

Presentation To Annual Missile Defense Small Business Programs Conference - May 27th, 2010



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Purpose (U)

- **Provide an overview of MDA's Small Business Program and MDA Office of Small Business Programs (OSBP) Assistance**
- **Provide information on how small businesses can do business with MDA**



Missile Defense Agency Mission (U)

Develop and field an integrated, layered Ballistic Missile Defense System (BMDS):

- **To defend the United States, its deployed forces, friends and allies**
- **From enemy ballistic missiles of all ranges**
- **Capable of engaging them in all phases of flight**



MDA Office of Small Business Programs (OSBP) Mission/Vision (U)

- The **Mission** of the Office of Small Business Programs (OSBP) is to enable the Missile Defense Agency to gain access to the efficiency, innovation, and creativity offered by small businesses
- OSBP has a **Vision** to remain an integral player and value added advisor in the development of MDA acquisition strategies to ensure compliance with laws, directives, goals, and objectives related to small business initiatives; to serve as a facilitator for accessing untapped small business resources; and to serve as an advocate for small business in MDA procurements



Small Business Utilization In MDA (U)

Statutory Small Business Goals for DoD:

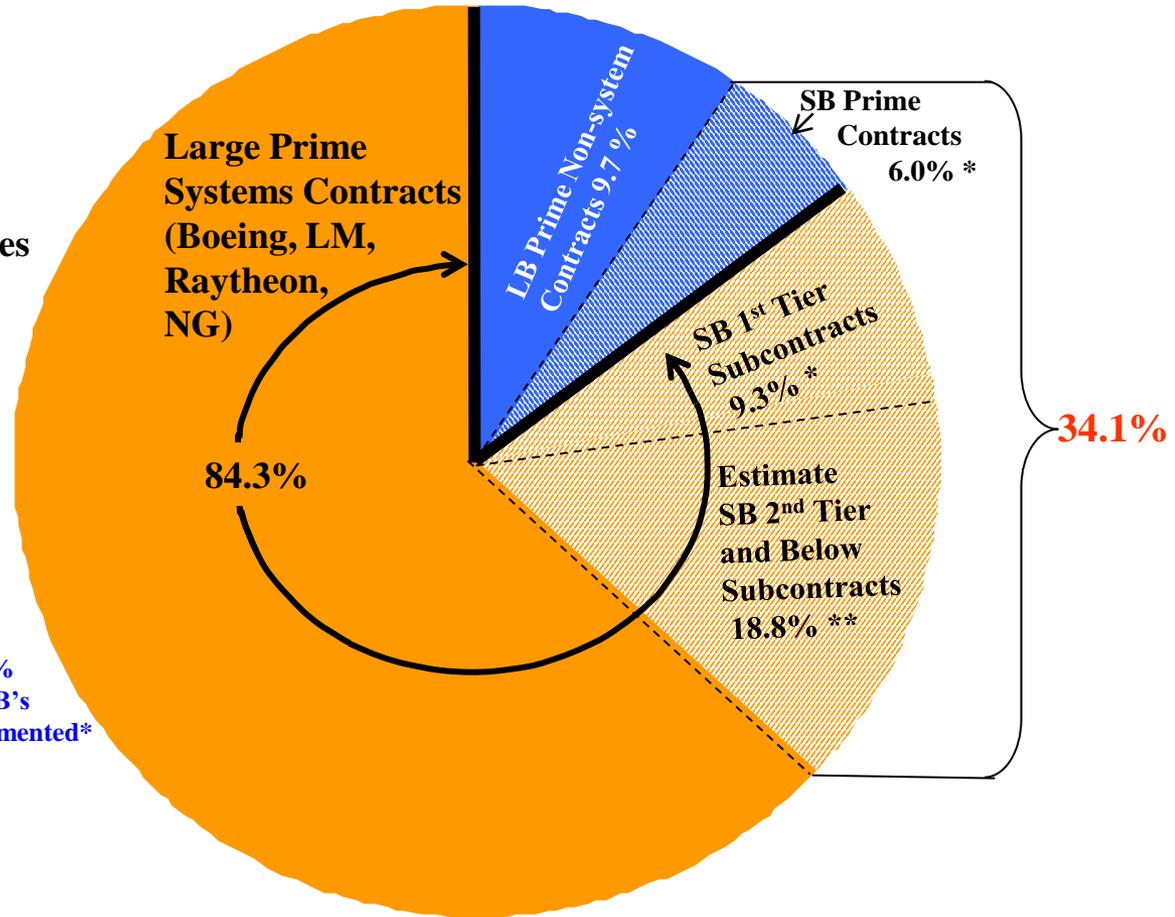
- Total Small Business 23%
- Small Disadvantaged Business 5%
- Woman Owned Business 5%
- Service Disabled Veteran Owned 3%
- Historically Underutilized Business Zones 3%

MDAA estimates that 34.1% of its acquisition dollars eventually flows to small businesses

- 6.0% of MDA acquisition dollars are awarded as prime contracts to small businesses*
- 9.3% are awarded to small businesses as 1st tier subcontractors*
- MDA estimates another 18.8% of its acquisition dollars flow to small businesses through 2nd tier and below subcontracts**

15.3%
To SB's
documented*

MDA Total Acquisition Dollars*



* Based on FY 08 reporting
** Based on FY 07 reporting



MDA Small Business Market (U)

4 Major MDA Markets for Small Businesses

- **Subcontracting Opportunities With Our Large System Prime Contractors**
- **Advisory and Assistance Services**
- **Infrastructure Support**
- **Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Programs**



MDA Small Business Market (cont.) (U)

Subcontracting Opportunities With Our Large System Prime Contractors

- **Largest part of MDA's acquisition budget spent in this area (~84%)**
 - Many opportunities at multiple tiers of the supply chain
- **Needs include:**
 - Manufacturing capabilities of all kinds
 - Engineering services
 - Test support services
 - Construction services
- **New MDA incentivization requirements (award fee criteria) for SB utilization on large business contracts and stronger SB subcontracting performance oversight by the MDA OSBP.**
- **MDA Small Business Advisory Council POC's can assist in finding small business subcontracting opportunities**



MDA Small Business Market (cont.) (U)

Advisory and Assistance Services (A&AS)

- **Types of services include:**

- Systems Engineering and Technical Assistance (SETA) Support
- Test Planning Support
- Acquisition and Contracting Advisory Services
- Business and Financial Management Services
- Administrative Support Services
- Warfighter Support and Infrastructure Planning Services
- Quality Assurance Support Services
- Security and Intelligence Support Services

- **MiDAESS Program covers all our A&AS Services**

- Provides both prime and subcontracting opportunities for Small Businesses (34% set-aside for Small Business)
- In source selection now; contract awards to follow soon
- Possible teaming opportunities with awardees (register on the FedBizOpps (www.fbo.gov) under MiDAESS)



MDA Small Business Market (cont.)

Agency Infrastructure Support

- **Includes:**
 - Enterprise-wide IT support
 - Facilities support
 - General Supply and Service Support (e.g. furniture, moving services, warehousing, toner cartridges and printer supplies, etc)
 - Guard Services
- **Opportunities both on direct contracts and orders off of GSA schedules**
- **Both prime and subcontracting opportunities for Small Businesses**
 - Some set-asides for 8(a); HUBZone; and SDVOSB small businesses



MDA Small Business Market (cont.)

Small Business Innovations Research/ Small Business Technology Transfer Programs (SBIR/STTR)

- Includes a wide gamut of technology development across many technology disciplines
- MDA has 4th largest SBIR program in DoD (just behind the 3 Services)
 - FY 09- ~ \$125M spent in the programs
 - Phase I awards- \$100K/award; 6 month effort for concept development
 - Phase II awards-avg~\$1M/award; 2 year effort for technology development
 - Phase III awards funded by program offices or contractors to use technology in BMDS systems
- MDA participates every year one of the SBIR/STTR solicitation issued by DoD
 - www.winmda.com for information on MDA SBIR/STTR Programs
 - Annually, NDIA sponsors a Missile Defense SBIR Industry Day in early August for Small Businesses to meet with topic Authors



Marketing to MDA (U)

- **Register in the MDA Small Business Directory**
- **Meet with the MDA OSBP first before other offices in the Agency**
- **No “one size fits all” – tailor your marketing literature to the prospective customer**
- **Target your market within the Agency and do your homework (mission/environment/ “landmines”/ “hot buttons”) of prospective customer**
- **Differentiators count (what separates you from other great performers?)**
- **Don’t try to be everything to everybody- never promise more than you can deliver**
- **Respond to sources sought and “answer the mail”**
- **You translate the relevancy of your Past Performance-don’t expect your prospective customer to do it**
- **Don’t discount the value of subcontracting opportunities- they can get you in the front door**
- **Nothing sells like great performance!**

MDA OSBP Websites (U)

www.mda.mil



The Missile Defense Agency - U.S. Department of Defense - Microsoft Internet Explorer

Address: http://www.mda.mil/

MISSILE DEFENSE AGENCY
U.S. DEPARTMENT OF DEFENSE

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MDANEWS

» Nov. 16, 2009
Missile Defense Agency Successfully Completes Ground Test to Improve Theater/Regional Defense Capability

» Nov. 16, 2009
Second Generation Aegis Ballistic Missile Defense System Successfully Completes Target Tracking Exercises

October 28, 2009 - A Standard Missile-3 (SM-3) is launched from the Japanese Ship Myoko in a joint missile defense intercept test. The SM-3 successfully intercepted a medium range target.

More than 25 years ago, President Ronald Reagan challenged the U.S. scientific community to develop antiballistic missile technologies that would improve our national security and reduce our reliance on nuclear weapons. Today, the Missile Defense Agency, or MDA, is answering that challenge.

The MDA has fielded an initial capability to protect the U.S. and our allies against limited ballistic missile attack. The Ballistic Missile Defense System (BMDS) is becoming more integrated, robust, and global every day.

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* Required plugins[Adobe® Flash Player]

Done

start

The Missile Defense A...

Trusted sites

12:19 PM



MDA OSBP Websites (cont.) (U)

www.mda.mil

 A screenshot of the MDA website's "Business Opportunities" page. The page features a navigation bar with links for "ABOUT US", "THE SYSTEM", "NEWS & RESOURCES", "BUSINESS OPPORTUNITIES", and "CAREERS". The "BUSINESS OPPORTUNITIES" link is highlighted in yellow. Below the navigation bar, the "OFFICE OF SMALL BUSINESS PROGRAMS" section is visible. On the left, a green sidebar menu lists various categories, with "Office of Small Business Programs" circled in red. On the right, a "SMALL BUSINESS RESOURCES" banner is also circled in red. The main content area contains introductory text about the OSBP's role and contact information.

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U.S. DEPARTMENT OF DEFENSE

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ABOUT US | THE SYSTEM | NEWS & RESOURCES | **BUSINESS OPPORTUNITIES** | CAREERS

OFFICE OF SMALL BUSINESS PROGRAMS

The Missile Defense Agency (MDA) Office of Small Business Programs (OSBP) is responsible for all aspects of the MDA Small Business and Small Disadvantaged Business Utilization Programs.

The OSBP enables the MDA to gain access to the efficiency, innovation, and creativity offered by small businesses. OSBP is an integral player and value-added advisor in the development of agency acquisition strategies to ensure compliance with laws, directives, goals, and objectives related to small business initiatives. We facilitate accessing untapped small business resources. Most importantly, the OSBP serves as an advocate for small businesses, providing guidance and technical assistance to advance the growth and development of small businesses in becoming competitive contractors.

We sincerely welcome your questions and requests for information. We also hope your marketing endeavors with the MDA will be a mutually rewarding experience.

If you have additional questions, feel free to contact the MDA OSBP by emailing MissileDefenseAgencyOutreach@mda.mil.

Business Opportunities
Acquisition Center
Office of Small Business Programs
Areas of Opportunity
Programs & Set Asides
Subcontracting Oversight
Small Business Resources
Technology Applications

SMALL BUSINESS RESOURCES

MDA OSBP Websites (cont.) (U)



www.mda.mil

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OFFICE OF SMALL BUSINESS PROGRAMS

Resources for Small Businesses

Online Resources
OSBP Directory System (MODS)

Maintains profiles of small businesses and is used by the MDA and other buyers to conduct market research; however, organizations have the option of sharing profiles publicly or limiting access only to the MDA.

If your company has a core competency applicable to missile defense acquisitions, [click here](#) to go to [mdasmallbusiness.com](#) to add your company's profile and capability statement.

Marketplaces for Small Business Matchmaking

The Marketplace is a searchable repository of firms that have an interest in performing under an MDA program acquisition. The purpose of the Marketplace is to create a public online environment where businesses can market their capabilities and/or search for other businesses to partner with in reference to MDA requirements.

[Click here](#) to go to [mdasmallbusiness.com](#) to visit the marketplace or to express your interest and capability to participate in acquisitions featured in the marketplace.

Missile Defense Agency Small Business Advocacy Council

The Missile Defense Agency Small Business Advocacy Council (MDASBAC) is dedicated to fostering and showcasing a superior collaborative environment for Missile Defense Prime Contractors that develop and promote successful small business relationships to achieve common goals.

Further, the MDASBAC seeks to strengthen the alliance with the MDA and large prime contractors to support the agency's missions and small business goals.

[Click here](#) for more information regarding the MDASBAC participants and contacts.

Mentor-Protégé Program

The Department of Defense Mentor-Protégé Program was established in 1994 under Section 834

Business Opportunities
Acquisition Center
Office of Small Business Programs
Areas of Opportunity
Programs & Set Asides
Subcontracting Oversight
Small Business Resources
Advocacy Council
Calendar of Events
Newsletters
Related Links
Technology Applications

OSBP DIRECTORY

MATCHMAKING MARKETPLACES

DOWNLOADABLE RESOURCES

OSBP NEWSLETTERS

It is the policy of the United States to deploy as soon as is technologically possible an effective National Missile Defense system capable of defending the territory of the United States against limited ballistic missile attack (whether

MDA SB Advisory Council Lg Bus POCs

Events calendar



Procurement Opportunities

Opportunity	Type
Disruptive Technology Options and Approaches for the future Ballistic Missile Defense System (BMDS) Command, Control, Battle Management and Communication (C2BMC) element	Sources Sought / RFI
High Performance Interceptor Concepts for Next Generation Standard Missile Three (SM-3) for the Ballistic Missile Defense System	Sources Sought / RFI
MDA Sensor Model & Simulation Validation, Analysis and Accreditation Support	Sources Sought / RFI
Precision Tracking Space System Acquisition Strategy	Sources Sought / RFI
Ground-based Midcourse Defense Development and Sustainment Contract (GMD DSC)	Draft RFP
Airborne Sensor Program (ABS)	Draft RFP
FTM-16E2 Integrated Target Vehicle	Combined Synopsis / Sole Source - Orbital Sciences Corporation (OSC)



Procurement Opportunities

Opportunity	Type
Characterization Modeling of Weapon System Effectiveness, Weapons Lethality, Target Vulnerability and Kill Assessment Development and Analyses for the Aegis BMD Program	Pre-solicitation / Sole Source - Physical Sciences, Inc (PSI)
Aegis Ashore Engineering Agent	Pre-solicitation / Sole Source - Lockheed Martin Maritime
Intermediate Range Ballistic Missile Target Class	Pre-solicitation
MRBM TYPE 1 TARGET	Pre-solicitation
Missile Defense Advanced Technology Innovation BAA	Pre-solicitation
Missile Defense Agency Science and Technology Advanced Research (MSTAR) BAA	Pre-solicitation
Advisory and Assistance Services for Space Based Tracking	Pre-solicitation



Future Procurement Opportunities

Objective Simulation Framework (OSF)

Missile Defense System (BMDS)
Command, Control, Battle Management
and Communication (C2BMC) element

Video Teleconference Support Services

Missile Defense Data Center

Intermediate Range Ballistic Missile
Target Class

Contact Us (U)



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