NASA

Marshall Space Flight Center
Small Business Opportunities

November 15, 2007
Lynn Garrison
NASA/MSFC
- Located on the Redstone Arsenal Facility in Huntsville, Alabama.

- FY/2008 procurement budget projection of $2.2 billion.

- More than 2600 on-site civil servants.

- More than 6000 on-site contractor employees.
## MSFC FY/2003-2007 SB DIRECT ACHIEVEMENTS

(Dollars in Millions)

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<thead>
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# MSFC FY/2003-2007 PRIME CONTRACTOR CUMULATIVE SUBCONTRACTING ACHIEVEMENTS

(Dollars in Millions)

<table>
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* Subcontracting achievements through the previous individual subcontracting reporting period dated March 31, 2007.
THE MSFC SMALL BUSINESS OFFICE STAFF CAN ASSIST

- Assistance includes:
  - An organizational overview
  - The procurement process
  - Pinpointing marketable areas
  - Identification of key procurement and technical point-of-contacts
  - Identification of key procurement and technical point-of-contacts
  - Availability of business development programs for small businesses
  - The prime contractor subcontracting programs
  - Upcoming procurement opportunities
DOING BUSINESS WITH
THE GEORGE C. MARSHALL SPACE FLIGHT
CENTER WEB SITE

MSFC SMALL BUSINESS PROGRAMS:
- Contacts
- Assistance
- Calendar of Events

BUSINESS OPPORTUNITIES:
- NASA Acquisition Internet Service
- NASA Acquisition Internet Service Online Registration
MARKETING TOOLS:
- Acquisition Planning Tool
- MSFC Prime Contractor List
- MSFC Support Contracts List
- MSFC Small Business Coordinators
- Acquisition Forecast

SPECIAL PROGRAMS:
- Small Business Innovation Research Program
- Small Business Technology Transfer Program
SMALL BUSINESS DIRECTORIES:
- MSFC Small Business Directory
- MSFC Hardware Fabrication, Machining, and Assembly Services Directory
- Small Business Product Offerings Directory
- Small Business Innovative Research Vendor Web Site
MARSHALL PRIME CONTRACTOR SUPPLIER COUNCIL:

- Charter
- Vision and Purpose
- Agendas
- Minutes
- Best Practices
- Marketing to the Primes Presentation
- Small Business Marketing Guide
- Council Members
- Previous Meetings
- Photos
MARSHALL SMALL BUSINESS ALLIANCE:
- Agendas
- Attendees
- Presentations – Upcoming Procurement Opportunities
- Presentations – Other
- Presentations – Training
How to Begin

Do Your Homework

✓ Make Maximum Use of MSFC Industry Assistance and Small Business Specialists
✓ Visit Technical/Contracts Personnel
✓ Attend Industry Briefings & Go on Site Visits
✓ Closely Review the Draft Request for Proposal
✓ Ask Questions!
✓ Executive Debriefings Provide for Continuous Improvement. Ask for One!
<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>COMPETITION</th>
<th>AWARD DATE</th>
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<td>Sole Source</td>
<td>8/10/07</td>
<td>ATK Launch Systems</td>
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<td>First Stage Roll &amp; Control Engine Thrusters</td>
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<tr>
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<td>6/15/07</td>
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<td>Upper Stage Vent &amp; Relief Valves</td>
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<td>Vacco Industries</td>
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# ARES I SMALL BUSINESS SUBCONTRACTING PROJECTIONS

<table>
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<tr>
<th>CATEGORIES</th>
<th>$ PROJECTIONS</th>
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<td>Total Value</td>
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<td>Small Disadvantaged Businesses</td>
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<td>Women-Owned Small Businesses</td>
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<td>Historically Under-Utilized Zone Small Businesses</td>
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<td>Veteran-Owned Small Businesses</td>
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<td>Service-Disabled Veteran-Owned Small Businesses</td>
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<tr>
<td>Historically Black Colleges &amp; Universities/Minority Institutions</td>
<td>$ 20.0</td>
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*(Dollars in Millions)*
ARES V...

Core stage engine.

Earth departure stage.

RS68 engine.
LUNAR LANDER AND LUNAR SURFACE OPERATIONS ...

Manage the Lunar Precursor Robotics Program.

Manage development of the lunar lander descent stage & lead descent stage propulsion.

Support lunar architecture work for the program system engineer.

Support ascent stage propulsion.

Support overall lunar lander avionics, life support, structures and propulsion testing, as well as project integration.

Support lunar surface life support systems, habitat, structures and in site resource systems.
<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>INCUMBENT</th>
<th>COMPETITION</th>
<th>RFP RELEASE</th>
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<tr>
<td>Center Operation Support Services</td>
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<td>Occupational Medicine &amp; Environmental Health Services</td>
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<td>Unified NASA Information Technology Services</td>
<td>SAIC</td>
<td>Unrestricted</td>
<td>May 2008</td>
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KEYS TO SUCCESS

• **Planning: Your Roadmap To Success:**

  “Absent planning In One’s Life or Business is like a ship upon the sea without a rudder” *(Earl Nightingale)*

  ➢ Planning Primary Reason For Business Failures

• **Build A Dream Team:**

  ➢ Need A Team To Obtain A Dream
  ➢ Attract To Your Team The Best, Keenest and Brightest
  ➢ Team Is “Together Everyone Achieves Miracles”

• **Network Your Way To Success:**

  ➢ Your Network Will Determine Your Net Worth
  ➢ You Have To Make Contacts To Make Contracts
  ➢ Create Relationships With Hinges That Never Rust
<table>
<thead>
<tr>
<th>CONTACT</th>
<th>TITLE</th>
<th>EMAIL</th>
<th>PHONE</th>
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<tbody>
<tr>
<td>David Brock</td>
<td>MSFC Small Business Specialist</td>
<td></td>
<td>(256) 544-0267</td>
</tr>
<tr>
<td>Fran Thompson</td>
<td>Management Support Assistant</td>
<td></td>
<td>(256) 544-8816</td>
</tr>
<tr>
<td>Stefanie Funghi</td>
<td>Contractor Support Assistant&lt;br&gt; Digital Fusion Solutions, Inc.</td>
<td></td>
<td>(256) 544-6263</td>
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<tr>
<td>Barbara Jenkins</td>
<td>Small Business Administration&lt;br&gt; Procurement Center Representative</td>
<td></td>
<td>(256) 544-5012</td>
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<tr>
<td>Helen Stinson</td>
<td>MSFC Small Business Technical Advisor</td>
<td></td>
<td>(256) 544-7239</td>
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NASA's
Small Business Innovation Research (SBIR)
and
Small Business Technology Transfer (STTR) Programs
NASA SBIR/STTR 2008 Budget

SBIR ~ $104M
STTR ~ $12M

SBIR - Phase I Contracts: $100K (6 months)
STTR - Phase I Contracts: $100K (12 months)
SBIR/STTR - Phase II Contracts: $600K (2 years)
SBIR/STTR: 3-Phase Program

Phase 1
- Feasibility study
- $100K award
- 6 months duration (SBIR)
- 12 months duration (STTR)

- Phase 2
  - Technology Development
  - 2-Year Award
  - $600K (SBIR/STTR)

- Phase 3
  - Technology Infusion/Commercialization Stage
  - Use of non-SBIR Funds
  - Ability to award sole-source contracts without JOFOC based on specific SBIR authority – NASA and NASA primes
Mission Driven!

SBIR/STTR = Small Business Innovation for NASA and the Nation
Partnership with Mission Directorates Drives SBIR/STTR Investment

Exploration Systems  Aeronautics Research

Science  Space Operations
Aeronautics Research Topics

- Aviation Safety
- Fundamental Aeronautics
- Airspace Systems
- Aeronautics Test Technologies
Exploration Systems Topics

- Avionics & Software
- Sensors for Autonomous Systems
- Environmental Control and Life Support (ECLS)
- Extravehicular Activity (EVA)
- Lunar In-situ Resources Utilization (ISRU)
- Structures, Materials and Mechanisms
- Lunar Operations
- Energy Generation and Storage
Exploration Systems Topics (cont’d)

- Propulsion and Cryogenics Systems
- Protection Systems
- Thermal Management
- Exploration Crew Health Capabilities
- Space Human Factors and Food Systems
- Space Radiation
Science Topics

- Robotics Exploration Technologies
- Advanced Telescopes
- Sensors, Detectors, and Instruments
- Spacecraft and Platform Subsystems
- Information Technologies
- Small Satellites
Space Operation Topics

- Space Communications and Navigation
- Space Transportation
- Processing and Operations
Nature of NASA SBIR Contracts

- SBIR contracts are fixed price contracts to be completed on a best effort basis

- Contractors own resulting intellectual property (data, copyrights, patents, etc.)

- Government has royalty-free rights for government use of intellectual property

- Government protects data from public dissemination for four years after contract ends
SBIR Program
Eligibility Checkpoints

- Organized for-profit U.S. small business (500 or fewer employees)
- At least 51% U.S. owned and independently operated
- Small business located in the U.S.
- P.I.'s primary employment with small business during the project
Submission Process

- All proposals are submitted electronically via the internet
- Make sure your proposal is received on time - late proposals are rejected
- Proposals are screened for administrative completeness and turned over to the managing NASA Center for technical review
Know Your Customer

- Review last year’s solicitation and review the titles and some abstracts of the winning proposals in your area of interest

- Talk to the people in your technical area who write subtopics and review proposals at the agency where you intend to submit your proposal
  - Find their technical emphasis, needs, and interest
  - Solve a sponsors problem
  - Align your technology/proposal to the sponsor’s final needs
Some Important Facts to Remember

- Eligibility is determined at time of award
- No appendices allowed in Phase I
- The PI is not required to have a Ph.D.
- The PI is required to have expertise to oversee project scientifically and technically
- Applications may be submitted to different agencies for similar work
- Awards may not be accepted from different agencies for duplicative projects
SBIR/STTR Program Schedule

2008 Program Solicitation
Opening Date: 07/06/2008
Closing Date: 09/04/08
Selections: 11/14/08

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(650) 604-6595