



75TH INNOVATION COMMAND

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READY MADE INNOVATION

THE ONLY WAY YOU SURVIVE IS  
YOU CONTINUOUSLY TRANSFORM  
INTO SOMETHING ELSE. IT'S THIS  
IDEA OF CONTINUOUS  
TRANSFORMATION THAT  
MAKES YOU AN INNOVATION  
COMPANY.

Ginni Rometty  
CEO, IBM



## TABLE OF CONTENTS

- **Why the 75th Innovation Command?**
  - Challenge & Opportunity: “The Chasm”
  - Solution: “Ready Made” Citizen-Soldier-Innovators (CSI’s)
  - Value Proposition
- **Implementation Plan**
  - Mission/Vision/Values
  - Structure/Talent
  - Mission Model
  - Value to Army Futures Command
  - Next Steps



# THE CHALLENGE:

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THE WORLD IS INCREASINGLY COMPLEX DRIVEN BY TECHNOLOGIES PROGRESSING AT AN EXPONENTIAL PACE

THE PRIVATE SECTOR NOW GREATLY OUTSPENDS DOD ON R&D/INNOVATION AND MOST OF THE DISRUPTIVE TECHNOLOGY COMES FROM THE PRIVATE SECTOR ECOSYSTEM

ARMY MISSION REQUIREMENTS DEMAND SPECIALIZED SKILLS AND NEW IDEAS TO ADDRESS THIS COMPLEXITY, YET THE RESERVE COMPONENT IS UNDER UTILIZED

HARNESSING THE FULL POTENTIAL OF PRIVATE SECTOR INNOVATION, WILL ENSURE WE DO NOT FALL BEHIND NEAR PEER COMPETITORS AND OUR NATION REMAINS SECURE



# 75TH INNOVATION COMMAND



WHY THE 75IC?

## TODAY'S OPPORTUNITY: BRIDGING THE CHASM

- 75IC will revitalize and expand the relationship between the military and civilian innovation communities to bridge the chasm.
- 75IC will bring new perspectives and technology into the Army and introduce the broader civilian community to the Army's issues.
- This will expand the Army's reach and reduce cost, time, and risk in the development, manufacturing, and fielding of new, innovative technologies.

US ARMY



CIVILIAN INNOVATION

THE 751C  
EXISTS AS A  
BRIDGE  
BETWEEN  
BOTH  
WORLDS





# 75TH INNOVATION COMMAND



WHY THE 75IC?

## UNIQUE CAPABILITY FOR ARMY FUTURES COMMAND



### Soldiers First

75IC members are part of the **total force**, with many unit members having deployed multiple times in support of OIF/OEF.

### Citizens Always

75IC members provide an **enduring** relationship with the civilian innovation community, with unit members able to provide value through their longstanding civilian careers, contacts, and capabilities.

### Innovators Immediately

75IC members provide the US Army with **instant access** to elusive civilian-honed knowledge, skills, abilities, and networks across a wide **geographic footprint** and a myriad of **functional areas**.

# RESERVE SOLDIERS ARE IN EVERY SECTOR AND INDUSTRY

- ∞ Think tanks
- ∞ Intelligence
- ∞ Cyber / IT
- ∞ Venture Capital
- ∞ Energy
- ∞ Entrepreneurs
- ∞ Automation / Robotics
- ∞ Space
- ∞ Medical / Synthetic Bio
- ∞ Legal
- ∞ Gaming AR / VR
- ∞ Big Data





# 75TH INNOVATION COMMAND



The Army Reserve can leverage its **unique access, reach and enduring presence** with the private sector and our distinctive **blend of civilian skills and military expertise** – to provide talent, capacity and expertise – to help the Army and DoD scout, identify, and implement new innovations and technologies that will improve the Army’s readiness, lethality and war fighting ability.

- ✓ ***Enduring Presence*** in key private sector markets, research centers, industrial areas, and academic centers of excellence
- ✓ Agility to ***rapidly form high value teams*** in critical areas on both short term and long term orders
- ✓ Enhancing the application and penetration of technical information by ***“bridging two worlds”*** providing increasing context, synergy, and accessibility for both Soldiers and Researchers
- ✓ Leveraging Army Reserve Civilian Employment and Experience to ***reach more potential innovative areas and provide national range in a low cost manner***

**Technology Scouts – Subject Matter Experts – Solution Providers**



75TH INNOVATION COMMAND



# 75TH INNOVATION COMMAND IMPLEMENTATION





# 75TH INNOVATION COMMAND



## VISION

Combine the unique blend of civilian skills and military expertise to accelerate and expand the adoption of new capabilities, innovation and technology to solve the Army's toughest problems.

## MISSION STATEMENT

The 75th Innovation Command drives operational innovation, concepts, and capabilities to enhance the readiness and lethality of the Future Force by leveraging the unique skills, agility and private sector connectivity of America's Army Reserve, in Direct Support to Army Futures Command.

## VALUES

Bias to  
Action and  
Speed

Curiosity

Collaboration

Transparency

Operationally  
Focused



# 75TH INNOVATION COMMAND



**COL Michael Ansay**  
Head, Autonomous Underwater  
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Naval Undersea Warfare Center,  
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75IC Autonomy Lead



**COL Ron Corsetti**  
United Technologies  
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Global Supply Manager  
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Material Planner, SpaceX  
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**MAJ Benjamin Jensen**  
Associate Professor,  
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75IC New York City Lead



**COL Heather White**  
Cyber Systems Architect  
General Dynamics  
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75IC G6/Cyber portfolio



# 75TH INNOVATION COMMAND



**LTC Mike Madon**  
GM & SVP, Mimecast  
Serial Entrepreneur  
DAS for Intel, Treasury  
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Space Operations SME  
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75IC Chief of Analysis



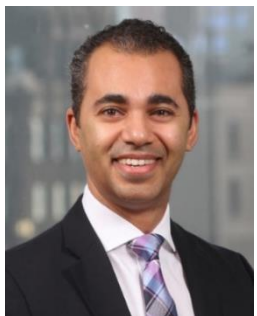
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**1LT Paul Tocci**  
Founder, ReSupply  
BS, USMA  
Friend of the 75<sup>th</sup>  
Currently on AD

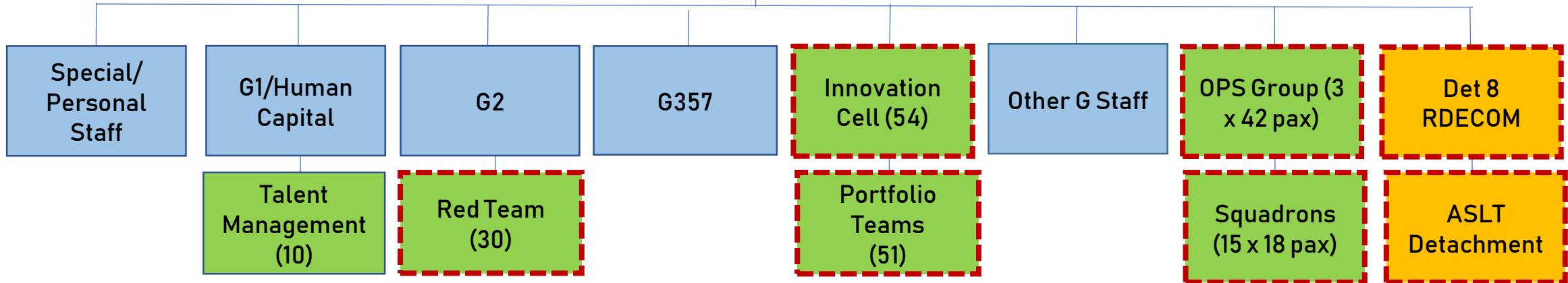


# 75TH INNOVATION COMMAND



## STRUCTURE

75IC  
(667 total)



Talent Management of the force inside the 75IC and bringing non traditional or difficult accessions into the Force

Identify and understand changes in the adversaries' capabilities that should impact our TTPs, doctrine, or technology.

Leads the portfolio areas; intellectual brain for the command; understands SA/CSA priorities and how to integrate

Linked or co-located with AFC elements and CFTs

### Key Point:

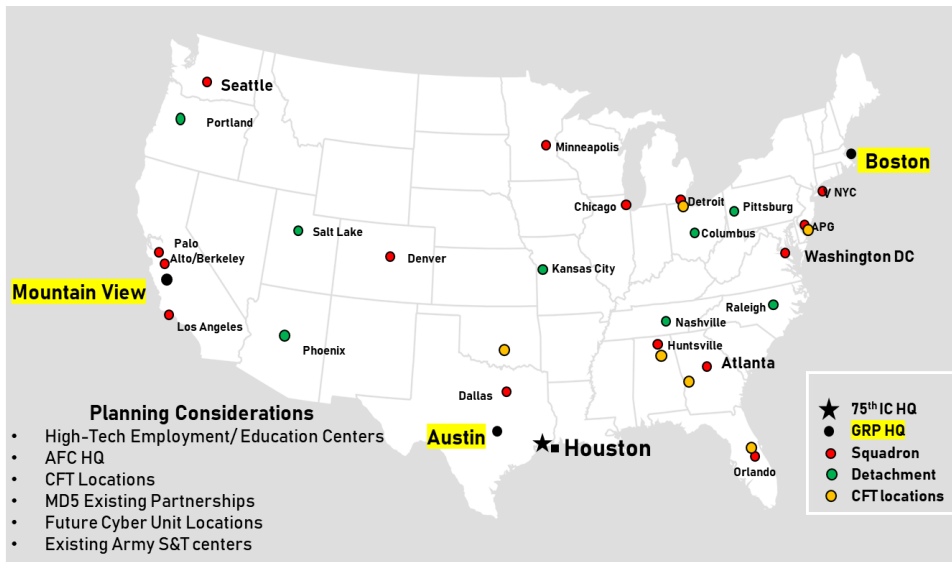
HQ size is lean with new staff sections and field squadrons linked to AFC ecosystem; 490 new positions



# 75TH INNOVATION COMMAND

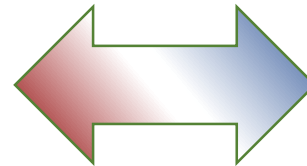


## GEOGRAPHICALLY DISTRIBUTED “TECH SCOUT” TEAMS



- 3 Groups/15 Squadrons/23 Cities
- Squadrons - self steering, rank/branch agnostic; cross functional talent magnets; an agile, distributed network that adds capability and capacity and expands the network
- Groups understand and articulate SA/CSA priorities and technology and innovation gaps; maintain situation awareness and common operating picture with AFC

## FUNCTIONALLY ORGANIZED “INNOVATION PORTFOLIO” TEAMS



- Flexible focus areas - talent and threat dependent - informed by SA/CSA priorities - adjusts as needed
- The integration point for coordination with and subject matter expertise to the AFC cross functional teams
- A collaborative effort with the AFC “Army Applications Lab”; likely co-located
- Agile fusion cell to consolidate the crowdsourced solutions and what we are seeing - and feed to the Army



## 75IC MISSION MODEL

### INPUTS

- SA/CSA modernization priorities
- Threat Analysis and Future Operational Environment
  - Published Technology Gaps

### ACTIVITIES

- Ongoing direct support to AFC HQ, CFTs, S&T, and ASLT
- Geographically distributed network of operators, entrepreneurs, technologists, and Portfolio area SME's
- Leverage other AR talent, outside the 75IC
- Hackathons, Challenges, Experimentation Events

### OUTPUTS

- Expanded Innovation Events and Ecosystem
- Tech solutions created by AR Soldiers provided to Army acquisition points
- Wider identification of technology that can be quickly assimilated into the Army
- Input into the operational environment and threat analysis with a unique vantage point
  - More non-traditional companies becoming vendors
- Identification of process innovations that can be implemented Army-wide
- Recruitment/retention of tech talent in the Army





# 75TH INNOVATION COMMAND



## How We Support Army Futures Command

A talent management division that enables reach into the entire Army Reserve and the IRR

A cell of approximately 50 deep subject matter experts in the enabling technologies, adding capacity and talent

A cell of future oriented, threat experts, focused on the Russia/China high end threat of the future

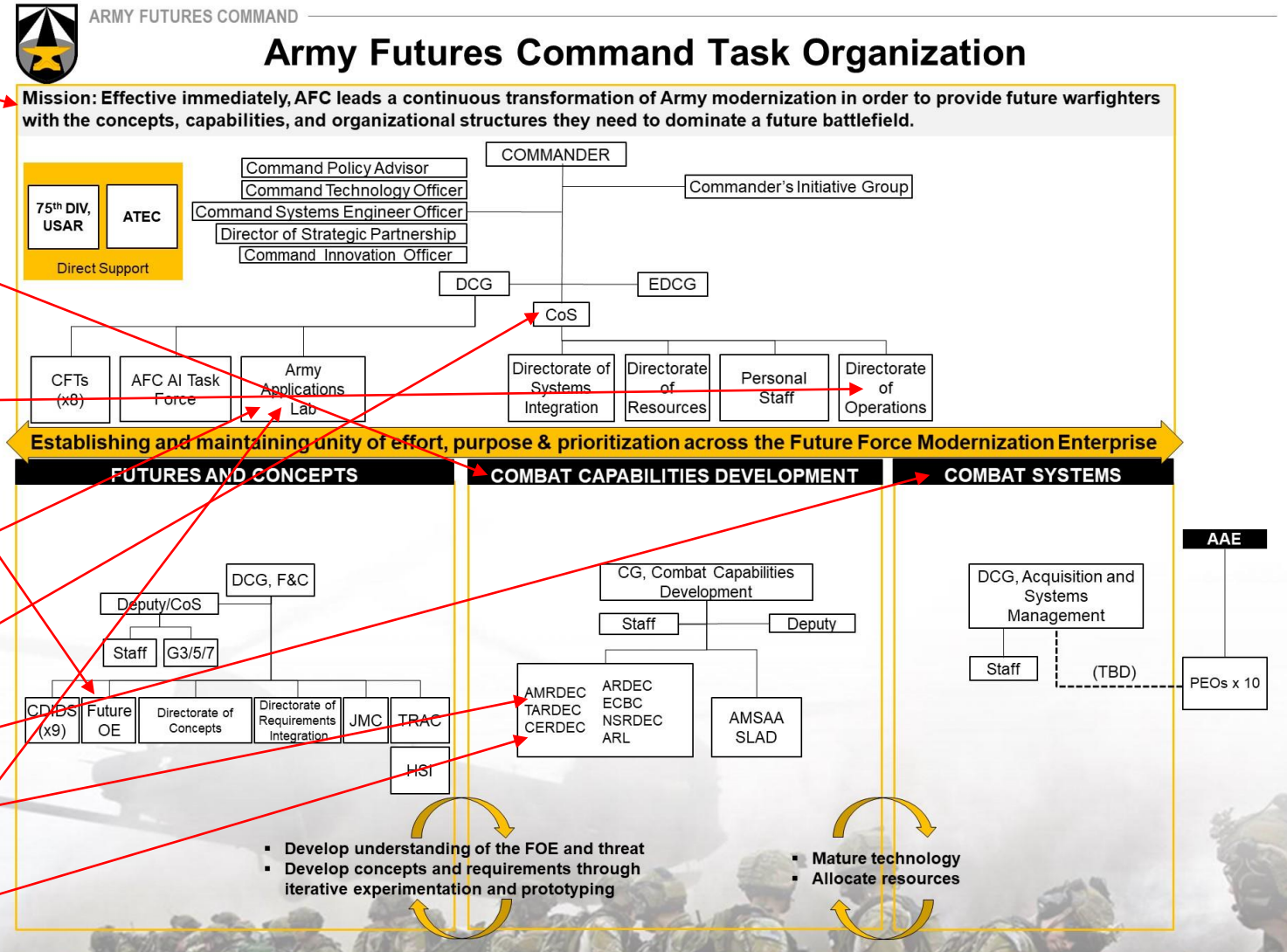
A two-star HQ with ample mission command capacity

AGR workforce embedded in AFC HQ

ASLT Detachment supporting AFC

RDECOM Detachment with S&T expertise

23 Distributed "Tech Scout" Teams located in innovation ecosystems across the country





# 75TH INNOVATION COMMAND



## LOE 1: Build the Culture/Build the Brand

- Work to create a culture of innovation throughout the HQ and command
- Develop 75IC branding standards and marketing campaign
- Develop campaign plan to educate AR, AFCs and COEs

## LOE 2: Find, Hire and Manage the Talent

- Continue to refine, improve and scale the hiring process; Implement talent database for use internal to 75IC
- Hire next round of Squadron OICs, Department leaders, Portfolio leads and talent
- Develop plan for IRR talent hunt
- Pilot test cases for direct commission/accessions of special talent and create the “innovator” Functional Area

## LOE 3: Integrate and Synchronize with Army Futures Command (AFC)

- Develop and execute plan to integrate or coordinate with AAL
- Nest battle rhythm inside AFC

## LOE 4: Build the Command

- ~~Write and publish the USARC EXORD that establishes the 75IC~~
- Publish the TDA
- Take mission command of DET 8 and ASLT ARE from 377th TSC
- Secure space for Group HQ and Squadrons

## LOE 5: Prove the Value Proposition

- Find and integrate subject matter experts and “tech scouts” into the FFME
- ICW G3, plan for and execute visible innovation events and quick wins
- Integrate USAR field units into FFME exercises and tests
- Solicit/crowdsource institutional problem sets from the USAR field units



## MISSION FOCUS AREAS - 2019

### LOE 5: Prove the Value Proposition

- ★ Pilot test cases for direct commissions and creation of a new functional areas for innovators/technologists
- ★ Lead support for West Point's new Innovation Program and Hacking for Defense (H4D), summer 2019
- ★ Lead support for UT-Austin Hacking for Defense (H4D), ongoing
- ★ Lead support for USASOC Hackathon – project under development – execution late 2019
- ★ Support Army Applications Lab Stand Up and creation of the Army Venture Fund construct
- ★ Prototype and bring to market “Marshall”, an AI driven competitive war gaming application – test with two AC units in summer 2019
- ★ Lead Project Officer for the CFT Horizontal Integration Analysis
- ★ In support of Futures and Concepts (formerly ARCIC), update the Future Operating Environment document



# 75TH INNOVATION COMMAND



ADDITIONAL CAPACITY

EVERY INDUSTRY SECTOR

GEOGRAPHICALLY DISTRIBUTED

SUBJECT MATTER EXPERTS

# ENDURING PRESENCE

UNIQUE SKILLS

TECH SCOUTS

NATIONAL REACH

LOW COST

# BRIDGING TWO WORLDS

PRIVATE SECTOR CONNECTION

MILITARY EXPERIENCE



75<sup>TH</sup> INNOVATION COMMAND

# WHERE WARFIGHTING MEETS INNOVATION.

The 75th Innovation Command wants to leverage your talent to anticipate, identify and resolve technology and innovation challenges to improve Army warfighting.

DO YOU HAVE WHAT IT TAKES?

[WWW.USAR.ARMY.MIL/75THIC](http://WWW.USAR.ARMY.MIL/75THIC)

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

“Earth at Omega” by Donald Keys, quoting the cultural anthropologist, Margaret Mead.

# QUESTIONS?