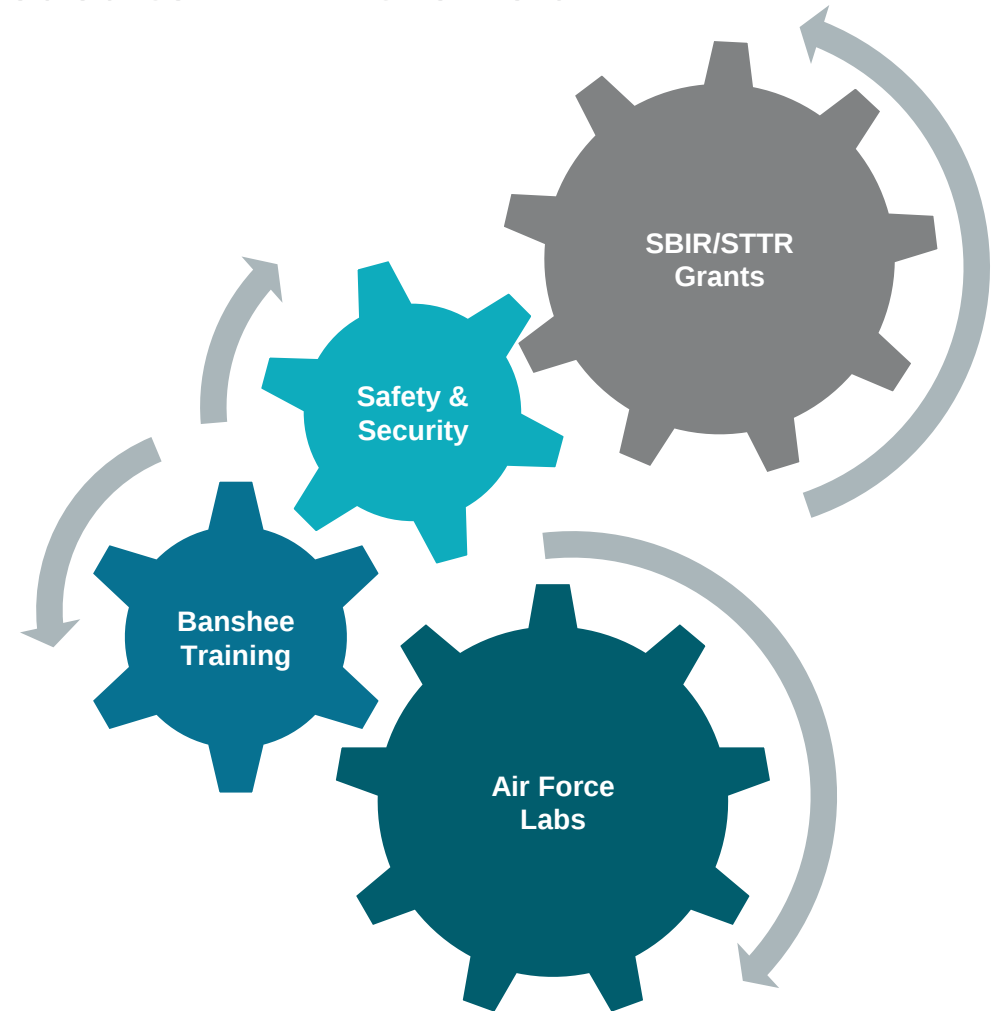
WORKFORCE ENABLEMENT

Banshee Innovation Training aims to arm our Airmen with the knowledge, tools, and best practices surrounding defense innovation. This creates agile Airmen equipped to evaluate and integrate leading edge technologies at speed.

3

STRATEGIC EXPOSURE

Air Force Labs supports AFWERX Phase I SBIR awardees with high-relevance to PEOs through their Phase I period of performance, increasing their likelihood of transitioning to a Phase II award.



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4

BLUETECH SPRINT

BAE Systems, Raytheon & MITRE have specifically invested in supporting the growth and development of a strong maritime innovation network to support the mission of the Navy.

5

NATO DIANA

MIT, Starburst & NSIN have collaborated with MassChallenge to design the first accelerator program specifically designed to promote collaboration between allied countries in support of advancing dual-use technology.

6

DEFENSE INNOVATION SYMPOSIUM

MassChallenge is committed to building a strong pipeline of dual-use startups developing novel technology that could eventually transition into a program of record. Fostering connectivity and knowledge sharing is the first step in that process.



Strategic exposure for startups looking to establish a path to commercialization



Matchmaking

Select startups with interesting technology to be assigned a dedicated advisor

PROMISE



Alignment

Confirm the startup has relevant technology to be applied to the intended enterprise use case



Feasibility

Gain agreement from various enterprise stakeholders that the solution could be successfully implemented



Impact

Work with the enterprise business unit leaders to establish the financial impact of a successful implementation



Offer

Present a business plan to the executive team in justification of a pilot or continued engagement

GOAL

ACCELERATION
PROGRAMs