

DUAL-USE STRATEGY FOR STARTUPS AND GOVERNMENT



WHEN

May 28-29, 2025

PRICE

\$4,900

WHERE

Washington, D.C.

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

Taught by Fiona Murray and Gene Keselman, world-renown experts on this topic, *Dual Use Strategy for Startups and Government* is designed to bridge the gap between these two worlds. Startups will learn how to unlock government funding, master procurement processes, and build capabilities that resonate with mission-driven markets. Government participants will gain an appreciation for startup culture, venture capital mechanics, and the commercial innovation landscape. By fostering a mutual understanding, this course accelerates collaboration and innovation across sectors. A dual-use strategy is about making tradeoffs: which solution to build and for whom, how to test it, how to fund it, and how to deploy it. MIT's Dual-Use Readiness Levels™ framework provides a structured approach for startups to evaluate their readiness across commercial, mission, and technological dimensions. This model fosters better communication between commercial and mission-driven sectors, helping participants assess opportunities, align strategies, and bridge critical gaps.

Through engaging lectures, real-world case studies, and hands-on exercises, participants will explore the nuances of dual-use strategies, including how to “speak mission” and translate milestones from one ecosystem to another.

Please visit our website for the most current information.

executive.mit.edu/use

MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY*

Fiona Murray
Gene Keselman

TAKEAWAYS

As a participant in this course, you will learn:

- **Strategic frameworks:** Understand the Dual-Use Readiness Levels™ framework to navigate between commercial and government markets effectively.
- **Cultural fluency:** Develop a shared language to bridge the gap between mission-driven and market-driven innovation.
- **Real-world insights:** Gain practical knowledge through case studies and testimonials from startups and government leaders.
- **Actionable tools:** Learn techniques for evaluating opportunities, accessing funding, and building scalable solutions for dual-use markets.
- **Cross-sector collaboration:** Build connections with peers from startups and government, fostering partnerships that drive impact.

WHO SHOULD ATTEND

This two-day course in Washington, D.C., is ideal for:

Startup Leaders: Entrepreneurs seeking to explore or deepen their dual-use strategy, access government funding, and build connections in defense and mission-driven markets.

Government Professionals: Leaders and decision-makers aiming to understand startup culture, venture capital dynamics, and ways to collaborate effectively with the private sector.

Investors and Ecosystem Builders: Venture capitalists, accelerators, and consultants interested in supporting startups with dual-use potential.

*Please note, faculty may be subject to change.

Whether you're developing cutting-edge technologies, shaping public policy, or supporting innovation ecosystems, this program provides the tools, frameworks, and insights to achieve measurable success.

CONTACT INFORMATION

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