

AFRL



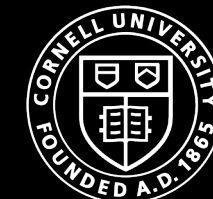
OVERVIEW

Mission and Vision

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MID-ATLANTIC HUB

Hosted by



Cornell University

THE HUB BRAND

Vision

The Mid-Atlantic Hub will create a more visible and accessible Air Force and Space Force presence in the region, strengthening partnerships and programs that catalyze innovation, commercialiation and impact creating scientists and engineers trained via the experiential approach alongside the existing workforce to accelerate skill development and new products.

Mission

Collapse the conventional path of research discovery to products and applications for the Air Force, Space Force and commercial applications;
Through the Hub community accelerate the translation of ideas to prototypes to products.

Research and Entrepreneurship

Built on three core competencies:

- Integrated distributed infrastructure for accelerated data development and exploitation
- Technology translation pipeline
- Workforce development

VISION

The Mid-Atlantic Hub will create a more visible and accessible Air Force and Space Force presence in the region, strengthening partnerships and programs that catalyze innovation, commercialization and impact creating scientists and engineers trained via the experiential approach alongside the existing workforce to accelerate skill development and new products.

- Emphasize collaboration (primary beneficiaries)
- Discuss how the Hub will be different from other ongoing efforts
- Explicitly define the region and/or the role of partners in (and out of) the mid-Atlantic region
- Clarify the involvement of industry partners
- Enhance the vision's focus on tech translation
- Consider retooling the current focus on the Air Force and Space Force (who appear to be the primary beneficiaries)
- Clarify who the Hub is being build with, be they universitie, spinouts, companies, just DoD, etc.
- Emphasize the Hub as a consistent, transparent funding mechanism that brings together companies, the govt., and academics
- Consider specifying what is meant by a clearer and more accessible Air Force and Space Force

MISSION

Collapse the conventional path of research discovery to products and applications for the Air Force, Space Force and commercial applications; Through the Hub community accelerate the translation of ideas to prototypes to products.

- The idea of “collapsing” the conventional path may be problematic
 - The term is aggressive, negative connotation
 - “Catalyze” rather than “collapse” is one option
- Emphasize the Hub as a connector of various parties
 - “Catalyzing” relationships, too
- Communicate research priorities (who should benefit?)
- Emphasize how the Hub is different, unique
- Discuss the Hub’s focus – whether that’s on products, research, etc.
- Clarify who can be involved (big business, small business, universities beyond the mid-Atlantic etc.)
- Emphasize the Hub’s flexibility to accelerate the development of dual use technologies – benefitting the warfighter and perhaps other applications
 - The Hub as an agile gateway to AFRL

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RESEARCH & ENTREPRENEURSHIP

Built on three core Hub competencies:

- Provide integrated distributed infrastructure for accelerated data development and exploitation
- Facilitate, foster and seed innovations along the technology translation pipeline
- Establish workforce development programs to deliver on the Hub's Vision

- Discuss information control / access
 - Including small universities / HBCUs is key
 - Clarify or rephrase “distributed infrastructure”
 - Easy access to facilities, equipment, etc.?
 - Collaborations?
 - Operational systems?
 - Consider discussing the Hub's intended capabilities rather than “distributed infrastructure” and data
 - Retool “accelerated data development and exploitation”
 - This can carry several different meanings for different communities
 - Reconsider the idea of workforce development programs “delivering on” the Hub's vision; focus more on skills development
 - Discuss the value proposition of the Hub
 - More than workforce development
 - Upskilling
 - Working with small businesses
 - Gateway to the Air Force, Space Force, insight into key priorities
 - Collaboration of disparate parties that may otherwise not be connected
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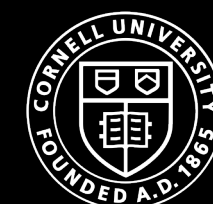
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THANK YOU

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