



ARCTek 2012 Strategic Technology Vision for Ames



ARC Technology Overview

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Discussion Topics:

- **Center Core Competencies**
- **Updated ARC proposal development & review process**
- **NIAC proposal call!**



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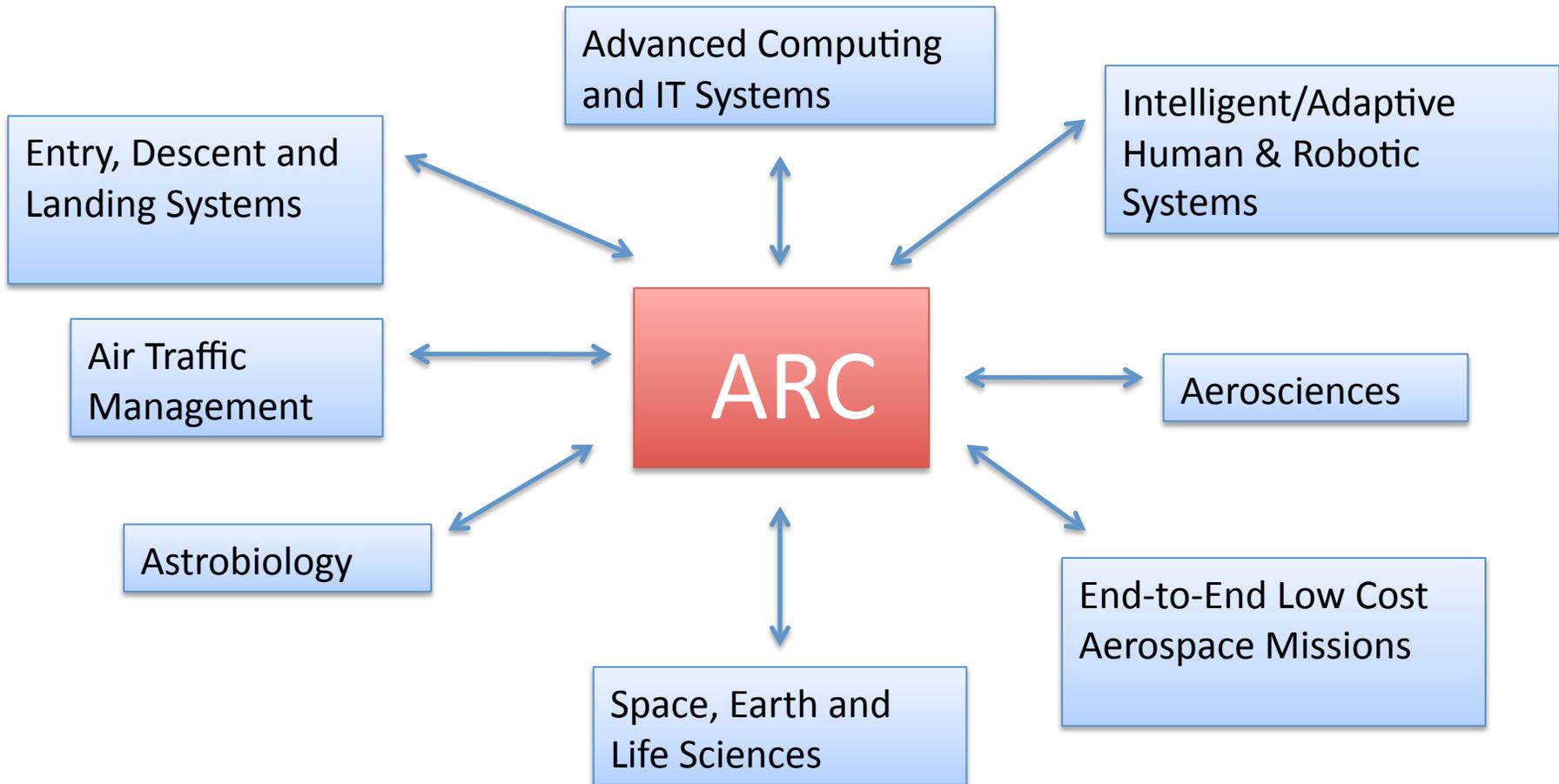
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ARC CORE COMPETENCIES





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NASA “Alternate Futures”

- * identified by HQ EC as possible scenarios to guide Agency mission
- * each “future” emphasizes different elements of NASA’s portfolio

- **Status Quo**

- **Human and Robotic Space Exploration** (other mission areas to decline)
- **Space-faring Civilization** (limited earth science re: climate change)
- **Tangible Relevance** (greater import to aero and earth sciences)
- **Research and Technology Emphasis** (greater import to core scientific discovery and high-risk/high pay-off research)

- **Primacy of Mars**

Stay tuned



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Proposal development and review process

Goals:

- **Recent track record for winning new proposals disappointing**
- **Add value, rigor and support**
- **Make process transparent, objective and fair**
- **Improve ARC's success rate**



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ARC'S New Opportunities Center (NOC)

- **Goal is to help proposers develop winning proposals**
- **NOC will provide:**
 - proposal templates, schedule templates, best practices, story boards, evaluation criteria, science traceability matrix, costing tools
- **Coming soon: Flash based secure system to support archive of past proposals**

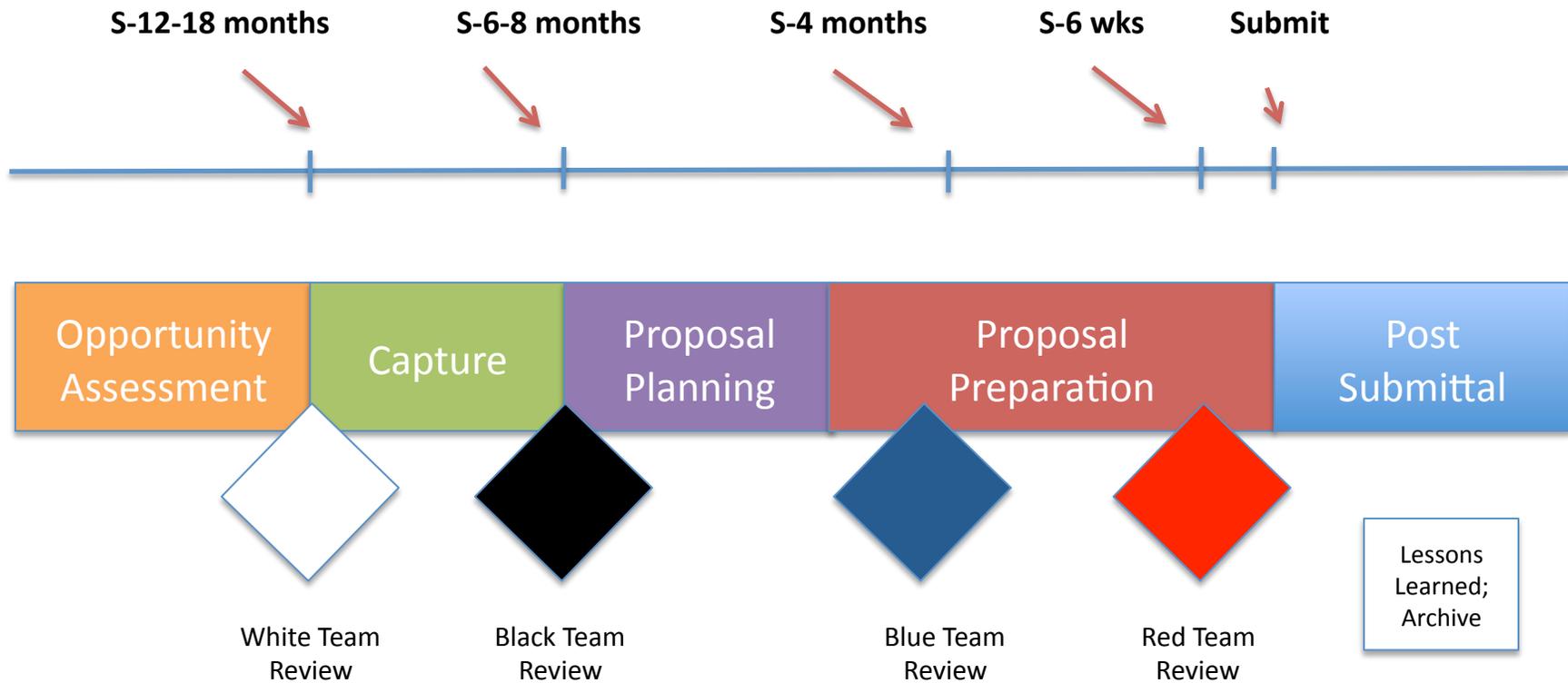
POCs: Tony Strawa, Bev Girtten



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Proposal Milestones and Decision Criteria

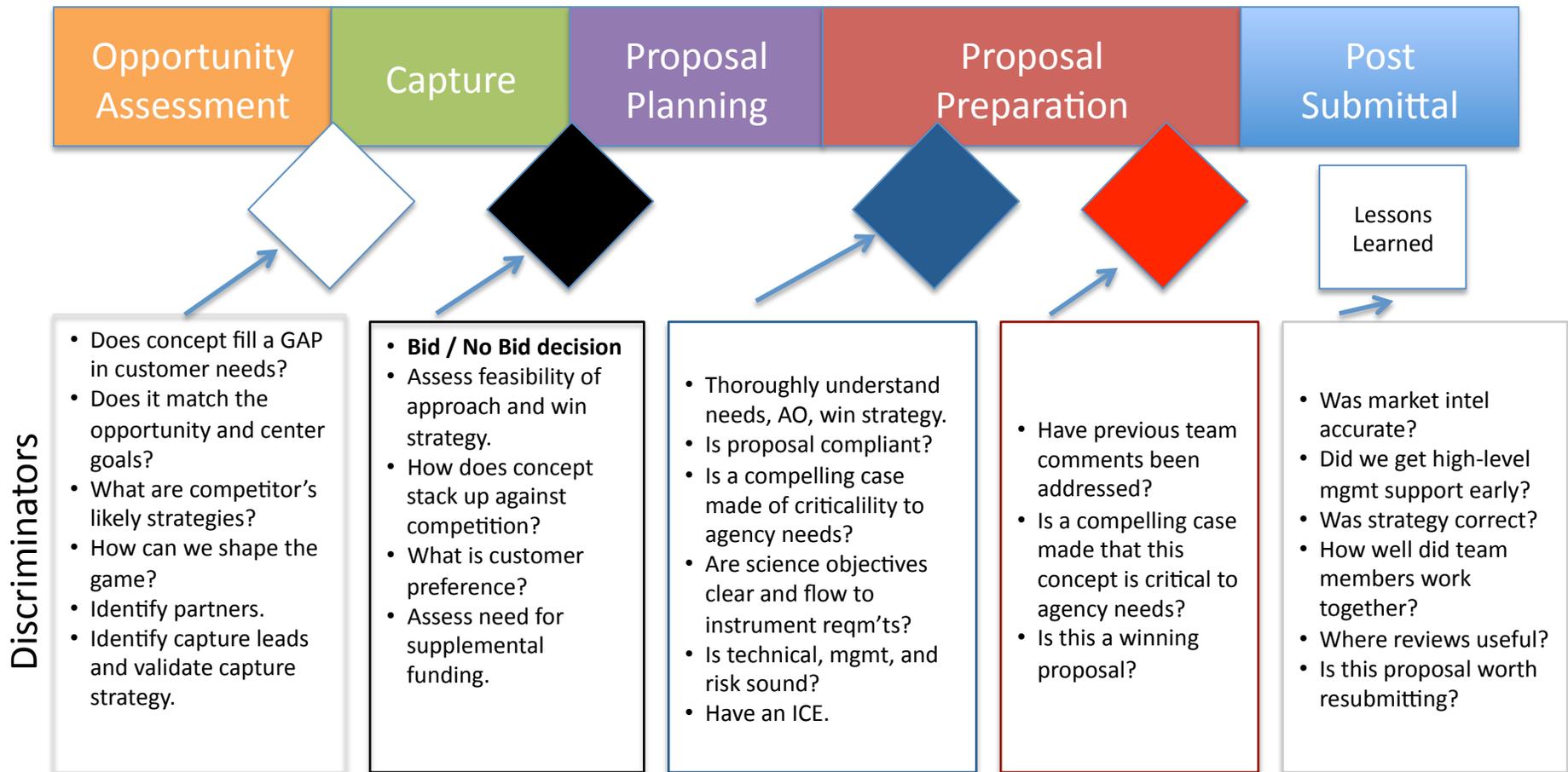




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Proposal Milestones and Decision Criteria

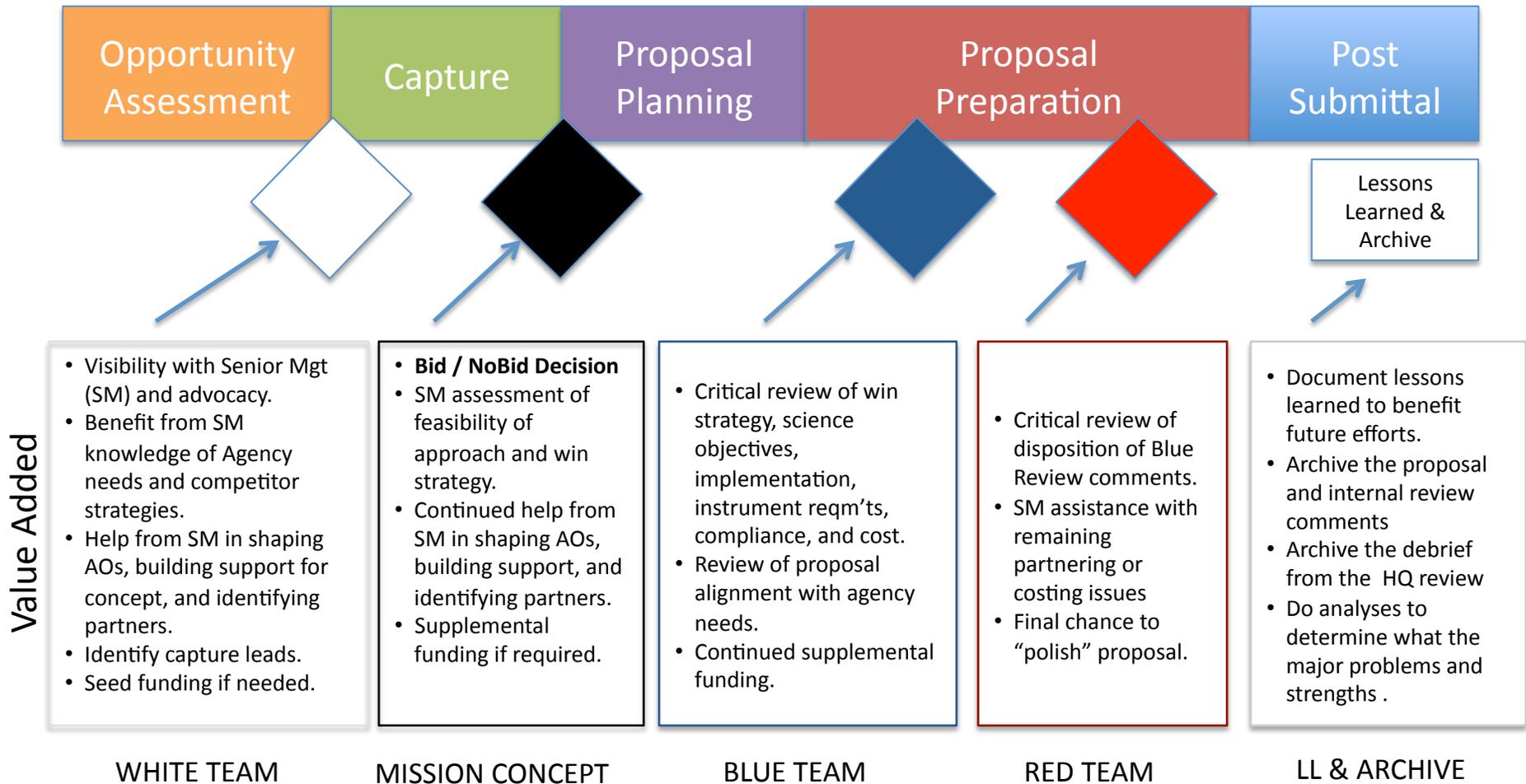




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Proposal Milestones and Value To Team



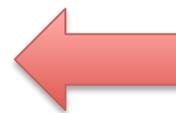


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NASA Innovative Advanced Concepts (NIAC) NRA

- Released 1/9 with 2 page Step A proposals due 2/9 and Step B proposals (if selected) due 4/16
- Last year 30 ARC proposals submitted, none selected (“wtf !@#\$%#!@” - PW’s reaction)
- How can we be believed by others to be NASA’s “Innovation Center” if we can’t win a NIAC ??



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What are they looking for?

“..... this call invites innovative, technically credible advanced concepts that could one day change the possible in aeronautics and space.”

Proposals must be:

- Exciting (breakthrough leap, out of the box)
- Unexplored (based on new technology or idea)
- Far-Term (TRL 1 or 2 with maturity in 10+ years)
- Technically credible (sound technical & engineering basis)

Step A: Develop the concept (technology or mission architecture) and assess in a mission context (2 page white paper)

Step B: If selected in Step A, these proposals must *“Wow us, and give your concept a chance to wow the world!”*



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What's in it for you?

- getting recognized as an innovator
- up to \$100K AND equal matching from Pete's investment fund in FY13!!
- the opportunity to do something really new and creative



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QUESTIONS??