

Missile Defense Agency (MDA)

Office of Small Business Programs (OSBP)

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The Missile Defense Agency (MDA) Office of Small Business Programs (OSBP) has prepared this guide to assist you as a prospective contractor in doing business with MDA. In this guide, you will find information about MDA OSBP and its implementation of acquisition related socioeconomic procurement programs, science and technology research programs, and how to best market your product/service/technology to support the Agency and the Ballistic Missile Defense System (BMDS).

We hope this information will help you understand how to do business with MDA. One of our principal goals is to provide the Agency with an opportunity to tap the innovation, capability and efficiency of the small business community for one of this nation's most important defense programs. Please visit our site at

<http://www.mdasmallbusiness.com> and your business profile to help us identify company capabilities as we consider possible future small business set-asides.

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

If you have additional questions, feel free to contact the MDA OSBP:

Missile Defense Agency

Office of Small Business Programs

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DOING BUSINESS WITH MDA

These are exciting times for our agency; opportunities are opening more and more for small business participation to assist us in developing, fielding and managing the BMDS.

The MDA OSBP Mission is to enable our agency to gain access to the efficiency, innovation, and creativity offered by the many small businesses capable of doing the jobs we need done.

The MDA OSBP vision is to remain an integral player and value added advisor in the development of our agency 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 utilization in agency procurements.

What can you do to help us, help you? The answer is simple: Let us know your capabilities by registering on our website or visiting our office. Provide quality responses to our “sources sought” notices when we issue them. Most importantly, provide sterling performance on all the work you do for us - there is no better marketing tool than outstanding performance. Consider these tips for marketing your product / service / technology to MDA:

- Meet with the MDA OSBP first
- No "one size fits all" - tailor your approach
- Target your market within the Agency and do your homework
- Differentiators count
- Respond to sources sought

- You translate the relevancy of your Past Performance-don't expect your prospective customer to do it
- Don't discount subcontracting opportunities- it can get you in the front door
- Remember, nothing sells like great performance

As the small business advocate in the agency, the MDA OSBP ensures that all acquisitions are reviewed for participation by small businesses. The key to making sure that an acquisition is set-aside for small businesses is our ability to demonstrate that there are sufficient small businesses out there which are capable of performing the job we need in a quality manner and at a reasonable price to meet our agency's mission. Our office is your advocacy office and we're here to help you. We will help you understand the Agency and where your skills or product might best fit. We can also provide contact information for the appropriate agency or major prime contractor personnel to further market your talents or products.

The MDA is responsible for developmental testing, evaluation, and fielding the BMDS and its elements; however; in fulfilling these responsibilities, the Agency does not purchase commodities in large quantities. Instead, our large prime contractors do, as they develop, test, integrate, and field the Ballistic Missile Defense System (BMDS) for MDA. This contractual relationship provides contracting opportunities in three major markets: BMDS development, advisory and assistant support services, and infrastructure support services.

Contracting Opportunities

Most of our opportunities for prime contracts to small businesses come in our Advisory and Assistant Support Services and the services required to support our Agency's infrastructure.

These services are acquired from contracts awarded by the Missile Defense Agency Engineering and Support Services or MiDAESS Program.

- **Advisory and Assistant Support Services**

- MiDAESS Program

- If you provide Advisory and Assistant Support Services, stay engaged in the MiDAESS Program by registering for FedBizOpps announcements, carefully reading draft Request for Proposals, and participating in industry days.
- Identify your market within the agency, find quality teammates, and, remember, performance counts.
- Look at opportunities to participate in both small business set-asides and full and open competitions under the MiDAESS Program.

- **Infrastructure Support Services**

- If you provide infrastructure support services, there are contracting opportunities in MDA facilities and information technology support.

- **Ballistic Missile Defense System (BMDS) Development**

- If you're in the research and development marketplace, check the MDA supplement to the DOD Small Business Innovative Research or SBIR and Small Business Technology Transfer (STTR) programs solicitation.
- MDA always participates on the third solicitation issued, normally in the August timeframe.

- **Subcontracting Opportunities**

- Currently, the lion's share of our acquisition budget every year goes to our large business system integrators. There are many subcontracting opportunities with them at various tiers and our office can assist you in locating the right small

business liaison officer in those companies so you can make them aware of your capabilities.

- **Subcontracting Program**

- The Federal Acquisition Regulation (FAR) requires that any large contractor receiving a contract in excess of \$550,000 (\$1,000,000 for construction), and which offers subcontracting opportunities must contain a subcontracting plan (small businesses are excluded from this requirement).
- Subcontracting plans must contain percentage goals for the maximum practicable utilization of small business concerns and small business concerns owned and controlled by socially and economically disadvantaged individuals as subcontractors. MDA also places small business utilization criteria in all its award fee contracts and require our large business subcontracting plans to include initiatives designed to grow our supporting industrial base.
- To carry out our subcontracting program, MDA OSBP:
 - Reviews subcontracting plans and offers recommendations.
 - Monitors contractors' performance for compliance with subcontracting plans.
 - Provides small and small disadvantaged firms the opportunity to present their capabilities to prime contractors.
 - Publishes a directory of contractors seeking to do business with MDA as a tool to assist small and small disadvantaged businesses with finding opportunities.

MDA OSBP also strongly encourages small business owners to familiarize themselves with, and take advantage of, other programs described below for which they qualify.

SET-ASIDES FOR SMALL BUSINESSES

The purpose of small business set-asides is to award certain acquisitions exclusively to small business concerns. A “set-aside for small business” is the reserving of an acquisition exclusively for participation by small business concerns. A small business set-aside is open to all small businesses who qualify under the appropriate North American Industry Classification System NAICS code. A small business set-aside of a single acquisition or a class of acquisitions may be a total set-aside or a partial set-aside.

For those acquisitions exceeding \$100,000, market research is conducted to determine if small business capability exists for the proposed acquisition. If a set-aside is not possible because there is no reasonable expectation that at least two or more responsible small business concerns will offer the products or services with a resulting award at a fair market price, the contracting officer uses a full and open competition. The use of full and open competition does not preclude small businesses from competing for, or winning the contract.

When considering an acquisition for a set-aside and as a market research tool, MDA may post to FedBizOpps.gov, Requests for Information/Sources Sought seeking information – on price, delivery, other market conditions, or capabilities – to determine if there are sufficient small businesses in the marketplace capable of performing the job outlined in a Statement of Work. Timely and quality responses to our “sources sought” notices when we issue them are key to making sure that an acquisition is set-aside for small business. Waiting for the Request for Proposal before responding to let us know your small business is capable and intends to respond to the solicitation is too late for the OSBP to begin advocating for a set-aside of the proposed solicitation.

MDA OSBP encourages utilization of set-asides and subcontracting to the maximum extent possible for socioeconomic procurement programs during the development of Agency acquisition strategies and consistent with the capabilities of the small business community.

The MDA OSBP advocates set-asides and is responsible for monitoring MDA's implementation and execution of the following socioeconomic procurement programs:

HUBZone Empowerment Contracting Program

The HUBZone Empowerment Contracting program provides federal contracting opportunities for SBA certified HUBZone small businesses.

MDA OSBP has implemented a vigorous outreach effort to identify HUBZone small businesses capable of performing work in technical fields applicable to Missile Defense Acquisitions.

Federal Contract Benefits - There are four types of HUBZone contract opportunities:

1. Competitive: Contracts can be set-aside for HUBZone competition when the contracting officer has a reasonable expectation that at least two qualified HUBZone small business concerns (SBCs) will submit offers and that the contract will be awarded at a fair market price.

2. Sole-source: HUBZone contracts can be awarded if the contracting officer determines that:

- Only one qualified, responsible HUBZone SBC can satisfy the requirement, and the award can be made at a fair and reasonable price;
- The anticipated award price of the proposed contract, including options, will not exceed:
 - \$5.5 million for a requirement within the North American Industry Classification System (NAICS) code for manufacturing or
 - \$3.5 million for a requirement within all other NAICS codes
- The requirement is not currently performed by a HUBZone SBC

- The acquisition is greater than the simplified acquisition threshold

3. Full and open competitive contracts can be awarded with a price evaluation preference - the contracting offices adds 10 percent to all offers except offers from HUBZone small business that have not waived the evaluation preference and successful offers from small business concerns.

4. Subcontracting: With few exemptions, the federal Acquisition Regulation requires all large business subcontracting plans to include HUBZone small business subcontracting goals.

8(A) Program

The MDA OSBP encourages utilization of small businesses owned and controlled by socially and economically disadvantaged individuals certified under the Small Business Administration (SBA) Section 8(a) Program. MDA may contract on behalf of the SBA for goods or services to be furnished by a small disadvantaged business concern, under the 8(a) Program.

Acquisitions offered to the SBA under the 8(a) Program shall be awarded on the basis of competition limited to eligible 8(a) firms if—

(1) There is a reasonable expectation that at least two eligible and responsible 8(a) firms will submit offers and that award can be made at a fair market price; and

(2) The anticipated total value of the contract, including options, will exceed \$5.5 million for acquisitions assigned manufacturing NAICS codes and \$3.5 million for all other acquisitions.

(b) Where an acquisition exceeds the competitive threshold, the SBA may accept the requirement for a sole source 8(a) award if—

(1) There is not a reasonable expectation that at least two eligible and responsible 8(a) firms will submit offers at a fair market price; or

(2) SBA accepts the requirement on behalf of a concern owned by an Indian tribe or an Alaska Native Corporation.

Service-Disabled Veteran-Owned Small Business (SDVOSB) Program

MDA OSBP has also undertaken an aggressive outreach effort to identify small business concerns that are owned and controlled by service-disabled veterans. The purpose of this outreach effort is to improve prime and subcontracting opportunities for service-disabled veteran-owned small business concerns. MDA is committed to make the maximum practicable prime and subcontracting opportunities available to such firms.

The issuance of Public Law 108-183, the Veterans Benefits Act of 2003, provided Federal Government contracting officers with the authority to set-aside contracts to SDVOSB and to make sole source awards in certain instances.

OTHER PROGRAMS

Veteran-Owned Small Business (VOSB) Program

SBA has the legal responsibility to give "special consideration" to veterans of the Armed Services in all SBA programs. Consistent with that mandate and the mission of MDA OSBP, we strongly encourage the participation of VOSBs in MDA acquisitions.

Women-Owned Business Program

In response to the need to aid and stimulate women's business enterprises, this advocacy program directs acquisition officials to take appropriate action to facilitate, preserve, and strengthen women's business enterprises and to ensure full participation by women in the free enterprise system. MDA OSBP ensures the Agency takes appropriate action when possible to award prime contracts, subcontracts, and offer counseling to women-owned businesses.

Small Disadvantaged Business (SDB) Certification Program

Additionally, SDBs increase their subcontracting opportunities with prime contractors who accumulate evaluation credits by subcontracting to qualified SDB.

AbilityOne Program

The Director of Defense Procurement, Acquisition Policy and Strategic Sourcing for the U.S. Department of Defense (DoD), issued a memorandum entitled "Increasing Contracting Opportunities with the AbilityOne Program" on August 27, 2008. In the memorandum, the Director urged DoD contracting officials to keep the AbilityOne Program in mind when making procurement decisions. Under current regulations, AbilityOne nonprofits are not considered small businesses for the purposes of meeting the federal small-business program goals. MDA OSBP understands the majority of AbilityOne nonprofits qualify as small-business enterprises, are entrepreneurial in nature with a small number of employees, and are vital to the prosperity of their communities. Therefore, contracting with these organizations is consistent with the MDA OSBP mission and vision. We strongly encourage MDA to make the maximum practicable prime and subcontracting opportunities available to such organizations.

Science and Technology Research Program

Periodically, MDA's Director of Advance Technology issues Broad Agency Announcements (BAA) for research opportunities to enhance the Science and Technology Research Program.

The BAA is announced on Fedbizopps.gov each fiscal year, and current announcements are also available online.

Missile Defense Science and Technology Research (MSTAR)

MDA has instituted the MSTAR Program in order to sponsor fundamental Ballistic Missile Defense System (BMDS) relevant research and development at accredited United States universities and academic institutions as well as to support training of future scientists and engineers in the missile defense field. The MSTAR Program, administered by MDA's Director of Advance Technology, is designed to identify and develop new and innovative concepts, stimulate technology innovation, and exploit breakthroughs in science to offer robust technology improvements to all elements of the BMDS. MSTAR is a competitive, science and technology university research program, which consists of forefront research and development technology, concepts, and approaches acquired through scientific and technological investigation. The current [MSTAR BAA](#) is available online.

Missile Defense Agency Small Business Innovation Research (SBIR) And Small Business Technology Transfer (STTR) Programs

The SBIR/STTR Program is also administered by MDA's Director of Advance Technology. As part of its SBIR/STTR programs, MDA participates in a Department of Defense-issued solicitation every August, describing its research and development (R&D) needs and inviting R&D proposals from small companies organized for profit with 500 or fewer employees.

MDA's goal is to realize a return on investment by acquiring technology that can be transitioned into the Ballistic Missile Defense System (BMDS); MDA currently focuses the efforts of the program around the needs of the BMDS. The goal of the MDA SBIR/STTR Program is to prioritize projects at the BMDS level, address BMDS gaps or foster new BMDS capabilities and to increase award amounts on projects based upon increased relevance to the BMDS.

The SBIR program is open to any small business, defined as a business having no more than 500 employees (including all affiliates), which is operated in the U.S. and is at least 51 percent-owned by a U.S. citizen or permanent resident alien. The small business may subcontract a portion of its work, as long as the small business "prime" performs at least two-thirds of the phase-I work and half of the phase-II work.

The STTR program is open to any team consisting of a small business (as defined previously) and a research institution. Central to the program is expansion of the public/private sector partnership to include the joint venture opportunities for small business and the nation's premier nonprofit research institutions. STTR's most important role is to foster the innovation necessary to meet the nation's scientific and technological challenges in the 21st century. The research institution may be any U.S. based nonprofit research institution, Federally Funded Research and Development Centers, university or college. Please visit the [SBIR and STTR website](#) for more information.

Producibility and Manufacturing

Beginning in 2003, the Director for Producibility and Manufacturing developed a process to bring many small businesses face-to-face with prime contractors. Dubbed "Industry Days", these forums are intended to provide various small businesses an opportunity to present their manufacturing capability directly to the users: the Prime Contractors and manufacturers of major military weapons systems. Periodically, the Director for Producibility and Manufacturing announces contracting opportunities with the directorate. The current [Producibility and Manufacturing BAA](#) is online at Fedbizopps.gov.

ROLES OF SELECT PERSONNEL IN MDA'S PROCUREMENT PROCESS

Below are brief duty descriptions of select personnel instrumental in executing MDA procurements. While this list does not include all personnel involved in the procurement process, those highlighted in the following paragraphs are generally available to assist small businesses with questions or other issues pertaining to procurements.

Want to do business with MDA? First, stop by to see the MDA **Director for the Office of Small Business Programs (OSBP)**, who ensures that the interests of small businesses are compatible with the mission of MDA. The MDA OSBP does not award contracts or make the decision to do so. As part of the executive staff, the OSBP Director manages the agencies small business program. In this role, the OSBP Director determines MDA policies, advises MDA management, and interprets regulations.

The Director also guides technical and contracting personnel in areas such as set asides and subcontracting. Small businesses with difficulties or other contracting issues can turn to the OSBP for advice on how to do business with MDA. Please review the Checklist for Doing Business with MDA before making an appointment with the Director for Office of Small Business Programs (OSBP).

The **Competition Advocate** ensures that solicitations are issued on a competitive basis except those that have a justification to be issued as sole source.

Usually, one or more **Contract Specialists** are assigned to each solicitation. The specialist interacts with the MDA procuring activity and the offerors. The contract specialist puts the solicitation package together, answers general questions about pre-solicitation notices, reviews proposals for completeness and compliance, develops the government negotiation position and

conducts contract negotiations. The contract specialist ensures fairness in the overall proposal evaluation process.

The **Contracting Officer** acquires R&D supplies and services through a contract that meets the requirements of the requesting party within the constraints imposed by the laws and regulations of the Federal contracting process. The contracting officer is the only person who can sign and bind the Government or change the terms of the contract. He or she ensures that a company lives up to the terms of the contract and resolves issues brought up by contractors. Throughout the procurement process, contracting officers ensure that all contractors on a given requirement receive fair and equal treatment.

Checklist for Doing Business With The Missile Defense Agency (MDA)

1. Make an appointment with your local Procurement Technical Assistance Center ([PTAC](#))

PTACs teach small businesses how to sell to Federal government customers. You can locate a PTAC near you on the [Association of Procurement Technical Assistance Centers Website](#).

Small Business Development Centers (SBDCs) provide management advice and assistance to small businesses. They can help you incorporate, setup your accounting system, write a business plan, *etc.* You can locate an SBDC near you on the [Association of Small Business Development Centers Website](#).

2. Identify your product or service

Determine the North American Industry Classification System ([NAICS](#)) code(s) for your business establishment and the Federal Supply Classification ([FSC](#)) code(s) for your product or service.

Note: Most Federal government product/service listings and procurements are identified by NAICS and/or FSC codes.

3. Confirm your small business size standards

Contact the Small Business Administration to determine whether the NAICS industry code(s) for your business falls within the established table of [small business size standards](#).

4. Determine if your business qualifies for the following certifications:

Historically Underutilized Business Zone (HUBZone); Small Business 8(a); Small Disadvantaged Business (SDB) (Self Certify).

The Federal government sometimes sets aside procurements or offers preferences to service-disabled veteran-owned small businesses or 8(a), HUBZone certified business concerns, or SDBs.

Please refer to the following link for definitions and detailed instructions to certify for HUBZone, 8(a):

[SBA's Small Business Certification](#)

5. Obtain a Data Universal Numbering System (DUNS) number.

The D-U-N-S Number® was also incorporated into the Federal Acquisition Regulation (FAR) in April 1998 as the Federal government's contractor identification code for all procurement-related activities. This is a business identification number used similar to a personal social security number.

To obtain a number please contact [Dun & Bradstreet](#) at (866) 705-5711, Monday – Friday between the hours of 7am to 8 pm CST.

6. Register in the Central Contractor Registration (CCR) System.

A DUNS is required before registering in CCR. CCR is the primary registrant database for the U.S. Federal Government. To be awarded a contract, you must be registered in [CCR](#) (there are very few exceptions).

7. Register in Online Representations and Certifications Application (ORCA)

[ORCA](#) is an e-Government initiative that was designed by the Integrated Acquisition Environment (IAE) to replace the paper based Representations and Certifications (Reps and Certs) process, and is the primary Federal government repository for all of your company's required representations and certifications.

8. Become familiar with Government contracting procedures.

Be familiar with Federal Acquisition Regulations ([FAR](#)) and the Defense Federal Acquisition Regulation Supplement ([DFARS](#)).

9. Become familiar with MDA and how your establishment can help the agency accomplish its mission.

Go to the [MDA Website](#) and become familiar with MDA's mission, the Ballistic Missile Defense System, its component elements and various supporting efforts. Be prepared to articulate how your business can help MDA accomplish its mission, achieve its goals, solve technical problems, address BMD system gaps, or foster new BMDS capabilities.

10. Investigate MDA Small Business Programs

There are several programs that may be of interest to you, such as the MDA Mentor-Protégé Program, the Small Business Innovation Research Program and Small Business Technology Transfer Programs (SBIR/STTR). Information on these and other programs is available on the [MDA Office of Small Business Programs website](#).

11. Create a Profile in the MDA Small Business Directory and MiDAESS Marketplace.

The [OSBP Small Business Directory](#) maintains profiles of small businesses and is used by MDA and other buyers to conduct market research.

MiDAESS Marketplace allows business to search profiles for potential partners for MDA Engineering and Support Services (MiDAESS) Acquisitions. Any organization may join the listing.

12. Search for current and prospective MDA procurement opportunities.

Federal Business Opportunities (FedBizOpps) is the Federal Civilian and Military government single point of entry for businesses to find posted Federal business opportunities across all departments and agencies.

To identify current procurement opportunities matching your product or service criteria, visit the [FedBizOpps](#) web site.

The Missile Defense Agency's [Business Opportunities](#) section of the website provides a consolidated source of public information about current and prospective solicitations. There you will find announcements about new procurement opportunities, showing target dates for draft and final requests for proposals, and other pertinent information about the procurements.

13. Investigate GSA Schedule Program.

Federal agencies can use Government-Wide Acquisition Contracts (GWACs) and General Services Administration's ([GSA](#)) Federal Supply Service (FSS) Schedule Contracts to make purchases. These pre-approved contracts are used to buy commonly used products, services, and solutions needed to fulfill missions and day-to-day operations. These opportunities are rarely announced on the FedBizOpps site, but are normally competed among pre-qualified vendors already under contract.

14. Explore subcontracting and joint venture / teaming opportunities.

Regardless of your product or service it is important that you do not neglect subcontracting opportunities, our very large secondary market. Information regarding subcontracting opportunities with Department of Defense (DoD) Prime Contractors can be found at (<http://www.acq.osd.mil/osbp>). This website lists all major DoD prime contractors by state and provides a point of contact (Small Business Liaison Officer) within each firm. The Small Business Administration also hosts a [Subcontracting Opportunities Directory](#). In addition to subcontracting, we also encourage you to learn about joint ventures and teaming, and investigate potential opportunities with the firms under contract with MDA. (See the [DoD OSBP Guidebook for Facilitating Small Business Team Arrangements \(Sept 2007\)](#)).

15. Make an appointment to speak with the Director of MDA Office of Small Business Programs.

After you have identified your customers, researched their requirements, and familiarized yourself with MDA and DoD procurement regulations and strategies, it is time to market your product or service to MDA. Present your capabilities directly to the Director of MDA Office of Small Business Programs.

Call (256) 955 – 4828 for an appointment.