



COLLIDER EVENT

SMALL BUSINESS EXPO

Leveraging Federal Resources and
Small Business Assistance Programs

August 24, 2023

1:00 PM TO 5:00 PM (CT)

*Brought to you
in partnership by*



Small Business Innovation Research

Ed Lahue, Innovation & Technology Counselor elahue@missouri.edu



WHAT IS THE MISSOURI SBDC?

- Missouri SBDC (Small Business Development Centers) serves all 114 counties and the city of St. Louis
- Funded in part through a Cooperative Agreement with the U.S. Small Business Administration
- Additional funding provided by the University of Missouri Extension, universities/colleges, economic development organizations, and other private and public partnerships

WHAT DOES THE SBDC DO?

- Help Missouri business owners and startups make confident decisions with personalized assistance
- Serve for-profit existing businesses and start-ups with business planning, financial projections/analysis, identifying customers, marketing, QuickBooks, plus more*
- Provide one-on-one assistance by appointment and training/events on topics to meet small business needs
- Specific expertise and services in technology development & commercialization, international trade, agri-business, business growth strategies, and exit planning

* The Missouri SBDC does NOT provide legal or tax advice.



What is SBIR and STTR?



- A **\$4.6 Billion** Federal Funding Program mandated by legislation in 1982 (just renewed 2 years to Sept 2024).
- Purpose to increase and support **scientific excellence** and **technological innovation** through investment of federal research funds.
- **SBIR** – Small Business Innovation Research
- **STTR** – Small Business Technology Transfer
- Support for Small Business to:
 - Stimulate **new technology & innovation**
 - Develop products with **commercial merit** and social good
 - **Create Jobs**

What is SBIR and STTR?



A mechanism to fund best early-stage high-risk innovation ideas
(Ideas that are too high risk for the private sector)



Startups that got SBIR Funding

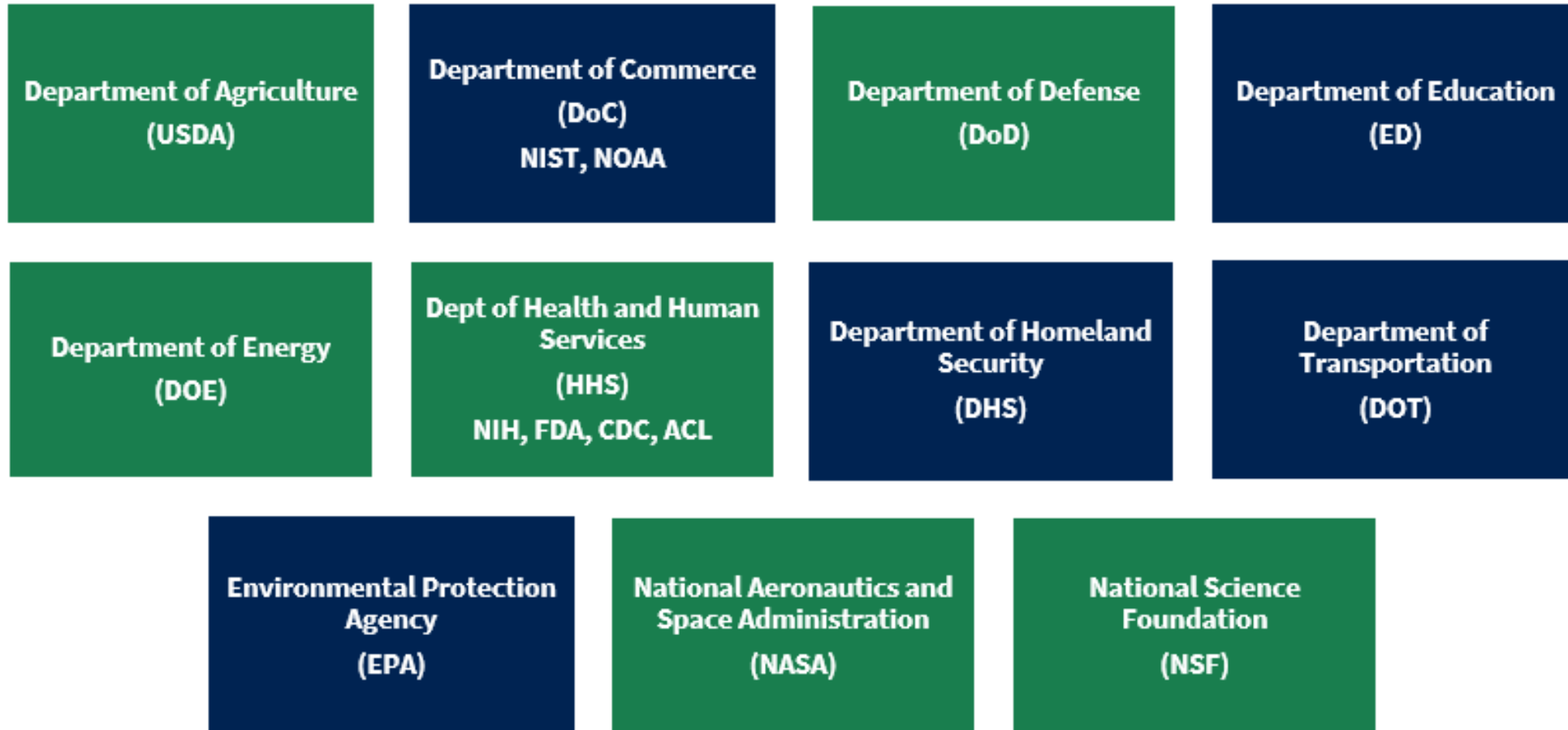


www.sbir.gov/showcase

The difference between SBIR and STTR

	SBIR	STTR
Partnering Requirement	Permits partnering	Requires a non-profit research institution partner
Principal Investigator	Primary employment (>50%) must be with the small business	PI may be employed by either the research institution partner or small business (check solicitation)
Work Requirement	May subcontract up to: 33% (Phase I) 50% (Phase II)	Minimum: 40% Small Business 30% Research Institution Partner
Program Size	3.2% (FY19 - \$3.28B)	0.45% (FY19 - \$453M)
Majority VC ownership	Allowed by some agencies	Not allowed
Participating Agencies	11 agencies (extramural R&D budget > \$100M)	5 agencies (extramural R&D budget > \$1B)

SBIR & STTR Participating Agencies



Blue is SBIR only and Green is both

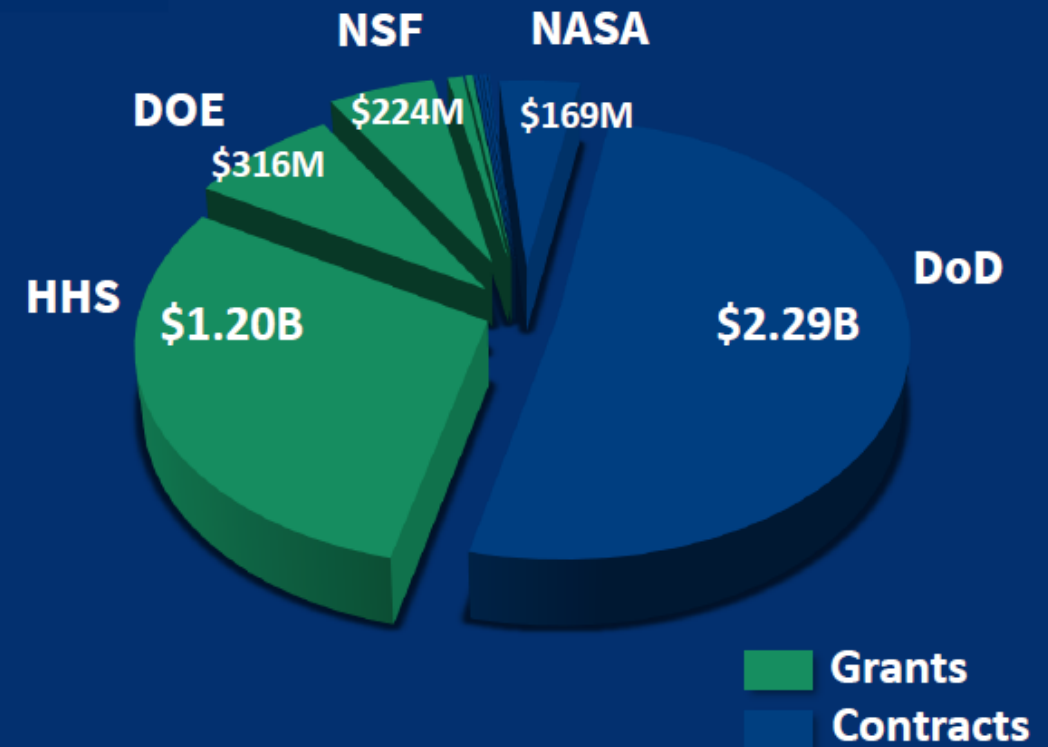
FY2021 SBIR/STTR Budgets by Agency

Agencies	Budget
Department of Defense (DoD)	\$2.29 B
Department of Health and Human Services (HHS)*, including the National Institutes of Health (NIH)	\$1.20 B
Department of Energy (DOE), including Advanced Research Projects Agency – Energy (ARPA-E)	\$316 M
National Science Foundation (NSF)	\$224 M
National Aeronautics and Space Administration (NASA)	\$169 M
U.S. Department of Agriculture (USDA)	\$32.2 M
Department of Homeland Security (DHS)**	\$15.0 M
Department of Education (ED)	\$11.8 M
Department of Commerce: National Oceanic and Atmospheric Administration (NOAA)	\$10.7M
Department of Transportation (DOT)	\$6.5 M
Department of Commerce: National Institute of Standards and Technology (NIST)	\$4.6 M
Environmental Protection Agency (EPA)***	\$4.1 M

* Provides grants and contracts

** Estimated from prior years

*** Budgeted Amount; other Agencies Obligated Amount



Total: \$4.282 Billion

SBIR: \$3.765 Billion

STTR: \$518 Million

Phases and Funding

Phase I

Concept Development
6 months – 1 year
~ \$50,000 – 295,924

Phase II

Prototype Development
24 months
~ \$500,000 – 1.97M

Phase III

Commercialization
Not SBIR funding

Why consider SBIR and STTR?

- Fills the gap between new start-up with no capital to build prototype and an investable business that has a product and revenue.
- Non-dilutive cash.
- Largest source of non-dilutive.
- Award helps validate technology prior to investment.
- Enables early transfer of technology from academia to start-up companies.
- Attracts commercialization partners and funding.
- Small business retains ownership of intellectual property (with some exceptions, see <http://sbir.us/library/SBIRpatn.html>).
- Government can't share reports or data with anyone outside of the federal government for 20 years.

SBIR – More Defined

- **Small** – Has not more than 500 employees.
 - Is at least 51% owned and controlled.
- **Business** – For profit proprietorship, partnership, LLC, corporation.
- **Innovation** – Must be innovative with breakthrough technology (more revolution than evolution).
- **Research** – Establish the technical and scientific merit and feasibility of the proposed research efforts.

Who qualifies?

- You must have a small business
- For-profit
- US-owned and controlled
- > 50% owned by U.S. citizens or permanent residents
- < 500 employees
- Located in the U.S.
- R&D for grant project must be performed in the U.S.
- Company-controlled research space for grant project

What is involved with SBIR Phase 1 Submission?

- **Innovative/Novel Concept** that matches a research topic of one of the federal agencies (NSF allows broad topics)
- A good **understanding of the current state** and how your technology pushes beyond the current state
- **Research plan** that demonstrates how you will prove your concept
- Identification of the **project team members** who can carry out this research plan
- **Market estimate and customer segment** (significance) and possibly social good
- Time and effort – **150 hours over 10 weeks for 15-20 page work plan (6 months to get funds after submission)**

What is needed for SBIR Phase 1 Submission?

- Set up as small business (registered with the state)
- An address
- A company bank account
- Employer Identification Number (EIN) with IRS
- Required registrations ([Registration Tutorial](#)) (can take up 6 weeks)
 - System for Award Management (SAM) <https://sam.gov/SAM>
 - SBIR.gov (will need the above first)
 - Specific registrations for that agency (grants.gov, research.gov, eRA Commons)
- For assistance with SAM, Jaymie Mitchell, APEX Accelerators mitchelljl@missouri.edu

Your chances of being awarded

- In 2019, 21,299 SBIR Phase 1 proposals were submitted and 3,946 were awarded resulting in a **19% success rate.**
- Phase 2 had 3,682 with 2,135 awards for a **59% success rate.**
- STTR have similar success rates.
- **40% of the awardees are first time submissions.**

National Science Foundation (NSF)

- Another option is the National Science Foundation (NSF) Seed Fund, which has very broad topics and they are issued on a rolling basis.
- There were only **3 submission windows** in 2023:
November 22 - March 1
March 2 - July 5
July 6 - November 1
- <https://seedfund.nsf.gov/portfolio/>
- NSF submissions are done by invitation only via a Project Pitch which is a brief description that is reviewed in about 3 weeks. Once selected you have 1 year to submit your full proposal.
- **1 in 3 Project Pitches get invited** to submit a full proposal.

Key Resources

- **Ed Lahue**, Innovation & Technology Counselor
elahue@missouri.edu
- SBA has **SBIR tutorials** <https://www.sbir.gov/tutorials>
- **Missouri SBDC Training Events**
<https://sbdc.missouri.edu/training/events>
- **Phase 0 FAST Grant to Fund up to \$2500 for grant writing**



missourisbdc.org



The Missouri SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.





NGA Collider Workshop – SBIR/STTR Program

Jim Wallace

August 24, 2023

Agenda

- Hot News
- Program Background
- DoD and NGA Technology Areas
- NGA Cycle 23.3/C Opportunities
- Submitting Proposals
- Resources

Hot News – Important Dates



Cycle	OUSD Pre- Release	Proposal Open Date	Proposal Close Date	Notices (Goal)	Awards (Goal)
23.3/C	8/23/23	9/20/23	10/18/23	1/16/24	4/16/24

The DoD solicitations and NGA topics are available at
<https://www.defensesbirsttr.mil/>

You may talk with the topic technical points of contact until
the day before the proposal open date

Program Background

Approved for public release, NGA-U-2023-01642



DoD SBIR/STTR Mission and Goals

MISSION: SBIR and STTR programs are Congressionally authorized small business set-asides established to support scientific excellence and technological innovation through the investment of Federal research funds in critical American priorities to build a strong national economy.

- Stimulate technological innovation for DoD to maintain technological superiority and military readiness to deter military operations from U.S. adversaries by:
 - Increasing private sector commercialization of Federal R&D to increase competition, productivity, and economic growth
 - Stimulating a partnership of ideas and technologies between innovative small businesses and research institutions (STTR)
- Enable small businesses to explore their technological potential and provide the incentive to profit from commercialization
- Stimulate high-tech innovation and increase U.S. entrepreneurial spirit as it meets its specific R&D needs



Source: www.defensesbirsttr.mil/SBIR-STTR/Program/

DoD SBIR/STTR Participants



[Department of the Army](#)



[Department of the Navy](#)



[Department of the Air Force](#)



[Defense Advanced Research Projects Agency](#)



[Defense Health Agency](#)



[Defense Logistics Agency](#)



[Defense Microelectronics Activity](#)



[Defense Threat Reduction Agency](#)



[Chemical and Biological Defense](#)



[Missile Defense Agency](#)



[National Geospatial-Intelligence Agency](#)



[Office of Secretary of Defense](#)



[United States Special Operations Command](#)

NGA Overview

- The National Geospatial-Intelligence Agency (NGA) delivers world-class geospatial intelligence (GEOINT) that provides a decisive advantage to policymakers, military service members, intelligence professionals and first responders.
- NGA is the lead federal agency for GEOINT and manages a global consortium of more than 400 commercial and government relationships.
- The director of NGA serves as the functional manager for GEOINT, the head of the National System for Geospatial Intelligence (NSG) and the coordinator of the Allied System for Geospatial Intelligence (ASG).

NGA SBIR/STTR Program Overview

- Sponsor under the DoD SBIR/STTR program since 1998
- Only agency-level sponsor within the U.S. Intelligence Community
- \$83M in Phase I and Phase II awards since inception
- \$69M in Phase I and Phase II awards FY2018 to present
- Awards to small businesses in 24 states and D.C. since inception

Pop Quiz!

How many SBIR/STTR contracts
has NGA awarded to
St. Louis area small businesses?

0

Sources: SBIR.gov and USASpending.gov award databases

Approved for public release, NGA-U-2023-01524



Pop Quiz!

Which agency has awarded
the most SBIR/STTR contracts or grants
to St. Louis area small businesses?

Department of Health and Human Services
(255)

Sources: SBIR.gov and USASpending.gov award databases

Approved for public release, NGA-U-2023-01524



Pop Quiz!

Where does the DoD rank
in awarding SBIR/STTR contracts or grants
to St. Louis area small businesses?

4th –

Tied with the Department of Agriculture (11)

Sources: SBIR.gov and USASpending.gov award databases

Approved for public release, NGA-U-2023-01524



Pop Quiz!

Where does the DoD rank
in awarding SBIR/STTR contracts or grants
to St. Louis area small businesses
(by dollar value)?

4th —

\$4.57M of \$171.1M since 1983

Sources: SBIR.gov and USASpending.gov award databases

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SBIR/STTR Participating Federal Agencies

Market-driven

Agencies that invest in technologies to solve problems through the commercial marketplace:

- Department of Energy (DOE)
- Department of Health and Human Services (HHS), including NIH, FDA, CDC
- National Science Foundation (NSF)
- Department of Agriculture (USDA)
- Department of Commerce, including NIST and NOAA
- Department of Education (ED)
- Environmental Protection Agency (EPA)

Mission-driven

Agencies that invest in technologies to solve government defined problems with dual-use, commercial potential:

- Department of Defense (DoD), including Air Force, Navy, Army
- National Aeronautics and Space Administration (NASA)
- Department of Homeland Security (DHS)
- Department of Transportation (DOT)

Source: Small Business Administration (SBA)

NGA Research Partners (Partial List)



Approved for public release, NGA-U-2023-01524

DoD and NGA Technology Areas

Approved for public release, NGA-U-2023-01642



OUSD(R&E) Critical Technology Areas*

- FutureG
- Trusted AI and autonomy
- Biotechnology
- Advanced computing and software
- Integrated sensing and cyber
- Directed energy
- Hypersonics
- Microelectronics
- Integrated network system-of-systems
- Quantum science
- Space technology
- Renewable energy generation and storage
- Human-machine interfaces
- Advanced materials

□ NGA cycle 23.3/C concentrations

Source: <https://www.defensesbirsttr.mil/> *as of 3 July 2023

NGA and NSG Strategy Documents



All are available at <https://www.nga.mil/about/Strategy.html>



NGA Tech Focus Areas 2022

- Assured positioning, navigation, timing, and targeting
 - Stabilizing, modernizing, and transforming critical geodetic infrastructure
 - Consistent and accurate operations in a GPS-denied environment
 - Global dynamic modeling
 - Precision GEOINT
- Accelerated tasking orchestration
 - Automated strategies
 - Mission needs and collection planning

Source: https://www.nga.mil/assets/files/220428-002_Tech_Focus_Areas_2022_v2_WEB.pdf

NGA Tech Focus Areas 2022 (cont.)

- Data access and data integrity
 - Secure data services
 - Data integration and optimization
 - Cross-domain services
 - Edge services, compute, and transport
- Analytic workflow modernization
 - Automated GEOINT exploitation
 - Automated insight and reporting
 - Modeling

Source: https://www.nga.mil/assets/files/220428-002_Tech_Focus_Areas_2022_v2_WEB.pdf

Cycle 23.3/C Opportunities

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Cycle 23.3/C Opportunities

➤ 23.3 SBIR

- Advanced Single-Photon Avalanche Diode for 1030 nm (SPAD-1030)
- Deep Rational 3D Geospatial Analytics for Generative AI
- Solar Blind UV Detector for Space Object Detection
- Specialized Crystal Growth and Material Characterization

➤ 23.C STTR

- Improved Road Network Extraction through Reinforcement Learning

The DoD solicitations and NGA topics are available at <https://www.defensesbirsttr.mil/>

You may talk with the topic technical points of contact until the day before the proposal open date

Submitting Proposals

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Defense SBIR/STTR Innovation Portal (DSIP)

- DSIP is the official proposal submission website for the Department of Defense
- Proposal submission
 - SBIR/STTR Phase I, Direct to Phase II, or Phase II proposals to any DoD component must be submitted through the DSIP
- Topic search
- Topics Q&A

The screenshot shows the DSIP homepage with a navigation bar at the top containing links for HOME, TOPIC INFO, PROGRAM INFO, and a Login/Register button. The main content area is titled 'Welcome to the DSIP (Defense SBIR/STTR Innovation Portal)!' and features a 'Quick Links' section with six tiles: BAA Schedule, Topics and Topic Q&A (SITIS), Learning & Support, Additional Program Info, SBIR.gov, and DSIP Listserv. To the right of the quick links is a section for 'Active BAAs' showing 'DoD SBIR 2023.4' with '24 Topics Active'. At the bottom of the page is a 'USG Warning and Consent' section with a list of conditions for using the system.

DSIP Defense SBIR/STTR Innovation Portal
Proposal Submissions

HOME TOPIC INFO PROGRAM INFO Login/Register

Welcome to the DSIP (Defense SBIR/STTR Innovation Portal)!

Quick Links <<

- BAA Schedule**
View active, upcoming, and archived Broad Agency Announcements (BAAs)
- Topics and Topic Q&A (SITIS)**
View available topics for each BAA and ask questions during Pre-Release periods
- Learning & Support**
View templates, training materials, and FAQs
- Additional Program Info**
Access more information on the DoD SBIR/STTR program
- SBIR.gov**
Learn more about the overall SBIR/STTR program and search prior awards
- DSIP Listserv**
Sign up for the DSIP Listserv to receive emails about BAAs, new opportunities, and more!

Active BAAs

DoD SBIR 2023.4
24 Topics Active

USG Warning and Consent: You are accessing a U.S. Government (USG) Information System (IS) that is provided for USG-authorized use only. By using this IS (which includes any device attached to this IS), you consent to the following conditions:

- The USG routinely intercepts and monitors communications on this IS for purposes including, but not limited to, penetration testing, COMSEC monitoring, network operations and defense, personnel misconduct (PM), law enforcement (LE), and counterintelligence (CI) investigations.
- At any time, the USG may inspect and seize data stored on this IS.
- Communications using, or data stored on, this IS are not private, are subject to routine monitoring, interception, and search, and may be disclosed or used for any USG authorized purpose.
- This IS includes security measures (e.g., authentication and access controls) to protect USG interests—not for your personal benefit or privacy.
- Notwithstanding the above, using this IS does not constitute consent to PM, LE or CI investigative searching or monitoring of the content of privileged communications, or work product, related to personal representation or services by attorneys, psychotherapists, or clergy, and their assistants. Such communications and work product are private and confidential. See User Agreement for details.

<https://www.dodsbirsttr.mil/submissions/login>

Approved for public release, NGA-U-2023-01642



Evaluating Proposals – Criteria

- Selections will be based on a determination of the overall technical value of each proposal and an evaluation of the cost volume, with the appropriate method of analysis given the contract type to be awarded, in order for selection of the proposal(s) most advantageous to the government, considering the following factors which are listed in descending order of importance:
 - The soundness, technical merit, and innovation of the proposed approach and its incremental progress toward topic or subtopic solution.
 - The qualifications of the proposed principal/key investigators, supporting staff, and consultants. Qualifications include not only the ability to perform the research and development but also the ability to commercialize the results.
 - The potential for commercial (government or private sector) application and the benefits expected to accrue from this commercialization.
- Cost or budget data submitted with the proposals will be considered during evaluation.

* Source: DoD SBIR Program 23.2 broad agency announcement

Approved for public release, NGA-U-2023-01642



Resources

Approved for public release, NGA-U-2023-01642



Web Sites

- System for Award Management (SAM) website – <https://sam.gov/content/home>
- Small Business Administration website – <https://www.sba.gov/>
- Small Business Administration SBIR/STTR website – <https://www.sbir.gov/>
- DoD SBIR/STTR website – <https://www.defensesbirsttr.mil/>
- DSIP website – <https://www.dodsbirsttr.mil/submissions/login>
- APEX Accelerators – <https://www.apexaccelerators.us/#/>
 - Missouri APEX Accelerators – <https://extension.missouri.edu/programs/missouri-procurement-technical-assistance-centers>

NGA Points of Contact

- Industry Engagement – IndustryEngagement@nga.mil
- Small Business Office – SmallBusiness@nga.mil
- SBIR/STTR Program Office – SBIR@nga.mil





Know the World, Show the Way...from Seabed to Space



Pursuing Contracts in the System for Award Management (SAM.gov)



PRESENTER



Jaymie Mitchell, CPCM Missouri APEX Accelerator

Saint Louis, Missouri

Preferred Method of Contact:

mitchelljl@missouri.edu

Territory Served

Franklin County, Iron County, Jefferson County, Lincoln County,
Madison County, Perry County, Pike County, St. Charles County,
St. Francois County, St. Louis, Ste. Genevieve County, Warren
County, Washington County, St. Louis City

*This APEX Accelerator is funded in part through
a cooperative agreement
with the Department of Defense.*

Jaymie Mitchell is a Certified Professional Contract Manager (CPCM), and Procurement Specialist with the APEX Accelerator of Missouri. She has over 35 years of business development, marketing, and procurement experience. She has worked in many different industries:

- Munitions Manufacturing
- Civil Engineering
- Construction
- Environmental Remediation
- Finance
- Information Technology
- Hospitality
- Recreational Ski Areas
- Commercial Fishing

Her experience gives her great insight in the process and expectations of government contracting through the lens of private industry.

Quick Review of Previous Webinar

- APEX Accelerator Services
- A brief summary of previously SAM Navigation and Search Functions.



How can APEX help you?

- Free and confidential one-on-one counseling
- SAM registration and registering your business in government databases
- Interpreting government solicitations
- Electronic Bid Matching Service
- Government contract research assistance
- Marketing to government and prime contractors
- Identification of contract teaming and joint venture partners
- Vendor website registration assistance
- Help finding bidding partners
- Responding effectively to solicitations
- Contract preparation
- Obtaining federal Set-Aside certifications
- GSA Federal Supply Schedules
- Federal accounting and invoicing practices
- Research strategies for accessing federal, state and local government markets

Summary of Previous Discussion “SAM Navigation and Search Functions”

SAM Searches

- All Domains
- Contract Opportunities
 - Information Results, Contract Data
 - Download Options
- Data Bank
 - Contract Data
 - Types of Reports
(Standard, Static, Administrative, Ad Hoc)
- Entity Information
 - Check Company Status
 - Targeted Searches
 - Competitor Entity Searches
 - Company Core Data Report Download
 - Representations & Certification Download
- Wage Determination Reports
- Acquisition.gov - Review solicitation instructions, regulations, procedures, limitations, subcontracting, etc.
- USASpending.gov – Market Research using Award History searches.

Contract Opportunities – Information Results

Tent and Stage Equipment Rental

ACTIVE

Contract Opportunity

Notice ID
70Z08123Q000109

Related Notice

Department/Ind. Agency
HOMELAND SECURITY, DEPARTMENT OF
Sub-tier
US COAST GUARD
Office
BASE ELIZABETH CITY(00081)

General Information

[View Changes](#)

Contract Opportunity Type: Combined Synopsis/Solicitation (Updated)
All Dates/Times are: (UTC-04:00) EASTERN STANDARD TIME, NEW YORK, USA
■ Updated Published Date: Jun 14, 2023 11:43 am EDT
Original Published Date: May 31, 2023 04:08 pm EDT
■ Updated Date Offers Due: Jun 20, 2023 12:00 pm EDT
Original Date Offers Due: Jun 15, 2023 12:00 pm EDT
Inactive Policy: 15 days after date offers due
■ Updated Inactive Date: Jul 05, 2023
Original Inactive Date: Jun 30, 2023
Initiative:
◦ None

Classification

Original Set Aside: Total Small Business Set-Aside (FAR 19.5)
Product Service Code: W099 - LEASE OR RENTAL OF EQUIPMENT- MISCELLANEOUS
NAICS Code:
◦ 532310 - General Rental Centers
Place of Performance:
Elizabeth City , NC 27909
USA

Description

[View Changes](#)

This is a Combined Synopsis/Solicitation for commercial services prepared in accordance with the format in FAR Subpart 12.6 and FAR 13, as supplemented with additional information included in this notice. This announcement constitutes the only solicitation; quotes are request and a written solicitation will not be issued. Instructions to offerors (Tailored for quotes under FAR Part 13), evaluation criteria, and all applicable FAR Provisions and Clauses are attached.

The Solicitation Number: #70Z08123Q000109 issued as a Request for Quotation (RFQ).

This acquisition is issued as a: **Total Small Business 100%**

Attachments/Links

[Download All Attachments/Links](#)

Attachments

Contact Information

Contracting Office Address

300 EAST MAIN ST SUITE, 950
NORFOLK , VA 23510
USA

Primary Point of Contact

Brandon Schmidt
✉ Brandon.M.Schmidt@uscg.mil

Secondary Point of Contact

Cole smith
✉ cole.s.smith@uscg.mil
☎ 2523345244

Awards Summary

0	\$0.00	0
Total Number of Awards	Total Amount Awarded	Total Number of Recipients

Interested Vendors List

Entity

Find your entity by entering a Unique Entity ID, entity name, or CAGE code. Select your entity, then select Add to List.

e.g. 123456789

[Add to List](#)Sort By [Date Added](#) [Filter](#)

Searches:

Contract Opportunity

General Information

Classification

Description

Attachments/Links

Contact Information

History

Award Notices

Interested Vendors List

Know Your Acquisition



Part I: The Schedule*

- A: Solicitation/contract form SF1449 (Cover page)
- B: Supplies/services and prices/costs (CLINs)
Price schedule/Bid Sheet showing description, unit quantity and cost, totals
- C: Statement of work
Describes/defines required services
- D: Packaging and marking
How to pack/box/mark
- E: Inspection and acceptance
FOB Origin or Destination
- F: Deliveries/Performance
When/where/duration
- G: Contract administration
Post award contacts/Payment process
- H: Special requirements

Part II: Contract Clauses*

- I: Contract clauses – *IMPORTANT look for requirements by reference not mentioned in the Statement of Work*

Part III -- List of Documents, Exhibits, and Other Attachments*

- J: List of attachments
Specifications, data items, Statement of Work

Part IV -- Representations and Instructions

- K: Representations, certifications
Read carefully; avoid false claims; update if necessary
- L: Instructions to offerors
Follow directions!
- M: Evaluation factors
Grading system

*Sections included in Contract

Firm-Fixed Contracts

	Firm-Fixed-Price (FFP)	Fixed-Price Economic Price Adjustment (FPEPA)	Fixed-Price Incentive Firm Target (FPIT)	Fixed-Price Award-Fee (FPAF)	Fixed-Price Prospective Price Redetermination (FP ³ R)
Principal Risk to be Mitigated	None. Thus, the contractor assumes all cost risk.	Unstable market prices for labor or material over the life of the contract.	Moderately uncertain contract labor or material requirements.	Risk that the user will not be fully satisfied because of judgmental acceptance criteria.	Costs of performance after the first year because they cannot be estimated with confidence.
Use When . . .	The requirement is well-defined. <ul style="list-style-type: none"> Contractors are experienced in meeting it. Market conditions are stable. Financial risks are otherwise insignificant. 	The market prices at risk are severable and significant. The risk stems from industry-wide contingencies beyond the contractor's control. The dollars at risk outweigh the administrative burdens of an FPEPA.	A ceiling price can be established that covers the most probable risks inherent in the nature of the work. The proposed profit-sharing formula would motivate the contractor to control costs and to meet other objectives.	Judgmental standards can be fairly applied by the fee determining official. The potential fee is large enough to both: <ul style="list-style-type: none"> Provide a meaningful incentive. ¹ Justify related administrative burdens. 	The Government needs a firm commitment from the contractor to deliver the supplies or services during subsequent years. The dollars at risk outweigh the administrative burdens of an FPRP.
Elements	A firm-fixed-price for each line item or one or more groupings of line items.	A fixed-price, ceiling on upward adjustment, and a formula for adjusting the price up or down based on: <ul style="list-style-type: none"> Established prices. Actual labor or material costs. Labor or material indices. 	<ul style="list-style-type: none"> Ceiling price Target cost Target profit Delivery, quality, or other performance targets (optional) Profit sharing formula 120 % ceiling and 50/50 share are points of departure 	<ul style="list-style-type: none"> Fixed-price. Award amount Award fee evaluation criteria and procedures for measuring performance against the criteria 	<ul style="list-style-type: none"> Fixed-price for the first period. Proposed subsequent periods (at least 12 months apart). Timetable for pricing the next period(s).
Contractor is Obligated to:	Provide an acceptable deliverable at the time, place and price specified in the contract.	Provide an acceptable deliverable at the time and place specified in the contract at the adjusted price.	Provide an acceptable deliverable at the time and place specified in the contract at or below the ceiling price.	Perform at the time, place, and the price fixed in the contract.	Provide acceptable deliverables at the time and place specified in the contract at the price established for each period.
Contractor Incentive (other than maximizing goodwill) ¹	Generally, realizes an additional dollar of profit for every dollar that costs are reduced.	Generally, realizes an additional dollar of profit for every dollar that costs are reduced.	Realizes profit on cost by completing work below the ceiling price. May earn higher profit by incurring costs below the target cost or by meeting objective performance targets.	Generally, realizes an additional dollar of profit for every dollar that costs are reduced; earns an additional fee for satisfying the performance standards.	For the period of performance, realizes an additional dollar of profit for every dollar that costs are reduced.
Typical Application	Commercial supplies and services.	Long-term contracts for commercial supplies during a period of high inflation.	Production of a major system based on a prototype.	Performance-based contracts.	Long-term production of spare parts for a major system.
Principal Limitations in FAR/DFARS Parts 16, 32, 35, and 52²	Generally, NOT appropriate for R&D.	Must be justified.	Must be justified. Must be negotiated. Contractor must have an adequate accounting system. Cost data must support targets.	Must be negotiated.	MUST be negotiated. Contractor must have an adequate accounting system that supports the pricing periods. Prompt redeterminations.
Variants	Firm-Fixed-Price Level-of-Effort.		Successive Targets (FPIS), with ceiling and floor on firm target profit.		Retroactive Redetermination



Cost-Plus, Cost or Plus, Time & Materials Contracts

	Cost-Plus-Incentive-Fee (CPIF)	Cost-Plus-Award-Fee (CPAF)	Cost-Plus-Fixed-Fee (CPFF)	Cost or Cost-Sharing (C or CS)	Time & Materials (T&M)
Principal Risk to be Mitigated	Highly uncertain and speculative labor hours, labor mix, and/or material requirements (and other things) necessary to perform the contract. The Government assumes the risks inherent in the contract, benefiting if the actual cost is lower than the expected cost, or losing if the work cannot be completed within the expected cost of performance.				
Use When . . .	An objective relationship can be established between the fee and such measures of performance as actual costs, delivery dates, performance benchmarks, and the like.	Objective incentive targets are not feasible for critical aspects of performance. Judgmental standards can be fairly applied. Potential fee would provide a meaningful incentive.	Relating fee to performance (e.g., to actual costs) would be unworkable or of marginal utility.	The contractor expects substantial compensating benefits for absorbing part of the costs and/or foregoing fee or the vendor is a non-profit entity.	No other type of contract is suitable (e.g., because costs are too low to justify an audit of the contractor's indirect expenses).
Elements	<ul style="list-style-type: none"> Target cost A minimum, maximum, and target fee A formula for adjusting fee based on actual costs and/or performance Performance targets (optional) 	<ul style="list-style-type: none"> Estimated cost Base amount, if applicable, and an award amount Award fee evaluation criteria and procedures for measuring performance against the criteria 	<ul style="list-style-type: none"> Estimated cost Fixed fee 	<ul style="list-style-type: none"> Total estimated cost No fee If CS, an agreement on the Government's share of the cost. 	<ul style="list-style-type: none"> Ceiling price A per-hour labor rate that also covers overhead and profit Provisions for reimbursing direct material costs
Contractor is Obligated to:	Make a good faith effort to meet the Government's needs within the estimated cost in the Contract, Part I the Schedule, Section B Supplies or services and prices/costs.				Make a good faith effort to meet the Government's needs within the ceiling price.
Contractor Incentive (other than maximizing goodwill) ¹	Realizes a higher fee by completing the work at a lower cost and/or by meeting other objective performance targets.	Realizes a higher fee by meeting judgmental performance standards.	Realizes a higher rate of return (i.e., fee divided by total cost) as total cost decreases.	If CS, shares in the cost of providing a deliverable of mutual benefit.	
Typical Application	Research and development of the prototype for a major system.	Large scale research study.	Research study.	Joint research with educational institutions.	Emergency repairs to heating plants and aircraft engines.
Principal Limitations in FAR/DFARS Parts 16, 32, 35, and 52²	The contractor must have an adequate accounting system. The Government must exercise surveillance during performance to ensure use of efficient methods and cost controls. Must be negotiated. Must be justified. Statutory and regulatory limits on the fees that may be negotiated. Must include the applicable Limitation of Cost clause at FAR 52.232-20 through 23.				D&F required (w/ HCA if over 3 years). Government MUST exercise appropriate surveillance to ensure efficient performance. Document any ceiling increases.
Variants			Completion or Term.		Labor Hour (LH)

Proposal Process

1. **UNDERSTAND** what the CUSTOMER NEEDS
2. **APPROACH** = How will you do the job?
3. **FEATURES** and **BENEFITS** = Why you are the company for the job! Sell your capabilities.
4. **PROOF of SUCCESS** = How does your past performance substantiate your ability to deliver on the contract?

Proposal Process

Key to Proposal Writing

1. Understand the Requirement
2. Follow the Instructions
3. Attention to Detail
4. Have a Clean Vision/Approach
5. No Parroting
6. No Fluff or Puffery
7. DEMONSTRATE Capabilities
8. Low RISK Solutions
9. Relevant Past Performance
10. Good References
11. Innovate

***Read
Re-Read
Double Check
Compliance***

Proposal Content

Common Proposal Sections

1. Executive Summary
2. Team Identification
3. Technical Capability, Qualifications & Experience
4. Key Personnel Qualifications
5. Project Organization
6. Safety & Health (if required)
7. Quality Assurance
8. Technical Data
9. Technical Exceptions and Deviations
10. Innovations and/or Proposed Alternatives

***Read
Re-Read
Double Check
Compliance***

Value Proposition

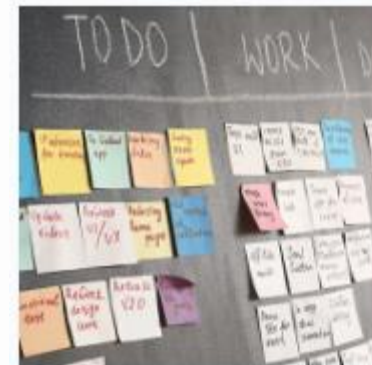
What is your Value Proposition?

1. Supply measurable data
2. Past clients that have benefitted
3. Clearly define your competencies
4. Work with other companies to provide the best team!

As a client of APEX you receive GOVOLOGY training at no cost!



GOVOLOGY



Set Up Your Proposal Process for Success
(2022 Update)



Submitting Compliant Offers to
Government Agencies



Using Proposal Graphics for Readability
and Impact (2023 Update)



How to Write Customer Focused Proposals



Never Leave a Question in the Government
Evaluator's Mind



Peak Proposal Prowess – A Primer for
SF330 Production (3-Part Series)

Best Value Trade Off - Example

Best Value Trade-off procedures in accordance with FAR 15.101-1

The Government will evaluate:

- Technical
- Past Performance
- Price
- Small Business Participation factors

Evaluation by Importance - Examples

- Technical Factor is slightly more important than Past Performance Factor
- Past Performance Factor is slightly more important than Price Factor
- Price Factor is slightly more important than the Small Business Participation Factor

Evaluation Method

- All proposals are evaluated and judged on a competitive basis.
- Primarily by nongovernment experts
- Judged on merit; scientific and technical
- Reasonableness
- No agency is obligated to fund proposals

What Exactly Am I Certifying?

- In this section we will discuss the Representations and Certification section of the SAM registration.
- How to download your Reps and Certs Report to include in RFP submission

SAM - Representations and Certifications (Reps and Certs) Section

Complying with the Federal Acquisition Regulation [\(FAR\) Subpart 4.12](#), Representations and Certifications, during SAM entity Registration process:

1. **Eliminates the administrative burden for contractors** of submitting the same information to various contracting offices;
2. Establishes a **common source for this information** to procurement offices across the U.S. government; and
3. Allows the contracting officer to **incorporate by reference** the contractor's representations and certifications in the awarded contract.

IMPORTANT, DO NOT MISREPRESENT!

If you misrepresent your entity in order to obtain a contract, **you may be subject to criminal prosecution** under Section 1001, Title 18 of the United States Code. Criminal Penalties could include imposition of a fine, imprisonment, or both. You may be subject to other penalties as well, including, but not limited to, administrative remedies, such as suspension and debarment; ineligibility to participate in programs conducted under the authority of the Small Business Act; or civil liability under the False Claims Act.

4.1202 Solicitation Provisions and Contract Clauses

- (1) [52.203-2](#), Certificate of Independent Price Determination.
- (2) [52.203-11](#), Certification and Disclosure Regarding Payments to Influence Certain Federal Transactions.
- (3) [52.203-18](#), Prohibition on Contracting with Entities that Require Certain Internal Confidentiality Agreements or Statements-Representation.
- (4) [52.204-3](#), Taxpayer Identification.
- (5) [52.204-5](#), Women-Owned Business (Other Than Small Business).
- (6) [52.204-17](#), Ownership or Control of Offeror.
- (7) [52.204-20](#), Predecessor of Offeror.
- (8) [52.204-26](#), Covered Telecommunications Equipment or Services-Representation.
- (9) [52.209-2](#), Prohibition on Contracting with Inverted Domestic Corporations-Representation.
- (10) [52.209-5](#), Certification Regarding Responsibility Matters.
- (11) [52.209-11](#), Representation by Corporations Regarding Delinquent Tax Liability or a Felony Conviction under any Federal Law.
- (12) [52.214-14](#), Place of Performance-Sealed Bidding.
- (13) [52.215-6](#), Place of Performance.
- (14) [52.219-1](#), Small Business Program Representations (Basic, Alternates I, and II).
- (15) [52.219-2](#), Equal Low Bids.
- (16) [Reserved]
- (17) [52.222-18](#), Certification Regarding Knowledge of Child Labor for Listed End Products.
- (18) [52.222-22](#), Previous Contracts and Compliance Reports.
- (19) [52.222-25](#), Affirmative Action Compliance.
- (20) [52.222-38](#), Compliance with Veterans' Employment Reporting Requirements.
- (21) [52.222-48](#), Exemption from Application of the Service Contract Labor Standards to Contracts for Maintenance, Calibration, or Repair of Certain Equipment-Certification.
- (22) [52.222-52](#), Exemption from Application of the Service Contract Labor Standards to Contracts for Certain Services-Certification.
- (23) [52.223-1](#), Biobased Product Certification.
- (24) [52.223-4](#), Recovered Material Certification.
- (25) [52.223-9](#), Estimate of Percentage of Recovered Material Content for EPA-Designated Items (Alternate I only).
- (26) [52.223-22](#), Public Disclosure of Greenhouse Gas Emissions and Reduction Goals-Representation.
- (27) [52.225-2](#), Buy American Certificate.
- (28) [52.225-4](#), Buy American-Free Trade Agreements-Israeli Trade Act Certificate (Basic, Alternates II, and III).
- (29) [52.225-6](#), Trade Agreements Certificate.
- (30) [52.225-20](#), Prohibition on Conducting Restricted Business Operations in Sudan-Certification.
- (31) [52.225-25](#), Prohibition on Contracting with Entities Engaging in Certain Activities or Transactions Relating to Iran-Representation and Certifications.
- (32) [52.226-2](#), Historically Black College or University and Minority Institution Representation.
- (33) [52.227-6](#), Royalty Information (Basic & Alternate I).
- (34) [52.227-15](#), Representation of Limited Rights Data and Restricted Computer Software.

Downloading Reps & Certs Report

- Every business registered in SAM will have a FAR and/or DFARS report, also known as a representations and certifications report (Reps & Certs). This report expires annually along with your SAM Registration.
- You will be asked to present the Reps & Certs Report when bidding on federal contracts. It is a crucial part of the federal contracting process and is necessary for your company to work with federal agencies.
- This report can be **DOWNLOADED** from your SAM registration. The rule of thumb is the report should be the week of your bid submission to assure the agency that it is your current information.

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To find an APEX Accelerator in your state or near you go to

aptac-us.org