



Partnership Program Benefits Taxpayers as well as Private and Public Sectors

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A recently announced initiative at the U.S. Department of Homeland Security (DHS), called the SECURE (System Efficacy through Commercialization, Utilization, Relevance and Evaluation) Program is part of an overall effort at the Department to create a “Commercialization Mindset” by leveraging the fact that while DHS has a limited budget compared to the Department of Defense, it does have something much more valuable – a large potential available market comprised of the seven DHS operating components (USCIS, TSA, FEMA, CBP, ICE, U.S. Coast Guard and U.S. Secret Service) and other large ancillary markets such as the diverse, yet substantial first responder market.

The SECURE Program is based on the premise that the private sector has shown that it is willing and able to use its own money, resources, expertise and experience to develop and produce fully developed products and services for DHS. When an attractive business case can be made related to large revenue/profit opportunities, which certainly exist at DHS and its ancillary markets. The private sector requires two vital pieces of information from DHS: 1. detailed operational requirement(s), and 2. a conservative estimate of the potential available market(s). This information can then be used to generate a business case for possible private sector participation in a program or project.

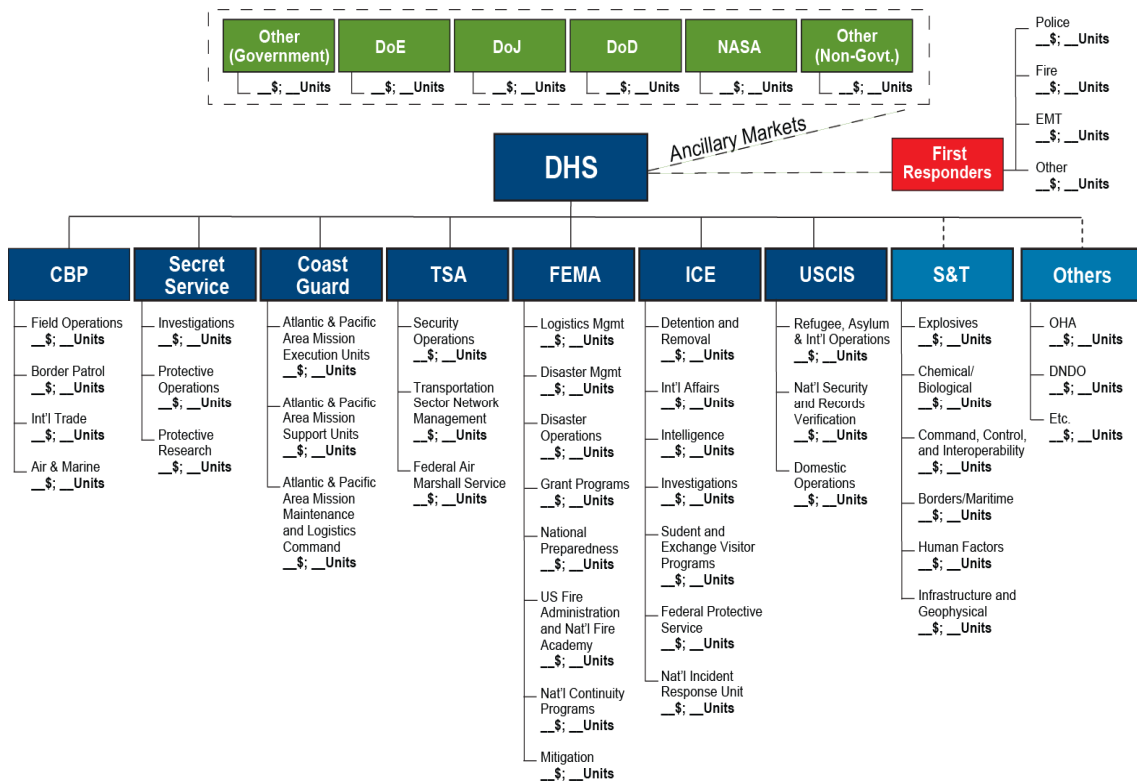


Figure 1: This Market Potential Template is used to estimate the given size of a particular market that DHS has identified as an area requiring new products or services.

This Market Potential Template is used to demonstrate how large (in both a dollar and unit volume perspective) a given market is for a particular product or service. Coupled with an Operational Requirements Document (ORD), the private sector receives ample information from DHS to generate a business case for developing a product or service sought after by DHS for its operating components or first responders, whose combined ranks are significant, as delineated in Figure 2.

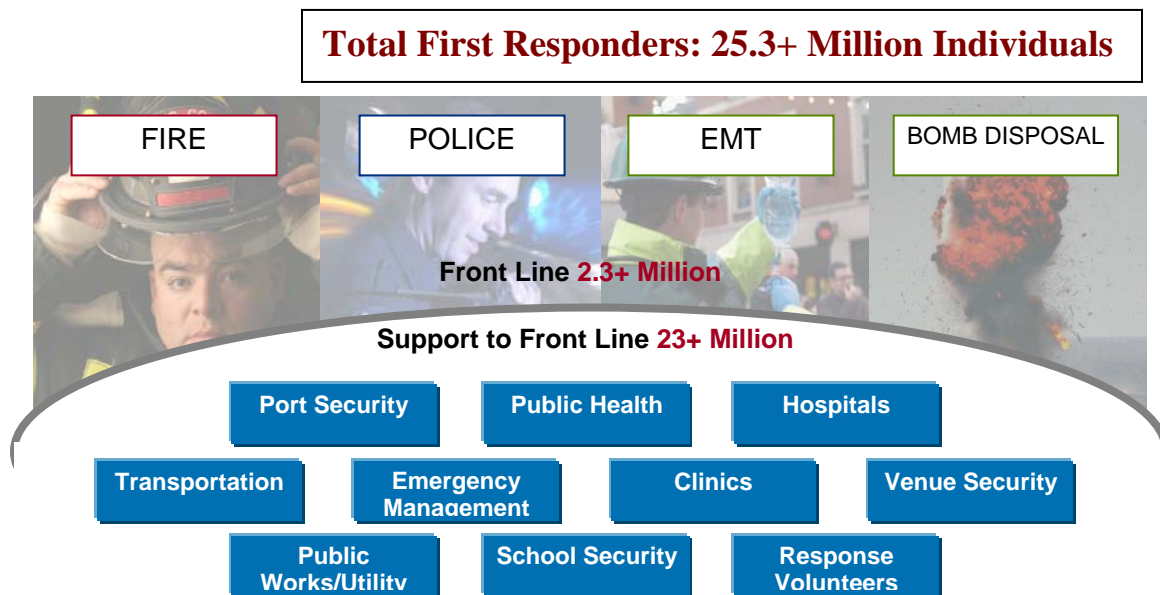


Figure 2: Homeland Security Presidential Directive Number 8 (HSPD-8) conservatively classifies 25.3+ million individuals as First Responders in the United States alone.

In return for providing this critical information, thus saving the private sector considerable time and money related to both market and business development activities, DHS expects the private sector to offer solutions – utilizing the free market system with open and fair competition – to meet published requirements. Simply stated, the private sector receives significant business opportunities, DHS and its supported entities, like the first responder communities, receive products and services developed at faster execution rates at the private sector’s cost – all to the benefit of the American taxpayer. See Figure 3 for an overview of the SECURE Program.

SECURE Program

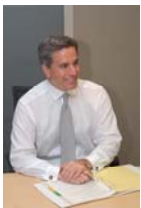
Concept of Operations



- Application – Seeking products/technologies aligned with posted DHS/First Responder requirements
- Selection – Products/Technologies TRL-5 or above, scored with internal DHS metrics
- Agreement – One-page CRADA-like document that outlines milestones and exit criteria
- Publication of Results – Recognized Third-Party T&E conducted on TRL-9 product/service. Results verified by DHS, posted on DHS web-portal
Benefits:
 - ✓ Successful products/technologies share in the imprimatur of DHS
 - ✓ DHS operating components and first responders make informed decisions on products/services aligned to their stated requirements
 - ✓ DHS spends less on programs → Taxpayers win

Figure 3: Brief overview of the SECURE Program' Concept-of-Operations

To learn more about the SECURE Program and other opportunities for the private sector, please visit http://www.dhs.gov/xres/programs/gc_1211996620526.shtm or contact the Commercialization Office at SandT_Commercialization@hq.dhs.gov.



Thomas A. Cellucci, Ph.D., MBA is the U.S. Department of Homeland Security's first Chief Commercialization Officer. In his role, he recently published two comprehensive guides: *Requirements Development Guide* and *Developing Operational Requirements* to aid in effective requirements development and communication for the department. He possesses extensive experience as a senior executive and Board Member in high-technology firms in the private sector.

Doing Business with DHS S&T:

All U.S. Government business opportunities can be found at www.fedbizopps.gov.

- **HSARPA:** Register to join the HSARPA mailing list to receive various meeting and solicitation announcements. Link to the Long Range Broad Agency Announcement solicitation, where multiple awards are anticipated and will be based upon the proposal evaluation, funds availability, and other programmatic considerations. Also link to Representative High Priority Technology Areas, where DHS areas of interest can be found. <http://www.hsarpabaa.com>
- **Small Business Innovation Research(SBIR):** SBIR's goal is to increase the participation of innovative and creative small businesses in Federal Research/Research and Development (R/R&D) programs and challenge industry to bring innovative homeland security solutions to reality. <http://www.sbir.dhs.gov>
- **SAFETY Act:** The SAFETY Act enables the development and deployment of qualified anti-terrorism technologies and provides important legal liability protections for manufacturers and sellers of effective technologies. <https://www.safetyact.gov/>
- **TechSolutions:** The mission of TechSolutions is to rapidly address technology gaps identified by Federal, State, Local, and Tribal first responders by fielding prototypical solutions within 12 months at a cost less than \$1M per project. www.dhs.gov/techsolutions
- **Commercialization:** The mission of S&T's commercialization efforts is to identify, evaluate, and commercialize technologies that meet the specific operational requirements of DHS operating components and first responder communities. The commercialization efforts actively reach out to the private sector to establish mutually beneficial working relationships to facilitate cost-effective and efficient product development efforts. Please contact Chief Commercialization Officer Tom Cellucci at S&T-Commercialization@dhs.gov.



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