



Defence Innovation Hub Hints and Tips for good CFS Submissions

The following hints and tips should be used in conjunction with the [guidance notes](#) for submissions, which take precedence. The questions posed within this guide are intended to provoke thought in relation to the information requested. For further information on the CFS process and the official evaluation criteria, please see the following:

CFS submissions are your chance to persuade the Defence Innovation Hub of the merits of both your idea and the ability of your organisation to develop it successfully.

Call for Submission (CFS)

To develop a successful submission at the CFS stage you should ensure that you help Defence to understand the following:

- What is your unique selling point? You need to explain what is unique about the innovation and why it is something that Defence should be interested in. Some questions to assist with this are:
 - What sets your idea apart from anything else in the market?
 - Does it have specific features, functions or capabilities that other applications / systems do not have?
 - Does it combine existing capabilities into an integrated system?
 - Will your idea enhance Australian sovereign capability or grow Australian defence industry?
- What market research have you undertaken? Your market research should reveal that Defence has a need for your innovation. Once a Defence need has been found, you should explain why Defence should feel confident that you can develop your innovation and have a plan to demonstrate the idea to achieve your proposed outcomes. Some questions to think about are:
 - What have you done to understand the innovation you are proposing?
 - Would your innovation address a capability gap, such as those mentioned in the Defence White Paper?
 - Is this your first venture into the subject area?
 - Do you have a body of related, relevant experience?
 - Are you aligned with sub-contractors or Universities that bring relevant expertise and experience?
- Planning the work and activities to achieve the aim of the project. Things that you should consider include:
 - Scope;
 - Time;
 - Cost; and
 - Quality.



You must demonstrate to Defence sound high level project planning that underpins the development, demonstration and delivery of your proposed innovation project. In order to satisfy Defence requirements, there must be a level of confidence that the project will be managed to an acceptable quality within the estimated schedule and budget. Some questions to think about:

- How much progress do you think you can make in the proposed timescale?
- What [Technology Readiness Level \(TRL\)](#) will you start and end at?
- What gives you confidence that you can make that progress?
- Are you proposing development across multiple phases within this phase?
- If you are, why do you think that this an appropriate level of risk for Defence to accept?
- What are the high-level objectives that you want to achieve?
- How are the high-level objectives going to be achieved?
- If a demonstration is planned what are you intending to demonstrate? How will you measure the success of your demonstration? How does the demonstration contribute to Defence's understanding of the capability benefits?
- If you are demonstrating something, what maturity are you doing that at?
- Have you considered potential security sensitivities related to your proposal?
- How are you protecting your intellectual property?
- Would you need access to classified Defence information and assets to further develop your project, and if so, have you looked into obtaining a Defence Industry Security Program membership?

Before jumping to a [TRL7](#) ask yourself if it is really representative – in technical makeup and scenario design. Then ask yourself again.

- Planning the means of achieving the objective of the project. Things that you might want to consider are:
 - integration of your idea into Defence;
 - human resources;
 - stakeholders communication;
 - identifying the risks; and
 - procurement and contracting.
- Some questions to think about are:
 - Are there any resources that you need to achieve these objectives?
 - Internally;
 - Externally, but within Australia;
 - Internationally; and
 - Universities or research organisations (e.g. CSIRO)



- What supply chains do you need to achieve the outcome, or develop a prototype to demonstrate the idea? Note: a criterion is ‘*Contribution to Australia’s Defence industry capability.*’ This criterion looks at “*the extent to which the proposed innovation has the potential to improve or contribute to Australia’s Defence Industry capability and capacity.*”
 - Who are the stakeholders that you need to talk to? This may be to understand the requirements, conditions of use, missions, etc.?
 - Is your idea applicable to joint capability, one or more Services (Army, Navy and Air Force) or just a specific platform (e.g. a Navy submarine)?
- You should provide an overview of how you would structure your development activity. Scheduling is the act of identifying a series of tasks/activities that need to be accomplished in a specific sequence within a given period of time. These tasks are grouped together in a way to achieve a common goal for a project or program. In your response, you should explain why Defence should feel confident about your scheduling approach and that you have scheduled the activities in a logical way. You might want to consider:
 - How much development effort do you need?
 - Do you have distinct development effort for systems or sub-systems?
 - How long are they going to take?
 - Are they likely to be in series or parallel?
 - If you are proposing to demonstrate something to Defence, how much time are you allowing for that to occur, and roughly at what point in your development program?
 - Collaboration with Defence: What do you need Defence to contribute? Your aim, within the early stages of development (e.g. Phase 1, 2 and 3), should be to do most things without any support from Defence, with the exception of personnel to participate in workshops and witness demonstrations. You should aim to develop and demonstrate your idea without Defence information, assets or infrastructure. If not, you need to establish whether Defence can commit to what you are seeking – and whether that will be absolutely necessary to achieving your demonstration outcomes. Note that if you need to access classified Defence information, assets or infrastructure, you will need to obtain Defence Industry Security Program membership and implement a range of security measures. These measures are likely to introduce costs and time delays, and will impact who you can employ or collaborate with if personnel security clearances are required.

If you are able to address the questions above, you will have a greater chance of developing a compelling narrative to support your submission. If you can convince Defence that you understand the idea, that you understand the work required to demonstrate it and that you have the capability to do it, you will be much more likely to receive a Request For Proposal which seeks more detailed information about your innovation.



Finally, before completing your submission, ask yourself the following questions:

- Have you described what your idea actually does or how it would be useful for Defence?
- Have you identified what is unique about your idea/proposal?
- Have you defined and discussed your outcomes in specific, measurable and demonstrable terms?
- Have you demonstrated that you understand the idea and how to develop it – either through prior work, supplier relationships, or other?
- Have you identified how you will use your sub-contractors and what you will contribute to the development of the idea?
- Have you provided any insight into your development approach and the basis of the overall timeline?
- How you clearly articulated how you will go from low TRL to high TRL in your package of work or are you attempting to mature multiple novel or new technologies at once?

While they seem obvious, check your proposal against the above criteria to see if you can answer as many questions as you can.