

# ESCAPE VELOCITY



## NAVIGATING STARTUPS THROUGH THE VALLEY OF DEATH

While the DoD provides early-stage funding for startups through programs like SBIR, many struggle in the **Valley of Death** and never make it to a production contract or Program of Record. Limited resources, technical risks, and difficulties navigating defense markets impede commercialization of promising DoD-funded innovations.

The DoD's 'valley of death' isn't just a military problem—it's a missed opportunity for groundbreaking tech to solve real-world challenges at scale. By bridging this gap, companies can unlock a market worth billions, accelerate innovation cycles, and create technologies that serve national security and also drive commercial sector breakthroughs. For tech leaders willing to navigate this landscape, the rewards extend far beyond the bottom line—it's a chance to shape the future of global security and technological advancement.

### The Challenge for Startups in DOD



Aligning new tech with DOD requirements



Fierce competition for limited funds



Complicated market dynamics



Unreliable RDT&E funding streams



Forging relationships with DoD stakeholders and champions



Navigating appropriations and authorizations from Capitol Hill



**Victory Six bridges the gap between startups and DOD. Our proven approach de-risks the go-to-market effort for startups and their investors.**

# ESCAPE VELOCITY

**Victory Six empowers startups to overcome the DoD's Valley of Death. We provide the strategic guidance, resources, and connections to help you secure funding, win contracts, and bring your technology to the defense market**

With a successful history in government and defense consulting, Victory Six delivers precise insights and an unwavering commitment to help you excel.

We offer a comprehensive range of strategic services, from market analysis and business development to marketing strategies and investment guidance.

Our proven track record of success speaks for itself, helping clients achieve market leadership in complex environments.

Partner with Victory Six and let us be your trusted advisor in your pursuit of market dominance.



## STRATEGY DEVELOPMENT

Customized market analyses and go-to-market playbooks lay out a clear plan for how a startup should engage with DOD



## FED. SALES & MARKETING

Tailored messaging and outreach campaigns to effectively engage DOD stakeholders and champions, accelerating pipeline development and driving revenue



## FUNDING

Identifying and supporting the pursuit of nondilutive funding and traditional venture capital



## ACQUISITION & EXECUTION

Our team of experts supports capture, bid and proposal development, red teaming, pre and post-award contract negotiations. We assemble winning teams, and continue to support the team during contract execution to ensure successful outcomes.

## CLIENTS



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