

MOBILIZE VISION LEADERSHIP BRIEF

The background of the entire page is a dark blue field filled with a pattern of small, light blue dots. These dots are arranged in a way that creates a strong sense of perspective, radiating from a central point at the top of the page and fanning out towards the bottom, resembling a stylized sunburst or a data visualization of a network.

***THE TRUTH
IS IN THE DATA.***

“

Collaboration

across **DOD**, the **private sector**,
and with **allies and partners**,
is what is required to address
the **tough technical challenges**
that are facing our military
and the Nation.

Heidi Shyu

Under Secretary of Defense
for Research and Engineering

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Leaps and Bounds

During the last quarter, we passed 18 months since VISION went live with the Department of the Air Force. In that time, we have had exponential growth, both for our team and for VISION, which now includes **all branches of the Department of Defense** with more than **5,000 users and 3,500 initiatives**. With each new and exciting feature being added, we are showing the value of VISION's single source of truth with data.



"VISION is the right answer to drive mission capabilities and stay ahead of strategic competitors as speed, agility and readiness become more critical than ever. It creates unprecedented transparency at all levels."



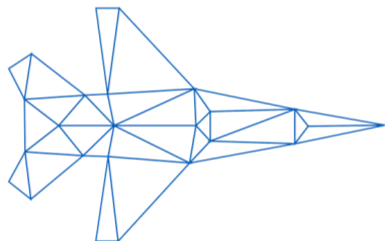
JADE BARANSKI
MOBILIZE CEO

From the beginning, VISION was designed to be a joint ecosystem. Bringing all innovation across organizations into one secure environment allows us to create connections that overcome disconnected resources and eliminate unknown redundancies for **ultimate collaboration**.

By starting with the simple, yet powerful idea that **informed decisions are made with data**, we have built a system ready to scale within the dynamic needs of the national security environment with the ability to provide oversight of government spending in the form of rich, data-backed understanding of Return on Mission Effectiveness™ never before possible.

Innovation Aligned

VISION is a secure ecosystem that allows users to discover, collaborate, and progress innovation and improvement solutions aligned with mission-critical joint priorities.



SOURCE AND SELECT

Advanced Campaigns

Access a dynamic system for capturing, analyzing, and choosing which ideas should move forward. Advanced machine learning algorithms de-duplicate efforts and make the right connections for organizations to collaborate efficiently and effectively.



BUILD AND TRACK

Joint Coordination

Manage portfolios of initiatives with radical transparency in a truly joint collaboration ecosystem. Now, leadership at all levels can have a rich, data-informed understanding of Return on Mission Effectiveness™ to know what's true across organizations.



MATCH AND CONNECT

Ignite Innovation

View products, services, and use cases in the ONLY marketplace directly connected to where innovation is managed. Save hours on market research with automated matching with vetted commercial solutions.

The Power of the Data

We built VISION on the foundation of centralized data that creates a **single source of innovation truth**. We employ proprietary AI and machine learning algorithms that find meaning in the data to make collaboration out of chaos.

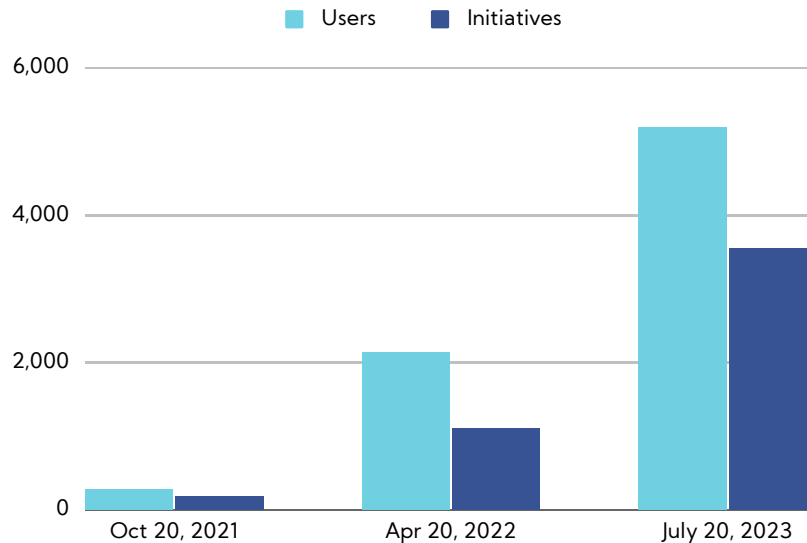


We use **more than 1,200 unique data points** for each initiative to give users

- ✓ Solution overlap to avoid duplication of effort
- ✓ Recommended pathways for initiatives to succeed
- ✓ Connections with other joint users with relevant skills
- ✓ Alignment with potential commercial options to adopt and accelerate solutions to acquisition

Data-Driven Impact

USER AND INITIATIVE GROWTH



Total Initiatives

3,544

Average Initiatives Monthly

168

Total Follows

4,621

Total Users

5,185

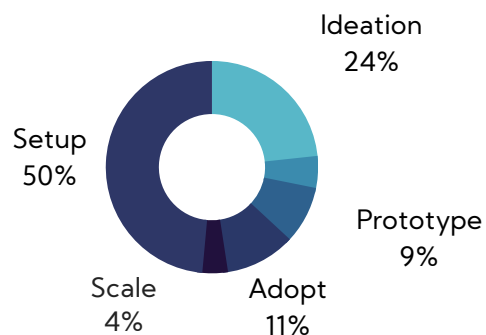
TOP ROI CATEGORIES

1. Mission Capabilities: 1,343 – 38%
2. Time: 1,220 – 35%
3. Money: 740 – 21%

TOP TECHNOLOGY TYPES

1. 3D Printing: 504 – 15%
2. Training: 464 – 13%
3. Additive Manufacturing: 400 – 12%
4. Communication: 311 – 9%
5. Automation: 300 – 9%

PHASES BREAKDOWN



DID YOU KNOW?

There are currently more than **1,000 'disruptive' initiatives within VISION**. These are ideas that fundamentally challenge the status quo. You can search by initiative type in VISION to see users' leading-edge ideas.

How much time do innovation managers save by using VISION?

75
HOURS/MONTH

Average Time Saved
Per Manager

18
MONTHS

VISION Usage

\$ 43
PER HOUR

Man hour cost

MANPOWER COST SAVINGS TO DATE

\$18,692,100

JOINT COLLABORATION

“

Our team is figuring out that there are a number of parallel attempts within the Air Force [and Navy] to modernize our long-range communications assets as well. We are trying to fully understand how we can fit in among these efforts and also find opportunities to unify or consolidate these parallel efforts to reduce duplication and increase standardization.

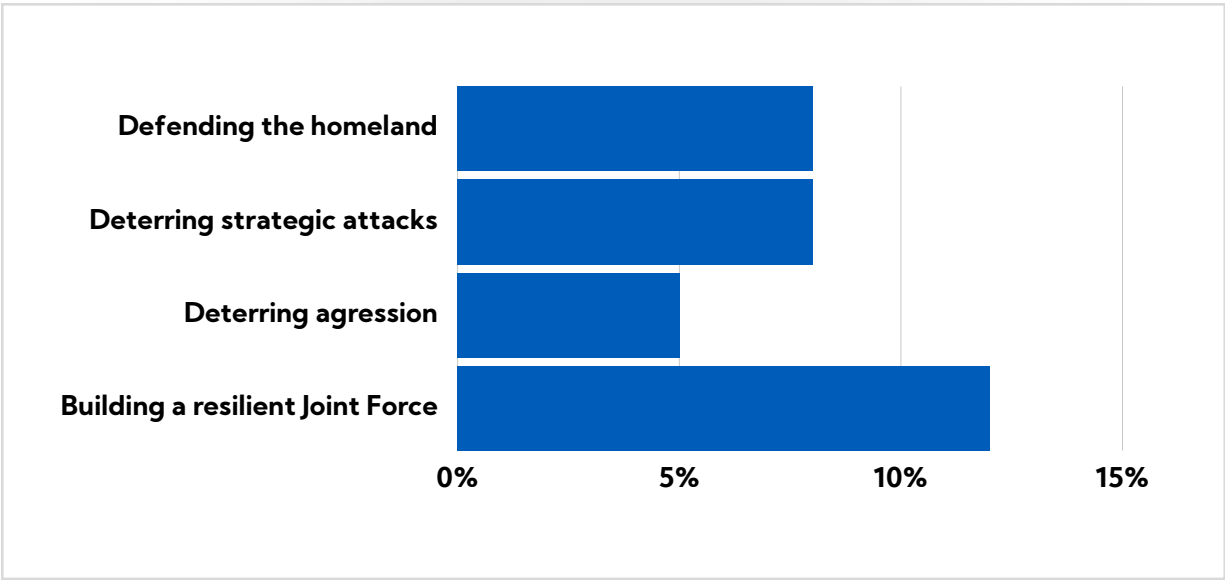


Brian Vickers 175th Civil Engineer Squadron

Priority Alignment

Snapshot of how initiatives in VISION align with National Defense Strategy.

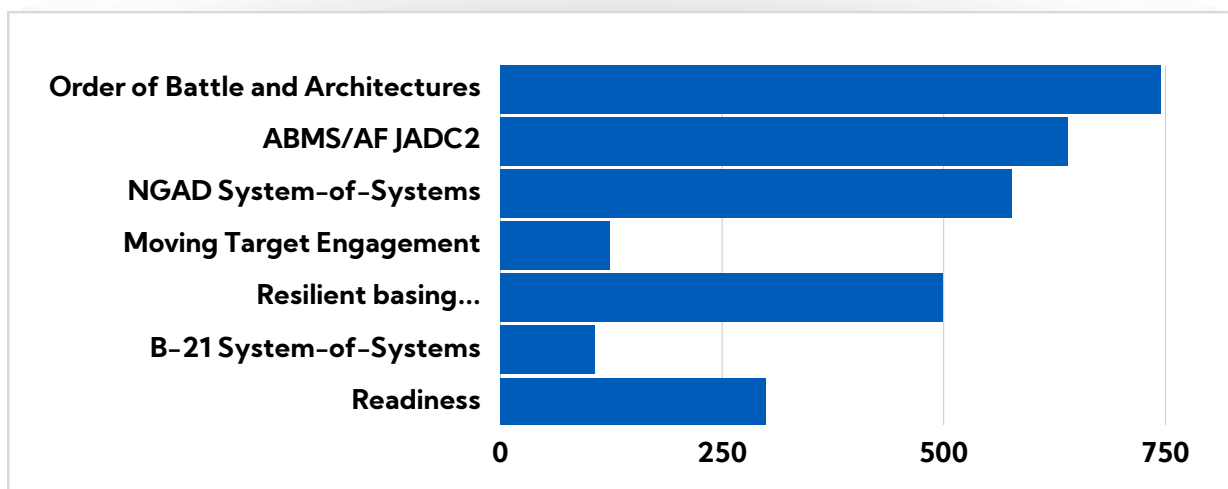
National Defense Strategy Priority	Initiatives in VISION	
Defending the homeland, paced to the growing multi-domain threat posed by the PRC	272	8%
Deterring strategic attacks against the United States, Allies, and partners	272	8%
Deterring aggression, while being prepared to prevail in conflict when necessary, prioritizing the PRC challenge in the Indo-Pacific, then the Russia challenge in Europe	161	5%
Building a resilient Joint Force and defense ecosystem	411	12%



Priority Alignment

Snapshot of the initiatives in VISION in alignment with Operational Imperatives.

Operational Imperatives	Initiatives in VISION	
Defining Resilient and Effective Space Order of Battle and Architectures	744	21%
Achieving Operationally Optimized Advanced Battle Management Systems (ABMS) / Air Force Joint All-Domain Command & Control (AF JADC2)	639	18%
Defining the Next Generation Air Dominance (NGAD) System-of-Systems	576	17%
Achieving Moving Target Engagement at Scale in a Challenging Operational Environment	122	4%
Defining optimized resilient basing, sustainment, and communications in a contested environment	498	15%
Defining the B-21 Long Range Strike Family-of-Systems	106	3%
Readiness of the Department of the Air Force to transition to a wartime posture against a peer competitor.	298	9%



VISION: Built to Scale

RoME™

By leveraging powerful analytics, VISION gives leaders the clarity of data to actually see the impact of investments across their portfolios. With Return on Mission Effectiveness™, organizations will have adaptable, rich understanding to drive decisions with input from users, showing not just how funds are spent but also their impact, effectiveness, and alignment with strategic priorities.

Coming Late 2023

RONN

The Resource Opportunity and Need Network (RONN) will take full advantage of the diverse skills and resources already in VISION, with data-backed pairing to mission-aligned needs that make the most of taxpayer dollars. With RONN, initiatives are connected to the right resources to accelerate innovation, wherever they may be.

Coming Early 2024

VENTURE CAPITAL PORTAL

The sprint to stay ahead of strategic competition requires the full force of American ingenuity. The Venture Capital/Investor Portal (VCIP) will create a simple, data-informed pathway to connect potential investment capital with emerging technologies, using advanced matching to speed the delivery of scaled, relevant technologies to the warfighter

Coming Soon

DYNAMIC PROCESSES

VISION was built for the dynamic needs of national security. With advanced tools that enable the creation of ideas, management, engagement, and analysis of user data, including seamless data integration with VISION, organizations will truly own innovation. Within their campaign, managers will have access to policy management, dynamic pipelines, and mission-aligned lifecycle data analysis.

Coming Soon

Scaling Feature: **IGNITE**

Rolling out now!

THE STAKES

It's clear—from the National Security Strategy on down—that strategic competition will be decided by our ability to harness American ingenuity. We built IGNITE SBIR/STTR to close the gap between emerging technologies and the warfighters who need them to innovate faster.

THE RESULT

Working alongside AFWERX, we created unprecedented access to the most robust source of data for SBIR/STTR companies with awards within the last five years. IGNITE SBIR/STTR works seamlessly with VISION's innovation data to automatically match initiatives in VISION with potential commercial solutions.

THE RIGHT SOLUTION

DEFENSE USERS

Find emerging commercial technology solutions for innovation needs to close the gap between concept and capability.

SMALL BUSINESSES

Make quality connections with government users who have clearly defined innovation needs (for free!)

[Learn more about IGNITE](#)



Tremendous technological developments are happening in real time, and the brightest minds in the nation are making them possible ... [Our] collective responsibility is to help as many of those critical innovators as possible bridge the Valley of Death and bring much-needed innovation to bear on the nation's behalf.



Michael Weigand, *Transcending the Valley of Death*

VISION Initiative Spotlight

Making 'There's a Better Way' Possible

THE PROBLEM

Precise measurement of cargo loaded to aircraft is critical. Loadmasters must weigh and measure what gets transported based on the specific requirements of an aircraft and its mission. For decades, the way to do that has been a laborious, time-consuming, analog process.

For example, the average time to inspect, weigh, and measure one cargo load for a C-17 Globemaster III is more than four hours and must be documented on physical forms that will then be loaded into multiple disconnected tracking systems.

THE SOLUTION

Airmen from Kadena Air Base, Japan, set out to completely digitize the mobility process. In doing so, they came up with Kinetic Cargo, which modernizes the cargo deployment process from start to finish by using commercial off-the-shelf weigh-in-motion scales, laser profiling technology, a computer interface, and a digital cargo documentation process, according to the team's initiative in VISION.



Master Sgt. Brandon Allensworth, 18th Logistic Readiness Squadron air transportation function superintendent, briefs U.S. Air Force Maj. Gen. Linda Hurry, director of logistics, Deputy Chief of Staff for logistics, engineering and force protection, on Project Kinetic Cargo at Kadena Air Base.

 **Maj Raymond Hill, Pacific Air Forces**

 **VISION Initiative: Kinetic Cargo**

IMPACT

Agile Combat Employment

Initial testing of Kinetic Cargo eliminated 20 hours of processing time and 98 percent of paperwork used on over 100 increments of cargo. The system is being used at five locations in the Pacific theater, with funding secured for four others, and multiple mainland locations adopting it as well.

Read this story and others like it in the Weekly VISION

VISION is getting better every day



IMPROVED EXPORT

Now, user-friendly CSV exports from VISION include the full 'Problem' and 'Solution' field text, adding further richness to VISION's ability to make sense out of large amounts of data.

Added July 2023!



SPARK GENERATOR

Spark Generator is a centralized set of assets and templates for setting up capabilities within a Spark Cell. Users and managers can view and download static files/assets critical to their initiatives.

Added June 2023!

Phase II Coming Soon



RESOURCE CALENDAR

We're constantly adding simple features that users ask for. A native calendar allows better cross-organizational collaboration where initiatives are being managed.

Added June 2023!



USER SKILLS

VISION users are themselves a valuable resource for innovation. They can now add skills to their profile that make it easier to connect the right people with projects that align with their interests and ability to contribute.

Added April 2023!



Stacey Kessler

Director of Customer Success

- VISION support
- Product feedback
- Detailed product demo

vision@mobilizeyourtech.com



@MOBILIZE

Keep up with the latest at
[linkedin.com/company/mobilizeyourtech](https://www.linkedin.com/company/mobilizeyourtech)



Bethany Weiser (She/Her)
 Innovation Program Manager | Management Consultant | Creative Strate...

I manage the grassroots innovation activity for AFMC, and the launch of **Mobilize VISION** for our innovation project tracking is going to be awesome! We have approximately 300 projects Command-wide we are going to be uploading!

Our team is also hopeful we can look for this tool to have some additional modifications to help us manage some of our other core projects that aren't quite innovation-flavored, but are still at the heart of improving day to day ops and quality of life for our Airmen.

Thanks so much to this team for such an awesome tool!

Connectivity is where it's at, and I think this tool has got the vision for it ... see what I did there 🍷



Bernadette Simmons, MSED, MSHRM · 1st
 Management and Program Analyst at United States Air Force

This 🙌🙌🙌

It's pretty awesome to have been recognized by **Mobilize** - creator of VISION - a project management tool for the Air Force innovation projects, now it evolves to include training modules.

IMO, VISION is the best investment that the Air Force did for Airmen and its innovation initiative. It provides a central repository from ideation to finish - and is accessible to any Airman.

I have been and continue to advocate for VISION as I believe Air Force as an institution should be able to take advantage of what's already been done/working in another base. Why re-create something when all you need is to call/email/contact the originator - networking and connecting!

Thank you Mobilize! Truly appreciate what you all are providing to all our Airmen! 🍷🙌🙌🙌



Lance Myerson, MBA
 Commander, 58th Maintenance Group at United Stat...

Vision is the future.

Love · 🙌🙌🙌 3 · Reply · 1 reply



Kevin Walton
 Innovation Strategist & Connector

VISION is the TODAY!!! So proud of all they've done with so many great plans coming. One might say we live in a world where VISION is... realized! :)



Earl Bagwell
 Superintendent Spark X, Joint Base Andrews

The original start of this project felt like we were going to concur the world lol. Still stand by the successful failure comment.

We failed to complete the project. Continue to spend time developing another system, when there are 2 doing exactly what we wanted, seemed wasteful. We directed our time, talent, and energy at other problems coming through the door without solutions.

We succeeded in connecting to others sharing the knowledge that was shared with us. In the hopes others would also redirect their time to other projects.

Thank you to **Mobilize** for seeing the need for a collaboration platform for the innovation ecosystem. Feel this is the successful part of the project.

There was some talent **Jonathan Quemuel** who was the brains, developer working hard on this project and many others lending their time to help wherever needed.

Best Job Ever!!



Marc Bleha
 Commander, Dean of Logistics Officers Association University, Tes...

Load projects and share via Vision :)

Like · 🙌🙌🙌 4 · Reply · 1 Reply



Matthew Paulini
 SMDO Program, DOGTAG Portfolio, APoF JCTD at AFRL/RL...

Having seen/used several "ideation platforms" and been involved with acquisitions from both the AFRL and AFWERX SBIR perspective, **Mobilize VISION** is by far the most robust, user-friendly, and needed capability to get after this challenging problem (i.e. analysis of alternatives, deconfliction, aggregation, awareness).



Kyndal Lievano (She/Her)
 AFWERX Spark Coordinator

I appreciate and love working with the Mobilize team! Thank you for building a product to help Air Force collaborate quicker on innovative ideas!

See What's Possible.



We have more than a decade of experience creating software powering a wide range of missions, all focused on doing more together.

Join us, and see what's possible.

- [Book a leadership showcase of VISION](#)
- [Book a training or demo for your team](#)
- [Book our leadership for a speaking engagement](#)
- [Spread the word on LinkedIn](#)



CONNECT WITH US

The Mobilize team is continuing to build momentum and amplify connections, collaborations, and joint scale.



[linkedin.com/company/mobilizeyourtech](https://www.linkedin.com/company/mobilizeyourtech)

We Have a New Website!

REACH OUT TO LEARN MORE AND CONNECT:



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CEO



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