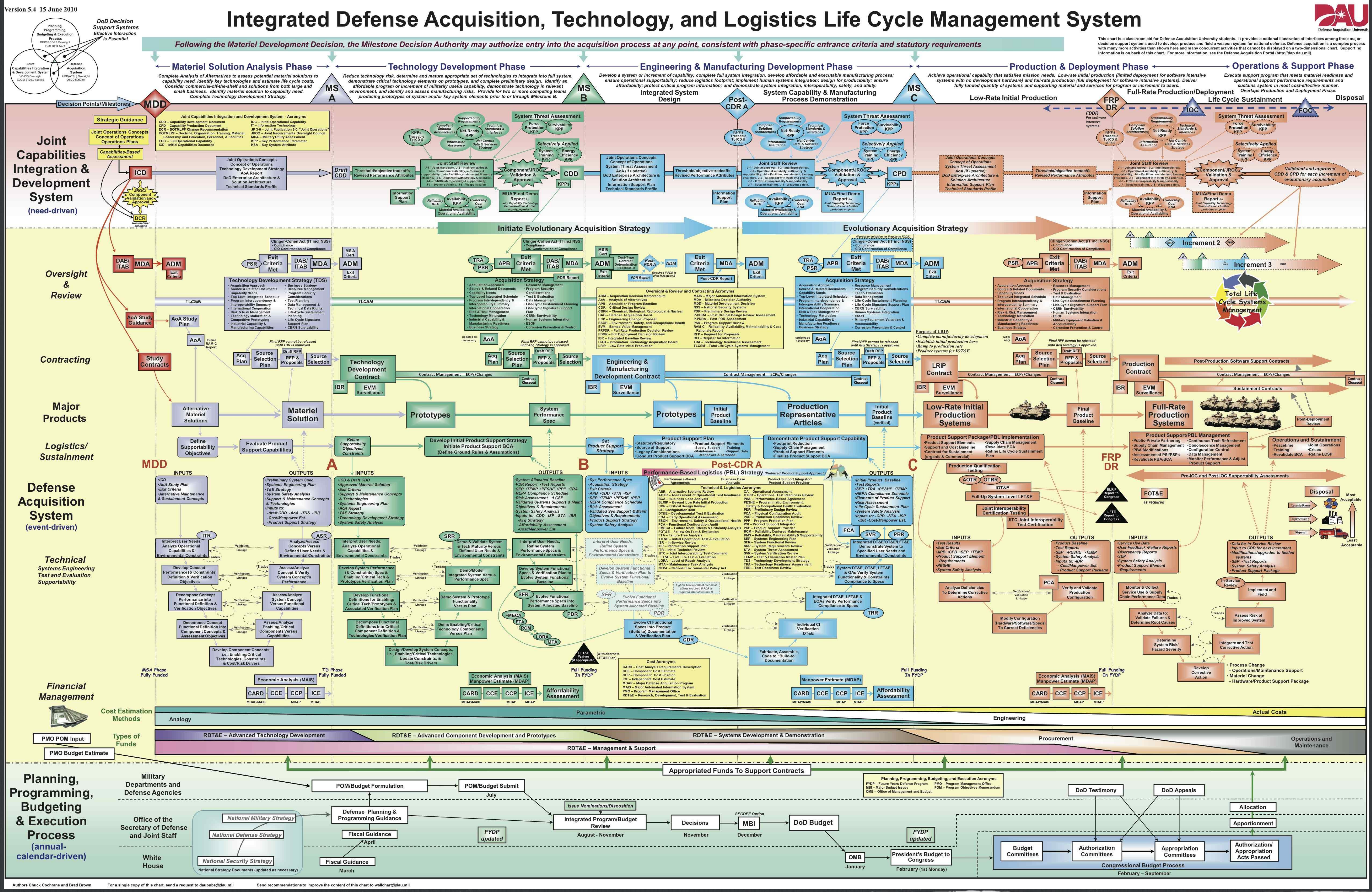
3 Top Tips for a Winning Presentation & More

Alfred Tan

Who is Ir Dr Alfred Tan

- Head of Knowledge Transfer Office, Hong Kong Baptist University
- Ir. Dr. Tan is an entrepreneur, an IP attorney, an engineer, a research scientist, an inventor and a university senior administrator all rolled in one. He started his career in academia before embarking to successfully lead his own technology start-up. Ir. Dr. Tan has a number of patents to his name. He then returned to academia to further his career as a well-published Professor in engineering and technology, both in Hong Kong and Australia. Ir. Dr. Tan is a Senior Member of IEEE and a Member of Engineers Australia. He is also a registered Australian Trade Marks attorney and an often-referenced patent consultant. Ir. Dr. Tan is also a Certified Patent Valuation Analyst and consults for venture capital firms.


做Pitching有七要訣？
“
不要說『想講的事』，
要說『對方想聽到的東西』，
還要確保對方聽得明。
”
Cathay Photonic
2017 Elevator Pitch Competition冠軍



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Integrated Defense Acquisition, Technology, and Logistics Life Cycle Management System
DoD Decision Support Systems Effective Interaction is Essential
Planning, Programming, Budgeting & Execution Process
Joint Capabilities Integration & Development System
Defense Acquisition System
Following the Materiel Development Decision, the Milestone Decision Authority may authorize entry into the acquisition process at any point, consistent with phase-specific entrance criteria and statutory requirements
Materiel Solution Analysis Phase
Technology Development Phase
Engineering & Manufacturing Development Phase
Production & Deployment Phase
Operations & Support Phase
Decision Points/Milestones
MDD
MS A
MS B
MS C
Post-CDR A
FRP DR
Integrated System Design
System Capability & Manufacturing Process Demonstration
Low-Rate Initial Production
Full-Rate Production/Deployment
Life Cycle Sustainment
Disposal
IOC
FOC
Joint Capabilities Integration & Development System
(need-driven)
Strategic Guidance
Joint Operations Concepts
Concept of Operations
Operations Plans
Capabilities-Based Assessment
ICD
CDD
CPD
DCR
System Threat Assessment
Initiate Evolutionary Acquisition Strategy
Evolutionary Acquisition Strategy
Increment 2
Increment 3
Oversight & Review
Total Life Cycle Systems Management
Contracting
Technology Development Contract
Engineering & Manufacturing Development Contract
LRIP Contract
Production Contract
Post-Production Software Support Contracts
Sustainment Contracts
Major Products
Alternative Materiel Solutions
Materiel Solution
Prototypes
System Performance Spec
Initial Product Baseline
Production Representative Articles
Low-Rate Initial Production Systems
Final Product Baseline
Full-Rate Production Systems
Logistics/ Sustainment
Define Supportability Objectives
Evaluate Product Support Capabilities
Develop Initial Product Support Strategy
Initiate Product Support BCA
Product Support Plan
Demonstrate Product Support Capability
Product Support Package/PBL Implementation
Product Support/PBL Management
Operations and Sustainment
Performance-Based Logistics (PBL) Strategy
Defense Acquisition System
(event-driven)
Technical
Systems Engineering
Test and Evaluation
Supportability
INPUTS
OUTPUTS
Financial Management
Cost Estimation Methods
Analogy
Parametric
Engineering
Actual Costs
Types of Funds
PMO POM Input
PMO Budget Estimate
RDT&E – Advanced Technology Development
RDT&E – Advanced Component Development and Prototypes
RDT&E – Systems Development & Demonstration
RDT&E – Management & Support
Procurement
Operations and Maintenance
Appropriated Funds To Support Contracts
Planning, Programming, Budgeting & Execution Process
(annual-calendar-driven)
Military Departments and Defense Agencies
Office of the Secretary of Defense and Joint Staff
White House
POM/Budget Formulation
POM/Budget Submit
July
Defense Planning & Programming Guidance
Fiscal Guidance
April
Fiscal Guidance
March
National Military Strategy
National Defense Strategy
National Security Strategy
Integrated Program/Budget Review
August - November
Decisions
November
MBI
December
DoD Budget
OMB
January
President's Budget to Congress
February (1st Monday)
DoD Testimony
DoD Appeals
Allocation
Apportionment
Budget Committees
Authorization Committees
Appropriation Committees
Authorization/ Appropriation Acts Passed
Congressional Budget Process
February – September
Authors Chuck Cochrane and Brad Brown

How many users do I need?

(Usability problem frequency: 30%)

“It is never what you want to said but it is always what you want your audience to understand and remember.”

– Alfred Tan

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60
Seconds
TO FAME
ELEVATOR
PITCH
COMPETITION
02 • 11 • 2017
OUR PRODUCT: SaffireAR™
Scratch proof
Distortion free
Uniquely doped crystal ID
Process using existing manufacturing technology using Al_2O_3 under room temperature

Thank you

Questions?