



**DEPARTMENT OF THE AIR FORCE  
27TH SPECIAL OPERATIONS WING (AFSOC)  
CANNON AIR FORCE BASE NEW MEXICO**

**DATE**

MEMORANDUM FOR 27 SOW SPARK CELL

FROM: **NAME, RANK, JOB TITLE**

SUBJECT: **NAME OF PROJECT**

1. The Ask: **Boiled down, what is it you need?**
2. Problem Statement: **No more than 4 sentences**
3. Problem Solution: **No more than 2 sentences**
4. Value Proposition: **List the groups and people/orgs that benefit from this solution and what they gain from the solution**
5. Expected ROI: **No more than 3 metrics; may be objective and/or subjective; e.g. cost savings, manpower reduction, increased mission effectiveness, better morale/culture**
6. **5-Node Identification:**
  1. **Intrapreneur** – **Name, Rank, Org**
  2. **Leadership Engagement** – **Name of unit leader who supports this idea, Rank, Org**
  3. **Advocates** – **Who internal to DoD supports your project or needs to be involved for your project to be successful**
  4. **Contracting/Legal** – **if unknown, 27 SOW Spark Cell will cover**
  5. **Technology Partner** – **Who external to DoD supports your project or needs to be involved for your project to be successful**

**Commented [FJRMUA2C1]:** AFWERX's working theory is that a project is more likely to succeed if you identify and secure commitments from 5 nodes. Fill in each node to the best of your knowledge; while it is helpful to have many nodes identified as possible, the Spark Cell can help fill in and/or solidify unidentified nodes.

**Commented [FJRMUA2C2]:** Problem owner & user: understands the problem and leverages network to find a solution; this is the most important node

**Commented [FJRMUA2C3]:** Local leadership buy-in and organizational desire to ensure a solution can be deployed and transferred; there could be multiple leaders that support the project, include the key ones

**Commented [FJRMUA2C4]:** Industry, academic, and/or gov't partners that can deliver a solution

	Start	[Milestone or Phase]	[Milestone or Phase]	[Milestone or Phase]	Project Complete
Date	MMM/YY	MMM/YY	MMM/YY	MMM/YY	MMM/YY
Key Activities					

**[NO MORE THAN 1 PAGE FOR THE INFORMATION ABOVE THE RED LINE]**

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Supporting Documents Attached **[this section not required; attached documents may make the document longer than 1 page]; Submit ideas to '27 SOW Innovation Spark Cell' on the GAL**

NAME, Rank, USAF  
Duty Title