AN ARMY COHORT PROGRAM

AN UNPRECEDENTED WAY TO GROW A LINE OF BUSINESS INTO THE DOD

A MODEL FOR COHORT-BASED PROBLEM SOLVING

Cohorts are playing an increasing role in startup communities around the world. These programs offer a way for companies to improve their outcomes by tapping the learning and connections of an accelerator partner. In exchange, cohort members are *usually* asked to share a piece of their profit.

We decided to put a twist on that concept for the U.S. Army. The Cohort Program through the Army Applications Laboratory (AAL) is similar to an accelerator, similar to a hackathon, similar to traditional acquisitions, but none of those things by itself. It brings together a group of companies to focus on a specific problem and suggest how their technology could solve it on behalf of the Army.

In exchange, participating companies receive non-dilutive funding and a chance to present their solution concepts directly to Army stakeholders and mission partners.

SEE HOW IT COMPARES

- ✓ Community-based
- ✓ Focused on specific problems
- ✓ Provides funding to develop a concept
- ✓ Hybrid model (not all on site or full time)
- ✓ Matches you directly with Army stakeholders and end users
- ✓ Participate while maintaining other sources of revenue

- ✕ Not an accelerator program
- ✕ Not a pitch contest or hackathon
- ✕ Not a corporate development program
- ✕ Not traditional Army procurement

GOOD FOR BUSINESS. GOOD FOR SOLDIERS.

The Cohort Program offers a faster way to source relevant insights and solutions from the commercial market that can be converted, scaled, and integrated across the Army. This approach makes it easier for untapped thinkers to enter our research and development ecosystem and helps companies grow a new line of business into the Department of Defense (DOD), even if they don't typically work with the federal government.

Through programs like these, we are evolving how we operate so Soldiers can operate at the speed of relevance.

The Cohort Program provides non-dilutive funding for companies to develop a concept and present it directly to U.S. Army customers.

How it works

The Cohort Program model is powerful because it allows the Army to simultaneously explore multiple solution approaches and components from the commercial market that could work together to solve a single problem. An exercise in collaborative innovation, it offers an opportunity to connect concepts from parallel industries and produce some unexpected results.

To get there, we put you side-by-side with Soldiers and Army experts to help translate your existing technology for a military use case. The result is a new, dual-use solution concept that moves the front line.

1. **More collaboration —** The Cohort Program brings Army stakeholders and commercial solvers together to share insights and solve problems as one team.
2. **Fewer limitations —** The program isn't focused on making one widget or bound by rigid requirements. Instead, it presents a specific problem and offers a chance to solve it in creative ways.
3. **Greater access —** The Cohort Program gives selected companies access to end-users as well as to leaders and experts working on Army modernization priorities.
4. **Better value —** Rather than spending millions on one solution that may not work, we validate ideas that solve multiple problems and can scale into other solutions for the military and for the market.

JOINING A COHORT

New cohorts are established when we identify a specific problem that could be solved in a variety of ways. When a new cohort is announced by AAL, you can apply to join through an easy online process.

Companies that are selected to join a cohort can:

- Access non-dilutive funding for your business
- Build brand recognition within a highly valuable market
- Learn firsthand how to work with the DoD
- Mature a new line of business

Learn more about the Cohort Program and sign up to be notified about new cohorts or other AAL opportunities at aal.army/cohortprogram.

> Seeing how we could adapt our technology in a pretty straightforward way for a use case as different as munitions inventory **opened our eyes to other, similar adaptations** that we can do in the commercial sector.
>
> **Ben Ziomek**
> Actuate, Co-founder & CTO
> A FAAR Cohort company

ABOUT THE ARMY APPLICATIONS LABORATORY

We're not a laboratory in the traditional sense of the word. Our mission is to accelerate the discovery, evaluation, and transition of dual-use technology and business practices to help the Army Futures Command (AFC) fundamentally reshape how the U.S. Army delivers capabilities in support of Multi-Domain Operations. The Army Applications Laboratory (AAL) is the leading edge of Army transformation from the industrial age to the information age, because we question why and deliver what if. Learn more at **aal.army**.

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