



Defense Innovation  
OnRamp Hub: Minnesota

# Program Strategy Roadmap

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End of Year- 2026



## New SOW- "Funnel" Operating Model

- **Top of Funnel (Intake):** Broad ecosystem outreach, marketing, and awareness-building
  - 2.1 Ecosystem Intelligence & Commercial Discovery (Commercial Partners)
  - 2.2 OnRamp Facilitation & Exchange (Commercial & Ecosystem Partners)
- **Mid Funnel (Prioritization):** Targeted support to evaluate alignment with DOW mission needs
  - 2.3 Mission-Focused Technology Scouting (Commercial & Mission Partners)
  - 2.4 Defense Readiness & Transition Assessment (Commercial Partners)
  - 2.5 Business Intelligence and Due Diligence (BI/DD) as a Service (Commercial & Business Partners)
- **Advanced Stage Funnel (Transition Service Delivery):** Application of standardized services (validation, acquisition pathways)
  - 2.6 Mission and Resource Alignment (Mission Partners)
  - 2.7 Technology Validation (Commercial & Mission Partners)
  - 2.7.4 Transition Support



**Primary Focus:  
Our First 6 Months**

## How can we prepare for the new SOW?

- 1) Define and Advance Campaigns
- 2) Ecosystem Engagement --> Ecosystem Intelligence
- 3) Prioritize only "High Value, Outcome Driven" Events

## Define and Advance Campaigns

- **Advance Emerging Test Capacity** to facilitate future IV&V capacity
  - Example: Support development of LSTR through an Enhancement Request
- **Operationalize Existing Test Capacity** aligned to validated mission pipeline
  - Example: Execute Arctic Cold Weather ExTIC, formally aligned to exercise and tech innovation program pipelines (e.g NORTHCOM).
- **Operationalize Transition Services** for promising dual use tech
  - Example: Launch Dual Use Accelerator Program for MN commercial companies (especially in core areas of strength like medtech, advanced manufacturing, etc.)

# Ecosystem Engagement --> Ecosystem Intelligence

## 1. Develop a Top 20 Priority Company List

- Highest potential to secure or expand DoW contracts
- Primary target list for Hub matchmaking, IV&V access or transition services support
  - **First Action:** Create a Template for one company with consistent data fields (e.g. Tech Description and TRL, Current Contract Status, Mission Partner alignment)

## 2. Produce Sector-Based Ecosystem Snapshots

- A structured snapshot of the MN ecosystem aligned to a DoW critical tech area.
- Provide a nuanced breakdown of sub-components to clarify MN differentiation.
  - **First Action:** Create a Template for Autonomy with consistent data fields and highlighting all relevant sub-components (platforms, UaS batteries, sensors, C2 software, test range infrastructure, etc)

## 3. Operationalize IV&V Capacity Facility Access

- Prioritized bilateral engagement focus on surfacing new and maturing existing relationships with stakeholders who operate DOW relevant testing facilities.

## "High Value, Outcome Driven" Events

Program Element	Priorities
OnRamp Hub Functional Requirement <b>+</b>	<ul style="list-style-type: none"> <li>• IV&amp;V Testing and Exercise</li> <li>• Transition Services (Lower Barriers)</li> <li>• Ecosystem Engagement/Matching</li> </ul>
MN Core Strength <b>+</b>	<ul style="list-style-type: none"> <li>• Arctic/Cold Weather Capable</li> <li>• MedTech/Military Medicine</li> <li>• Autonomy (including T&amp;E)</li> <li>• Advanced Manufacturing/Microelectronics</li> </ul> ***Not exhaustive list
Validated Mission Demand	<ul style="list-style-type: none"> <li>• National Defense Strategy Alignment</li> <li>• DoW/DIU Critical Tech Alignment</li> <li>• CCMD Demand Validation</li> </ul>

= High Value, Outcome Driven Program

### New Program Proposal Process:

External Compliance Requirement (Complete Event Brief) + Internal MN Alignment Session (In Person Discussion)

### Campaigns

- Advance Emerging Test Capacity
- Operationalize Existing Test Capacity
- Operationalize Transition Services

### Engagements

Building ecosystem intelligence to develop primary pipeline for mission partner matchmaking and transition services

#### June

- **10:** NSWCC Crane
- **25:** St. Cloud Regional Roadshow

#### July

- **1:** Submit LSTR Enhancement Proposal
- **14:** Camp Ripley Industry Day
- **22:** Mankato Regional Roadshow
- **30 (TBD):** DARPA Leadership

#### August

- **5 (TBD):** Defense Ready Workshop: CMMC/Cyber
- **12:** Submit Accelerator Enhancement Proposal
- **26:** Critical Tech Exchange: Arctic Ready

#### September

- **2: Minnesota** IV&V/Testing Ecosystem Overview
- **17-19:** Creative Defense Foundation

Date	Program	Primary Owner
June 10	NSWC Crane Roadshow	Mayumi
June 25	Regional Roadshow: St. Cloud	Yvonne
June 25	Prime Contractor Selling (Lead: ORH: AZ)	Matt

Date	Program	Primary Owner
July 14	Camp Ripley Industry Day	Anna
July TBD (?)	Regional Roadshow: Mankato	Sean
July 30-31	DAPRA Roundtable (with DepDir Tyler McQuade)	Yvonne

Date	Program	Primary Owner
August 5 (TBD)	Cyber/CMMC Metro State	Alex
August 26 (TBD)	Critical Tech Exchange: Arctic Ready Technologies	Matt

<b>Date</b>	<b>Program</b>	<b>Primary Owner</b>
September 1	Introduction to MN IV&V	Yvonne
September 18-19	Creative Defense Foundation	All