



Public Sector Innovation

Dr. Bull Holland
11 February 2025



3 Topics

- Where to find the money
- Public Sector Innovation
- H4D



Planning, Programming, Budgeting and Execution (PPBE)

- Total Obligation Authority
- Program Objective Memorandum
- Colors of Money



Congressional Budget Justification Book

UNCLASSIFIED

Exhibit R-2, RDT&E Budget Item Justification: PB 2024 Army

Date: March 2023

Appropriation/Budget Activity

2040: *Research, Development, Test & Evaluation, Army / BA 3: Advanced Technology Development (ATD)*

R-1 Program Element (Number/Name)

PE 0603040A / *Artificial Intelligence and Machine Learning Advanced Technologies*

COST (\$ in Millions)	Prior Years	FY 2022	FY 2023	FY 2024 Base	FY 2024 OCO	FY 2024 Total	FY 2025	FY 2026	FY 2027	FY 2028	Cost To Complete	Total Cost
Total Program Element	-	0.876	6.395	13.187	-	13.187	14.412	14.130	14.732	16.504	0.000	80.236
CL1: <i>AI Enhanced Intel Operations Advanced Technologies</i>	-	0.357	1.424	1.359	-	1.359	2.269	2.174	2.216	4.033	0.000	13.832
CL6: <i>ATR Using Multiple Cooperative Sensors Adv Tech</i>	-	0.519	1.883	4.909	-	4.909	6.857	6.721	6.793	6.880	0.000	34.562
CN6: <i>Predictive Maintenance Advanced Technology</i>	-	-	2.311	4.117	-	4.117	4.131	4.078	4.062	4.177	0.000	22.876
DA7: <i>AI-Enabled Command and Coordination Adv Tech</i>	-	-	0.777	1.396	-	1.396	1.155	1.157	1.661	1.414	0.000	7.560
DE9: <i>AI Development Environment Advanced Technology</i>	-	-	-	1.406	-	1.406	-	-	-	-	0.000	1.406



A. Mission Description and Budget Item Justification

This Program Element (PE) will mature and demonstrate advanced technologies using artificial intelligence (AI) and machine learning (ML) to improve target recognition/detection using multiple cooperative autonomous sensors, leader decision-making, and replication of tactical behaviors to enable autonomous capabilities for maneuver, predictive maintenance, talent management, Intel support for Operations, network and cybersecurity and medical support. The Army's Artificial Intelligence Integration Center (AI2C) will provide strategic guidance and coordination of these advanced research efforts in AI/ML across the Army Modernization enterprise.

Research in this PE contributes to the Army Science and Technology (S&T) portfolio and is fully coordinated with efforts in PE 0601601A (Artificial Intelligence Basic Research) and PE 0602180A (Artificial Intelligence Technologies).

The cited research is consistent with the Under Secretary of Defense for Research and Engineering S&T focus areas, the Army Modernization Strategy and the Chief Digital and Artificial Intelligence Office (CDAO).

Research in this PE is performed by the United States Army Futures Command (AFC).

Public Sector Innovation

What is innovation

What makes the public Sector different

Deal Flow - building companies, solution centric

Innovation Pipeline, accomplishing missions , problem centric

Why should you care

How to use SBIR

DIU

What is Innovation

- Problem Solution Fit
- Product Market Fit
- Business Model Fit



Why is the Public Sector Different?



STRANGER
THINGS



From Business to Mission










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

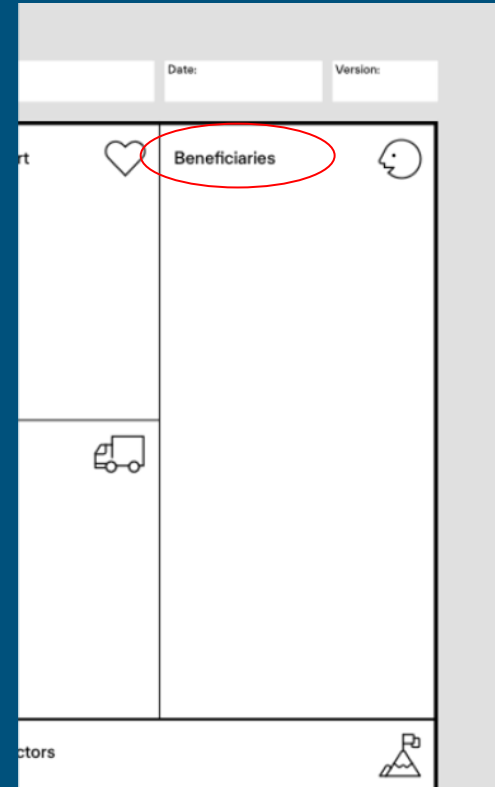
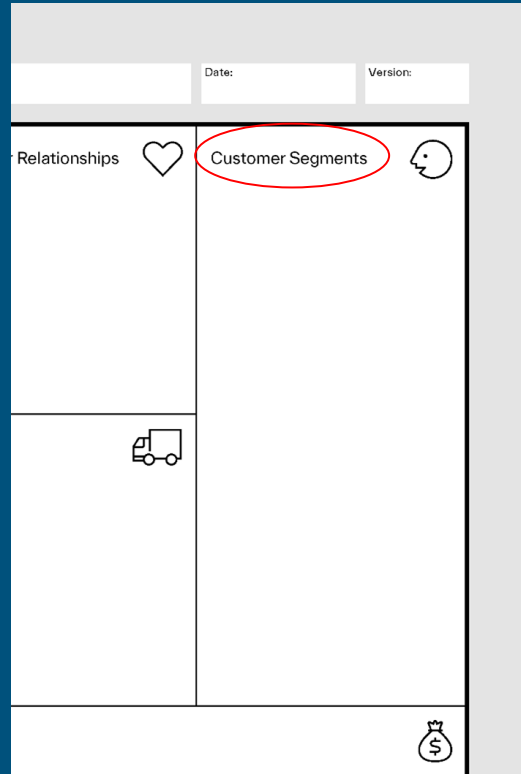
Key Partnerships 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

Who Are We Solving For?

Customers

Vs

Beneficiaries



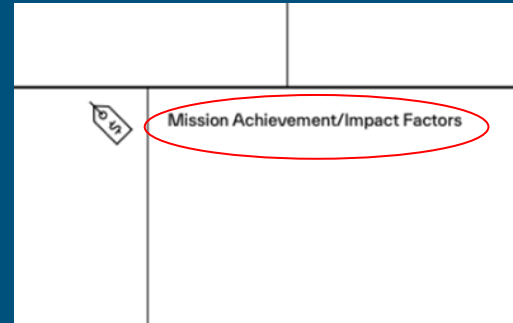
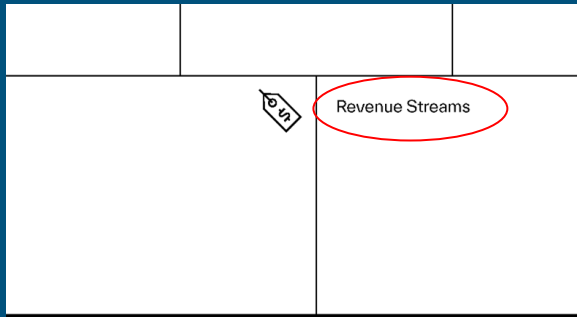
What is the end goal?

ROI

Vs










Mission

Accomplishment



H4D - Hacking for Defense

The Mission Model Canvas

Mission/Problem description:		Designed by:	Date:	Version:
Key Partners 	Key Activities 	Value Propositions 	Buy-in & Support 	Beneficiaries 
	Key Resources 		Deployment 	
Mission Budget/Cost 	Mission Achievement/Impact Factors 			

Designed by Strategyzer AG & Steve Blank
The makers of Business Model Generation and Strategyzer



This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.
To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/4.0/>
or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, CA 94105, USA.

Strategyzer
www.strategyzer.com

Stanford H4D Team Aqua Lung



Hacking for Defense Impact

889 problems worked



66 universities



3,759 students



62 companies formed



\$~360M in capital raised



Thank You!

Bull@bullholland.com

