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

Lee R. Rosenberg
Director for Small Business Programs
Missile Defense Agency Office of Small Business Programs

Distribution Statement A: Approved for public release; distribution is unlimited.
• 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
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**

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

MDA Total Acquisition Dollars*

- LB Prime Non-system Contracts 9.7% *
- SB Prime Contracts 6.0% *
- SB 1st Tier Subcontracts 9.3% *
- Estimate SB 2nd Tier and Below Subcontracts 18.8% **
- 84.3%
- 15.3% To SB’s documented*
- 34.1%
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
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
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)
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
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
MDA OSBP Websites (cont.) (U)

www.mda.mil

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.
MDA OSBP Websites (cont.) (U)

www.mda.mil

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 (MDASBC) 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 MDASBC 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 MDASBC participants and contacts.

- Mentor-Protégé Program
  - The Department of Defense Mentor-Protégé Program was established in 1999 under Section 835 of Title 10 of the U.S. Code to improve the capability of small businesses and to assist them in competing for large government contracts.

MDA SB Advisory Council Lg Bus POCs

Events calendar

Approved for Public Release 10-MDA-5107 (11 Jan 10)
## Procurement Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disruptive Technology Options and Approaches for the future Ballistic Missile Defense System (BMDS) Command, Control, Battle Management and Communication (C2BMC) element</td>
<td>Sources Sought / RFI</td>
</tr>
<tr>
<td>High Performance Interceptor Concepts for Next Generation Standard Missile Three (SM-3) for the Ballistic Missile Defense System</td>
<td>Sources Sought / RFI</td>
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<tr>
<td>MDA Sensor Model &amp; Simulation Validation, Analysis and Accreditation Support</td>
<td>Sources Sought / RFI</td>
</tr>
<tr>
<td>Precision Tracking Space System Acquisition Strategy</td>
<td>Sources Sought / RFI</td>
</tr>
<tr>
<td>Ground-based Midcourse Defense Development and Sustainment Contract (GMD DSC)</td>
<td>Draft RFP</td>
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<tr>
<td>Airborne Sensor Program (ABS)</td>
<td>Draft RFP</td>
</tr>
<tr>
<td>FTM-16E2 Integrated Target Vehicle</td>
<td>Combined Synopsis / Sole Source - Orbital Sciences Corporation (OSC)</td>
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<tbody>
<tr>
<td>Characterization Modeling of Weapon System Effectiveness, Weapons Lethality, Target Vulnerability and Kill Assessment Development and Analyses for the Aegis BMD Program</td>
<td>Pre-solicitation / Sole Source - Physical Sciences, Inc (PSI)</td>
</tr>
<tr>
<td>Aegis Ashore Engineering Agent</td>
<td>Pre-solicitation / Sole Source - Lockheed Martin Maritime</td>
</tr>
<tr>
<td>Intermediate Range Ballistic Missile Target Class</td>
<td>Pre-solicitation</td>
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<tr>
<td>MRBM TYPE 1 TARGET</td>
<td>Pre-solicitation</td>
</tr>
<tr>
<td>Missile Defense Advanced Technology Innovation BAA</td>
<td>Pre-solicitation</td>
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<tr>
<td>Missile Defense Agency Science and Technology Advanced Research (MSTAR) BAA</td>
<td>Pre-solicitation</td>
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<tr>
<td>Advisory and Assistance Services for Space Based Tracking</td>
<td>Pre-solicitation</td>
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</tbody>
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# Future Procurement Opportunities

<table>
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<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Objective Simulation Framework (OSF)</td>
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<tr>
<td>Missile Defense System (BMDS) Command, Control, Battle Management and</td>
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<tr>
<td>Communication (C2BMC) element</td>
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<tr>
<td>Video Teleconference Support Services</td>
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<tr>
<td>Missile Defense Data Center</td>
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<tr>
<td>Intermediate Range Ballistic Missile Target Class</td>
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Contact Us (U)

Lee R. Rosenberg
Director of Small Business Programs

Donna Cancel
Deputy Director of Small Business Programs

Christopher Evans
Program Manager for Mentor-Protégé Programs

Scott Crosson
Subcontracts Oversight Program Manager

Jerrol Sullivan
Outreach Program Manager

Nancy Hamilton
Admin Asst

256-955-4828