



National Aeronautics and
Space Administration

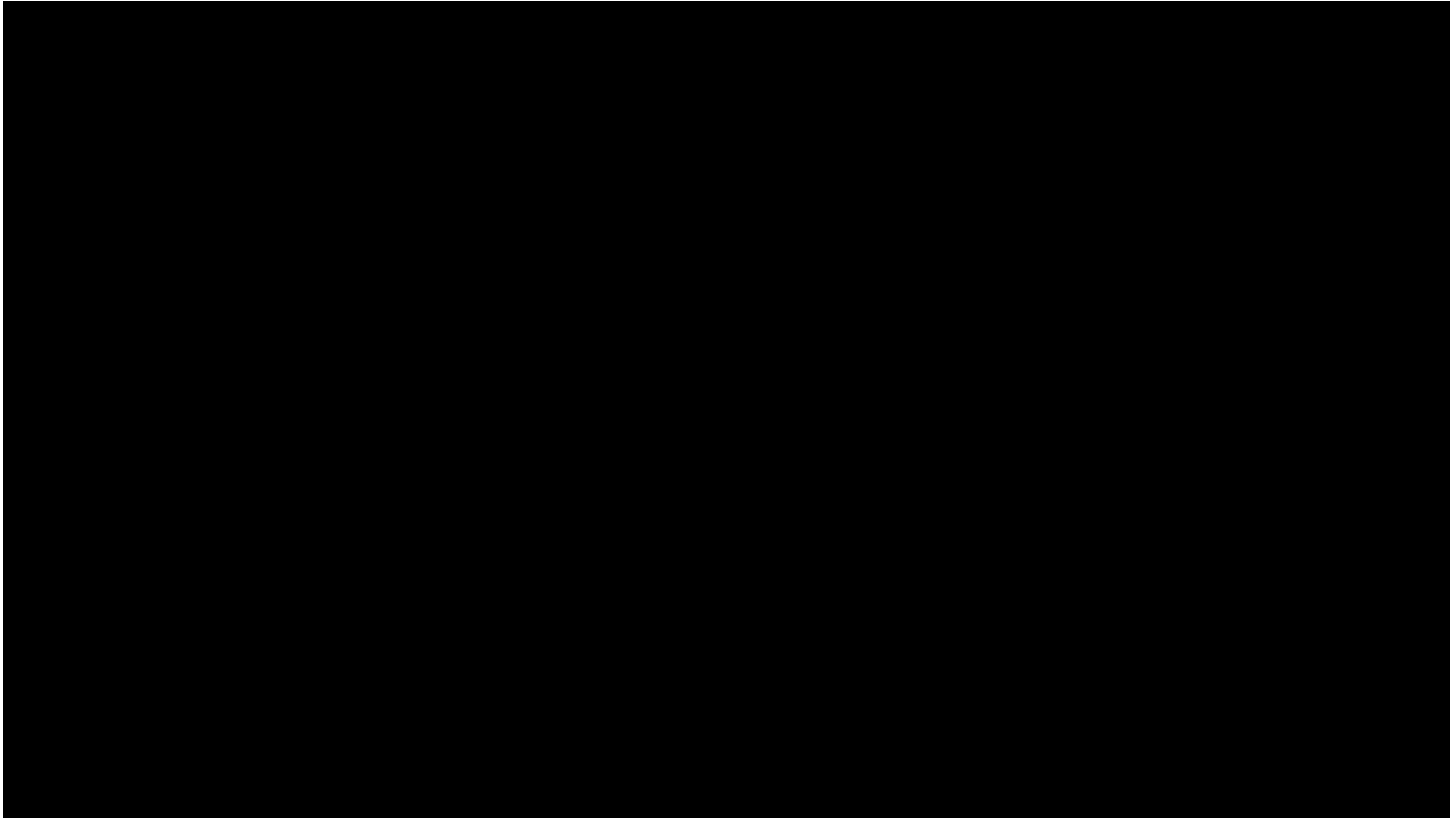


OFFICE OF **SMALL BUSINESS** PROGRAMS
...where small business makes a **BIG** difference

NASA Small Business Opportunities and Resources Networking Conference

*In-Person Small Business Conference
and Networking Event*

Recognizing Small Business Success at NASA



*Ms. Pam Melroy
Deputy Administrator
NASA*

Truphelia M. Parker



*Program Specialist
NASA Office of Small Business
Programs*

**Welcome
and Kick-off**

Glenn A. Delgado



*Associate Administrator
NASA Office of Small Business
Programs*

Opening Remarks

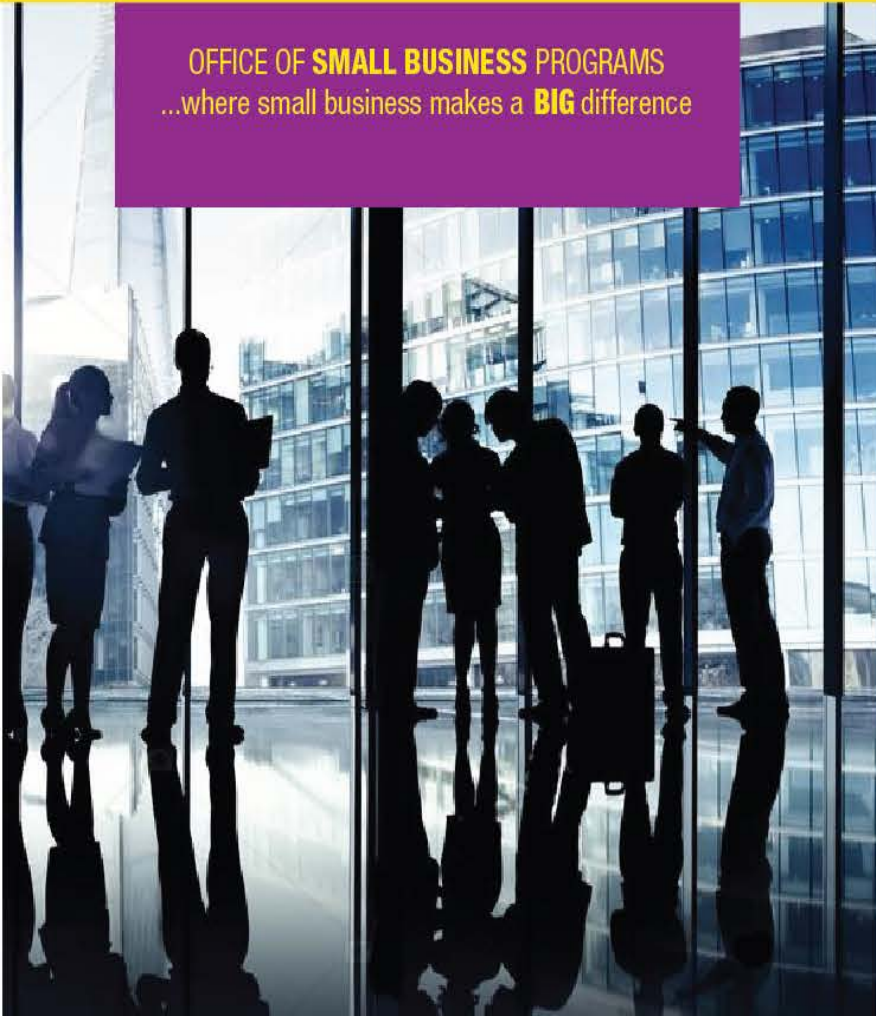


National Aeronautics and
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Mission Equity Update



Luis Botello Faz

*Special Assistant for Engagement
NASA*



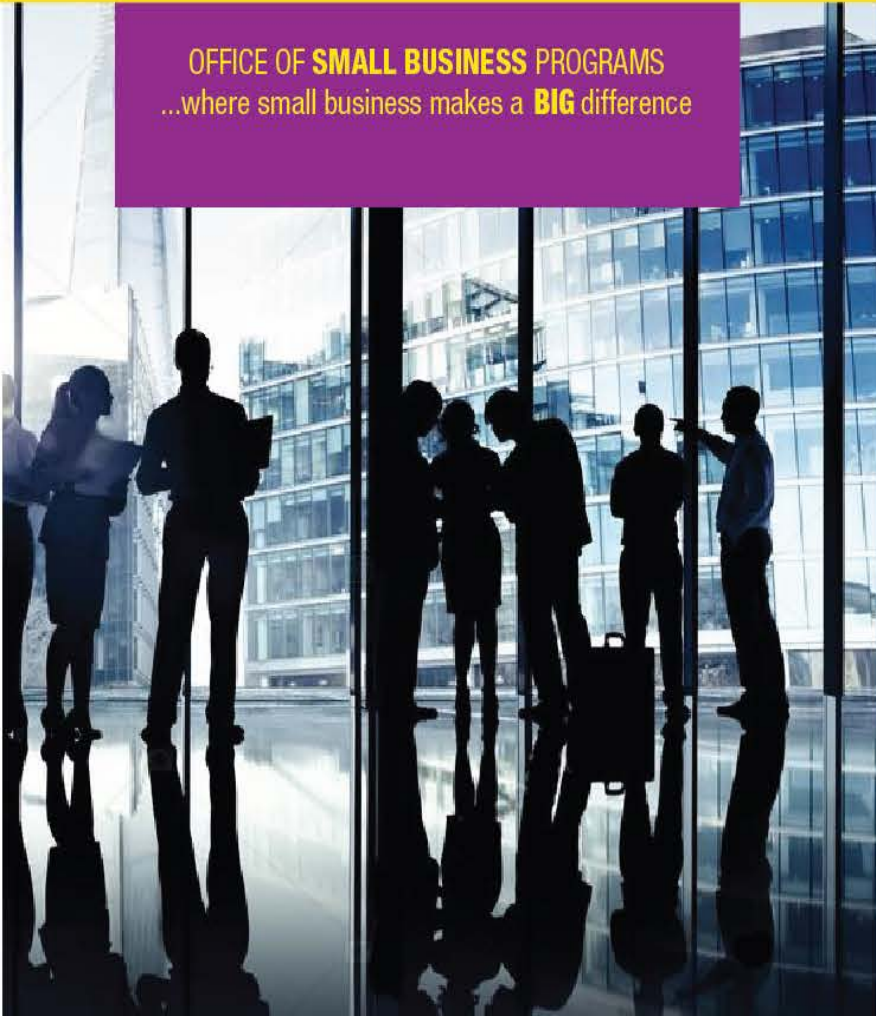


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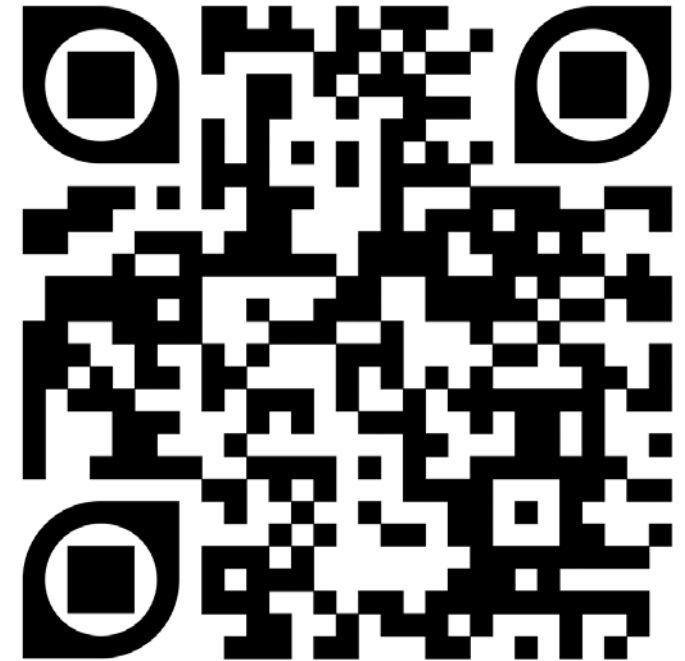
Demystifying the Procurement Process at NASA



Julia B. Wise



*Director of Procurement
Management & Policy Division
NASA Office of Procurement*





Demystifying the Procurement Process at NASA

**Julia Wise, Director, Procurement
Management and Policy Division, Office of
Procurement, NASA**



Seven Steps to Doing Business with NASA



1. Learn about NASA mission, centers, leadership and contracting environment.
2. Preparation: How do I get in the game?
3. Understanding potential opportunities.
4. Identify and discuss your products or services.
5. Identify your target market and acquisitions.
6. Know the acquisition team.
7. Be ready to play the game and execute in accordance with the contract terms and conditions.

NASA Office of Procurement (OP)



Enables the Agency's mission and execute contracts in support of programmatic, institutional, and operational needs



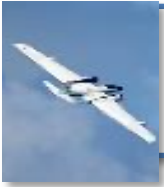
Headquarters OP - Provides stewardship of acquisition process to support successful accomplishment of mission objectives. Provide policy, oversight, optimization of procurement resources, and support Mission Directorate Acquisition Strategy Development to enable more efficient operations for NASA.



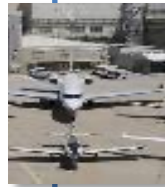
NASA Shared Services Center - Supports NASA's overall mission by providing core procurement services across the Agency; award /administration of grants and cooperative agreements; research & development contracts; complex, large dollar service contracts; and commercial item acquisitions.



NASA Management Office – NMO ensures proper coordination of all the required operational functions associated with the management of the FFRDC, the JPL contract, and is the focal point for communication with upper management at the JPL and actively represents NASA in local outreach and educational events.



Ames Research Center - Specializes in research geared toward gaining new knowledge and creating new technologies that span the spectrum of NASA interests.



Armstrong Flight Research Center - As the lead Center for flight research, Armstrong continues to innovate in aeronautics and space technology. The newest, the fastest, the highest -- all have made their debut in the vast, clear desert skies over Armstrong.



Glenn Research Center - Glenn develops and transfers critical technologies through research, technology development, and systems development for safe and reliable aeronautics, aerospace, and space applications.



Goddard Space Flight Center - Goddard's mission is to expand knowledge about Earth and its environment, the solar system, and the universe through observations from space.



Johnson Space Center - Leads NASA's efforts in human space exploration, from the early Gemini, Apollo, Skylab and space shuttle programs to today's International Space Station and Orion programs.



Kennedy Space Center - Kennedy is "America's Gateway to the Universe" -- leading the world in preparing and launching missions around Earth and beyond.



Langley Research Center - Langley continues to forge new frontiers in aviation and space research for aerospace, atmospheric sciences, and technology commercialization to improve the way the world lives.



Marshall Space Flight Center - Marshall is the world's leader in the access to space and the use of space for research and development to benefit humanity.



Stennis Space Center - Stennis is responsible for NASA's rocket propulsion testing and for partnering with industry to develop and implement remote-sensing technology.

NASA spends approximately 85% of its budget on acquiring goods and services. FY20 Procurement spend was \$18.9 billion; completed approximately 25K procurement actions (e.g. awards, modifications; not including grants or cooperative agreements) and managed in excess of over 9K instruments (e.g. contracts, PO, TO, DO & BPAs)

2. Preparation: How do I get in the game?



- ❖ **Understand the different ways to propose/bid** on NASA's opportunities/solicitations:
 - ❖ Prime and Subcontractor Opportunities
 - ❖ Joint Venture Opportunities
 - ❖ SB Designated Programs (e.g., 8(a), Mentor-Protégé)
- ❖ **Posture your company** to seek and propose/bid on NASA's opportunities/solicitations:
 - ❖ Explore www.SBA.gov for useful tools and information (e.g., SBA.gov/federal-contracting)
- ❖ **Register/Update in System for Award Management (SAM.gov)**
 - ❖ Requires a Unique Entity ID, Taxpayer Identification Number (TIN), Contractor and Government Entity (CAGE) code, and NAICS code(s).
- ❖ **Know the Procurement Process and the Federal Acquisition Regulation (FAR)**
www.acquisition.gov and NASA FAR Supplement:
<https://www.hq.nasa.gov/office/procurement/regs/NFS.pdf>
- ❖ **Create a team** to develop and submit successful bids/proposals (technical, business, pricing, and legal)

3. Understanding Potential Opportunities



- ❖ Know the different small business programs that your company can qualify for – see [FAR Part 19](#), Small Business Programs, know the agency Small Business Office, know who to talk to at SBA and know your local Procurement Center Representative (PCR)
 - ❖ The SBA may assign one or more PCRs to any contracting activity or contract administration office to carry out SBA policies and programs. Assigned SBA PCRs are required to comply with the contracting agency's directives governing the conduct of contracting personnel and the release of contract information.
- ❖ Find opportunities/acquisitions at the Centers that align with the product and services that you offer. See the NASA Acquisition Forecast (<http://www.hq.nasa.gov/office/procurement/forecast/>), and sam.gov
- ❖ Know the following:
 - ❖ the agency prime contractors are and seek partnering opportunities with prime offerors, HBCU/MSI institutions, and other small business concerns.
 - ❖ Small Business Innovation Research (SBIR) (<https://sbir.nasa.gov/>) and Small Business Technology Transfer (STTR)
 - ❖ NASA Partnerships Office ([NASA Partnerships | NASA](#))

NASA Acquisition Forecast



NASA Acquisition Forecast

It is NASA policy (see NASA FAR Supplement 1807.72) to prepare an annual forecast and a semiannual update of expected contract opportunities, or classes of contract opportunities, for each fiscal year. The forecast consolidates anticipated procurements (in excess of the simplified acquisition threshold) at each NASA Center with the aim of increasing industries' advance knowledge of NASA requirements and to enhance competition.

The procurements described in this forecast are expected to be solicited in this fiscal year and beyond, based on the best information available at the time of publication. All projected procurements are subject to revision or cancellation. Final decisions as to the extent of competition, small or disadvantaged business set-asides, estimated value, etc., will not be made until each procurement is initiated. The data is for planning purposes only; it does not represent a presolicitation synopsis or constitute an invitation for bid or request for proposal, nor is it a commitment by the Government to purchase the described supplies and services. You are urged to review [SAM.gov](https://www.sam.gov) under Contract Opportunities for the actual notice of a pending contract action.

Agency-Wide Acquisition Forecast

FY 2022 -- updated April 2022

(Revised May 2022 to include additional filtering capability. No new records were added)

The following Consolidated Agency-wide Acquisition Forecast is provided to allow users to search multiple NASA Centers for specific types of opportunities to match your organizational interests.

[NASA Agency-Wide Forecast](#)

Data Definitions

Please use the information below to navigate the Acquisition Forecast.

Acquisition Status – There are 6 possible status states for each requirement.

- **New** – New requirement created during the current reporting cycle.
- **No Change** – Requirement created prior to the current reporting cycle and no changes are needed for reporting in the current cycle. This is also the default status for all requirements at the beginning of a cycle.
- **Revised** – Created prior to the current reporting cycle and revisions were made during the current cycle.
- **Awarded** – Awarded during the current reporting cycle.
- **Withdrawn** – The requirement is no longer needed and will be removed from the forecast.

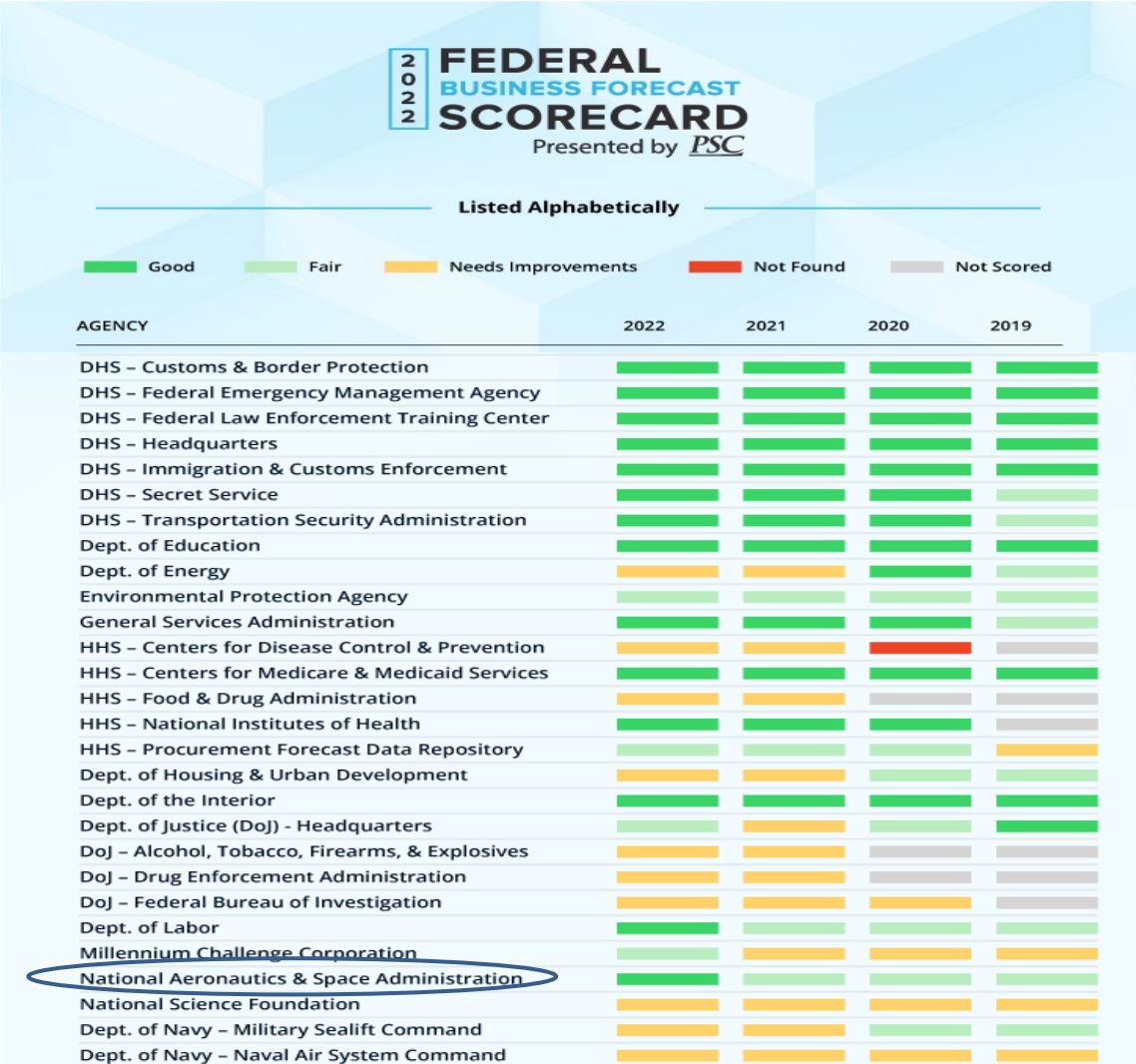
Anticipated FY of Award – The government fiscal year when the award is expected to take place.

Anticipated Quarter of Award – The quarter of the government fiscal year that when the award is expected to take place.

Awarded Contract Number – Contract Number award as a result of the requirement.

Awarded Contractor Name – Contractor selected as a result of the requirement.

Acquisition Forecast



NASA’s Acquisition Forecast identifies all known contract opportunities in support of early engagement. Recent enhancements resulted in NASA’s rating on the annual Professional Services Council (PSC) Federal Business Forecast Scorecard being raised from Fair in 2019 to Good in 2022. NASA is now 1 of 17 Agency’s with the highest possible rating of “Good” out of the 62 Agencies reviewed.

<http://www.hq.nasa.gov/office/procurement/forecast/index.html>



4. Identify and discuss your products or services



- ❖ Research the solicitation prior to its release...be aware of the NASA acquisition forecast and watch for the draft solicitations.
- ❖ Be prepared to describe your capabilities (products/services) in relation to the Government's requirements and highlights the expertise your company brings to the table to meet those requirements.
- ❖ Research and understand the North American Industry Classification System (NAICS) codes to properly identify your products and services and search for future opportunities/solicitations that are covered by your NAICS.
(<http://census.gov/naics>)
- ❖ Work with your Small Business Specialist (SBS) to understand the size standard associated with the NAICS code and the company classification for each noted standard (i.e., large vs. small for a specific NAICS.)

5. Identify Your Target Market and Acquisitions



- ❖ Identify what each NASA Center (<https://www.nasa.gov/osbp/about-nasa-centers>) procures by reviewing the “top” NAICS codes
- ❖ Review active contract listings for reoccurring NASA procurements (<https://www.nasa.gov/osbp/active-contract-listings>)
- ❖ [Review the OSBP Publications \(https://www.nasa.gov/osbp/osbp-publications\)](https://www.nasa.gov/osbp/osbp-publications), [The Small Business Guide to NASA](#), and NASA Center Industry Councils, and future endeavors
- ❖ Respond to and ask questions for Requests for Information (RFI), Sources Sought Notices, and Draft Solicitations/Request for Proposals (RFPs)
- ❖ Contact the SBS (<https://www.nasa.gov/osbp/center-locations>) located at each NASA Center for specific guidance on conducting business with the specific NASA Center
- ❖ Decide early if you intend to propose as a prime or other teaming approach
- ❖ Identify teaming/partnering/subcontracting opportunities and POCs as early as possible...experienced offerors form teams very early in the process

6. Know the Acquisition Team



Key Members of the Acquisition Team



Program/Project
Manager and
Enterprise
Requirement Manager



Contracting Officer/
Contract Specialist

Procurement
Portfolio Manager

Contracting Officer
Representative



Technical/Functional
Area Experts



Small Business
Specialist

7. Be ready to work with NASA



1. Conduct Steps 1 through 6.
2. Participate in NASA's market research efforts (e.g., RFIs, industry conferences), ask question early on, and provide input/feedback to NASA to assist with its acquisition.
3. Forge partnerships early on and seek opportunities with small businesses, HBCU/MSIs, AbilityOne, and other commitments to NASA's Small Business Programs.
4. Be very familiar with NASA's commitment to Diversity, Equity, Inclusion, and Accessibility in its acquisitions and as may be specifically identified in the solicitation.
5. Fully understand the solicitation requirements when forging teams and preparing your proposal...missing something in proposal may eliminate you from the opportunity.

Key Take-Aways



- ❖ It is a business decision to pursue Federal Contracts
 - ❖ Know the procurement process
 - ❖ It is expensive and time consuming to propose
 - ❖ Ensure you have the right “expertise-capabilities”
 - ❖ Market/present your firm well
- ❖ Be responsive and timely to solicitation announcements
- ❖ Know the government POCs in the process (CO, requiring organization(s), SBS, etc.)
- ❖ Understand the rules of engagement during specific phases of the acquisition and solicitation requirements.
- ❖ Read your contract! Know what you signed up for!

❖ Get out there!

- ❖ Get your Team together and propose to opportunities that you know you can successfully execute.
- ❖ Track requirements via the Agency's Acquisition Forecast in advance of an RFP release
- ❖ Plan ahead! It will take longer than anticipated
- ❖ Proactively network - attend events to engage with Industry and Agency players (Industry Day, Pre-Proposal Conferences, etc.)
- ❖ Understand the “rules of communication” at various points of a procurement process (See FAR 15.306)

❖ Invest in Training and Continuing Education

- ❖ Train the business team!
- ❖ Take advantage of Webinars and Learning Series sponsored by various agencies

[NASA Acquisition Forecast](#)
[beta.SAM.gov](#)
[Agency Blackout Notices](#)

[NASA Small Business Innovation Research/Small Business Technology Transfer \(SBIR\) Programs](#)
[Unsolicited Proposal Format](#)

[NASA Office of Small Business](#)
[NASA Partnership Office](#)

[NASA Vendor Communication Plan \(PDF, 374KB\)](#)

[Procurement Ombudsman/Competition Advocate Points of Contact List \(PDF, 99KB\)](#)

[FAR News - Acquisition.gov](#)
[Federal Acquisition Regulation \(FAR\)](#)
[NASA Federal Acquisition Regulation Supplement \(NFS\) \(PDF, 2.6MB\)](#)

[Office of Procurement Public Engagements](#)
[Senior Procurement Executive Meeting Request](#)

Additional Contracting Tools/Resources



- ❖ SBA Contracting Guide
 - ❖ <https://www.sba.gov/federal-contracting/contracting-guide>
- ❖ Small Business Subcontracting Network
 - ❖ https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm
- ❖ Association of Procurement Technical Assistance Centers
 - ❖ <https://www.aptac-us.org/>
- ❖ NASA OSBP Page
 - ❖ <https://www.nasa.gov/osbp>
- ❖ NASA Vendor
 - ❖ <https://www.nasa.gov/osbp/nasa-vendor-database>

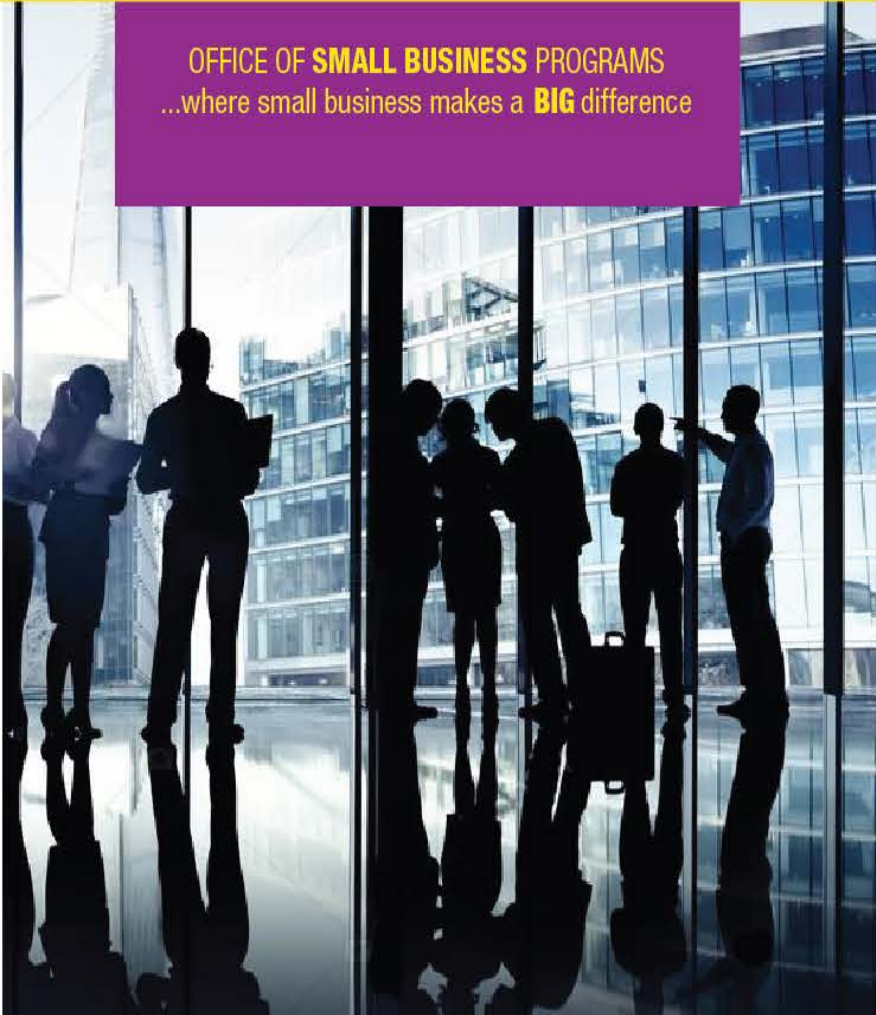


National Aeronautics and
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OFFICE OF **SMALL BUSINESS** PROGRAMS
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How to Do Business with NASA



David E. Brock



*Small Business Specialist
Marshall Space Flight Center*

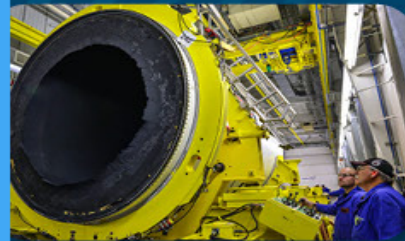




DOING BUSINESS WITH NASA

David E. Brock

NASA Mentor Protégé Manager,
MSFC Small Business Specialist



NASA SMALL BUSINESS SPECIALISTS

Center Category	Center	Name	Phone	Email
RESEARCH CENTERS	Ames Research Center	Christine L. Munroe	650-604-4695	Arc-smallbusiness@mail.nasa.gov
	Armstrong Flight Research Center	Christine L. Munroe	650-604-4695	Arc-smallbusiness@mail.nasa.gov
	Glenn Research Center	Eunice J. Adams-Sipp	216-433-6644	Grc-smallbusiness@mail.nasa.gov
	Langley Research Center	Robert O. Betts	757-864-6074	Larc-smallbusiness@mail.nasa.gov
SPACE CENTERS	Johnson Space Center	Robert E. Watts	281-244-5811	Jsc-smallbusiness@mail.nasa.gov
	Kennedy Space Center	Joyce C. McDowell	321-867-3437	Ksc-smallbusiness@mail.nasa.gov
	Marshall Space Flight Center	David E. Brock	256-544-0267	Msfcc-smallbusiness@mail.nasa.gov
	Stennis Space Center	Kay S. Doane	228-688-1720	Ssc-smallbusiness@mail.nasa.gov
SCIENCE CENTER	Goddard Space Flight Center	Jennifer D. Perez	301-286-4379	Gsfcc-smallbusiness@mail.nasa.gov
FEDERALLY FUNDED R&D CENTER	Jet Propulsion Laboratory	Charles E. Bray, Jr.	818-354-5620	smallbusiness.programsoffice@jpl.nasa.gov
AGENCY-WIDE RESOURCE CENTER	Information Technology Procurement Office	Robert O. Betts	757-864-6074	hq-itpo-smallbusiness@mail.nasa.gov
	NASA Shared Services Center	Troy E. Miller	228-813-6558	nssc-smallbusiness@mail.nasa.gov

NASA - FY22 TOP 20 NAICS TOTAL DOLLARS

NAICS	Description	Total Dollars
541710	R&D and Development in the Physical, Engineering, and Life Sciences	\$9,813,964,104
541712	“ “ Except Biotechnology	
541715	“ “ Except Nanotechnology and Biotechnology	
336414	Guided Missile and Space Vehicle Manufacturing	\$2,968,605,992
481212	Nonscheduled Chartered Freight Air Transportation	\$1,315,562,518
541330	Engineering Services	\$927,936,728
561210	Facilities Support Services	\$660,102,006
541512	Computer Systems Design Services	\$651,272,118
336415	Guided Missile & Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	\$458,232,193
541611	Administrative Management and General Management Consulting Services	\$237,883,842
517919	All Other Telecommunications	\$224,038,263

NASA - FY22 TOP 20 NAICS TOTAL DOLLARS, CONT.

NAICS	Description	Total Dollars
541519	Other Computer Related Services	\$205,030,660
236210	Industrial Building Construction	\$182,438,190
336419	Other Guided Missile and Space Vehicle Parts & Auxiliary Equipment Manufacturing	\$174,673,186
333314	Optical Instrument and Lens Manufacturing	\$169,514,110
561110	Office Administrative Services	\$158,031,468
541513	Computer Facilities Management Services	\$138,600,264
236220	Commercial and Institutional Building Construction	\$137,340,003
334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System & Instrument Manufacturing	\$131,795,860
561612	Security Guards and Patrol Services	\$124,383,152
541713	Research and Development in Nanotechnology	\$115,928,660
488190	Other Support Activities for Air Transportation	\$115,575,910
TOTAL:		\$18,910,954,226



METRICS (THROUGH SEPTEMBER 30, 2022)

CATEGORIES	GOVT. % GOALS	NASA % GOALS	NASA \$ ACHIEVED	NASA % ACHIEVED	MSFC % GOALS	MSFC \$ ACHIEVED	MSFC % ACHIEVED	% OF AGENCY
PROC. \$			\$19,677.6M			\$3,925.2M		19.9%
SB	23.0%	15.75%	\$3,553.9M	18.1%	8.0%	\$295.6M	7.5%	8.3%
SDB	11.0%	8.2%	\$1,565.6M	8.0%	3.9%	\$156.7M	4.0%	10.0%
HUBZone	3.0%	3.0%	\$200.7M	1.0%	0.5%	\$26.5M	0.7%	13.2%
WOSB	5.0%	5.0%	\$842.1M	4.3%	2.8%	\$155.4M	4.0%	18.5%
SDVO SB	3.0%	3.0%	\$288.8M	1.5%	1.0%	\$37.1M	0.9%	12.8%

Data generated on November 10, 2022

METRICS (THROUGH SEPTEMBER 30, 2023)

CATEGORIES	GOVT. % GOALS	NASA % GOALS	NASA \$ ACHIEVED	NASA % ACHIEVED	MSFC % GOALS	MSFC \$ ACHIEVED	MSFC % ACHIEVED	% OF AGENCY
PROC. \$			\$20,617.4M			\$4,759.4M		23.1%
SB	23.0%	16.87%	\$3,639.1M	17.7%	6.3%	\$322.4M	6.8%	8.9%
SDB	12.0%	8.9%	\$1,535.6M	7.5%	3.4%	\$159.6M	3.4%	10.4%
HUBZone	3.0%	3.0%	\$197.0M	1.0%	0.5%	\$27.0M	0.6%	13.7%
WOSB	5.0%	5.0%	\$818.1M	4.0%	2.0%	\$101.1M	2.1%	12.3%
SDVO SB	3.0%	3.0%	\$483.5M	2.4%	0.5%	\$91.4M	1.9%	18.9%

Data generated on October 9, 2023

FY22 NASA AND MSFC PRIME CONTRACTOR CUMULATIVE SUBCONTRACTING DOLLAR COMPARISONS

CATEGORIES	% GOALS	NASA \$	% ACHIEVED	MSFC \$	% ACHIEVED
TSV		\$8,888.3M		\$1,280.2M	
SB	35.1%	\$3,471.9M	39.1%	\$533.1M	41.6%
SDB	5.0%	\$756.9M	8.5%	\$69.6M	5.4%
WOSB	5.0%	\$823.7M	9.3%	\$116.8M	9.1%
HUBZone SB	3.0%	\$298.8M	3.4%	\$37.3M	2.9%
VOSB	N/A	\$379.0M	0.7%	\$64.3M	5.0%
SDVO SB	3.0%	\$268.4M	3.0%	\$41.7M	3.3%
HBCU/MSI	N/A	\$26.1M	0.01%	\$3.6M	0.3%

NASA - FY22 TOP 20 PRIME CONTRACTORS

VENDOR NAME	WEBSITE	TOTAL DOLLARS
California Institute of Technology (JPL)	https://acquisitions.jpl.nasa.gov	\$2,658,468,662
Space Exploration Technologies Corp.	https://www.spacex.com/supplier/index.html	\$2,087,826,290
The Boeing Company	http://www.boeingsuppliers.com/esd/getstart.html	\$1,709,462,775
Lockheed Martin Corporation	https://www.lockheedmartin.com/en-us/suppliers.html	\$1,333,926,482
Northrop Grumman Systems Corp. (Includes Orbital Sciences and ATK)	https://www.northropgrumman.com/suppliers/	\$1,130,538,409
Jacobs Technologies, Inc.	https://www.jacobs.com/suppliers/	\$958,920,809
KBR, Inc. (Includes Wyle and SGT)	https://kbrsupplier.com/	\$766,344,995
Science Applications International Corporation	https://www.saic.com/who-we-are/suppliers-and-small-business	\$467,709,748
Aerojet Rocketdyne of DE, Inc.	https://www.rocket.com/suppliernet	\$408,090,107
Johns Hopkins University (5111)	https://hopkinsmedicine.org/business/index.html	\$344,760,958

NASA - FY22 TOP 20 PRIME CONTRACTORS, CONT.

VENDOR NAME	WEBSITE	TOTAL DOLLARS
Leidos	https://www.leidos.com/suppliers	\$331,560,600
Science Systems and Applications, Inc.	https://www.ssaihq.com/contact-us	\$257,249,220
Peraton, Inc.	https://www.peraton.com/suppliers/	\$253,792,456
Raytheon Technologies Corp.	https://www.rtx.com/suppliers	\$197,892,100
Maxar Space, LLC	https://www.maxar.com/legal/suppliers	\$169,595,813
Syncom Space Services, LLC	http://syncomspaceservices.com/	\$167,564,964
Universities Space Research Association	https://www.aura-astronomy.org/	\$161,907,607
Ball Aerospace & Technologies Corp.	https://www.ball.com/aerospace/about-aerospace/suppliers-resources	\$148,348,200
Sierra Nevada Corp.	https://www.sncorp.com/suppliers/doing-business-with-snc/	\$140,477,554
Astrobotic Technology, Inc.	https://www.astrobotic.com/	\$117,176,864
Total:		\$13,811,614,612

NASA OSBP WEBSITE

WWW.NASA.GOV/OSBP

- Website highlights:
 - How to Do Business with NASA
 - OSBP Learning Series
 - OSBP Outreach
 - Active Contract Listings
 - Small Business Resource links
 - Small Business Specialist contact



A screenshot of the NASA OSBP website homepage. The header features the NASA logo and navigation links: Topics, Missions, Galleries, NASA TV, Follow NASA, Downloads, About, and NASA Audiences. A search bar is on the right. The main banner reads "Office of Small Business Programs" with the tagline "...where small business makes a BIG difference." Below the banner is a "Follow" section with social media icons for Facebook and Twitter. A central "OSBP" logo is displayed with the text "OFFICE OF SMALL BUSINESS PROGRAMS". To the right of the logo is a "How to Do Business with NASA" section with a list of links: Doing Business with NASA (6 Steps), NASA Acquisition Forecast, About NASA Centers, NASA Vendor Database, Small Business Resource Links, Small Business Technical Advisors, Center Industry Councils, and Subscribe to Our Mailing List. Below this is a "Tweets from @NASA_OSBP" section featuring a tweet from NASA Small Business Specialist Glenn A. Delgado. The bottom section includes "Meet the Small Business Specialists" with photos of three individuals, "Active Contract Listings" with a globe image, and "OSBP Leadership" with a list of names and titles: Glenn A. Delgado (Associate Administrator), Robert Medina (Deputy Associate Administrator), Richard L. Mann (Program Manager), Charles T. Williams (Program Manager), Truphella M. Parker (Program Specialist), and Naemah A. Lee (Program Specialist). A "News and Events" section lists upcoming events, including a finalist announcement for the Agency of the Year at the National B(a)HUBzone Conference on March 15, 2023, and a summit on April 27, 2023. A sidebar on the left contains a "Related Topics" menu with links to: NASA Office of Small Business Programs, About OSBP, How to Do Business with NASA, OSBP Learning Series, OSBP Outreach, OSBP Highlights, Active Contract Listings, NASA Vendor Database, Small Business Resource Links, Contact OSBP, NASA HQ, and All Topics A-Z.

NASA OSBP Outreach Opportunities

UPCOMING OUTREACH

October 11, 2023 – In-person

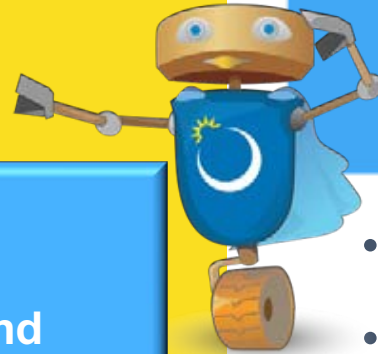
- NASA Small Business Opportunities and Resources Networking Conference
- Register [HERE](#)

January 25, 2024 – Virtual

- NASA Small Business Outreach Event and Networking

March 27-28 – In-person

- NASA and Partners Small Business and HBCU Summit



OSBP LEARNING SERIES VIRTUAL OUTREACH

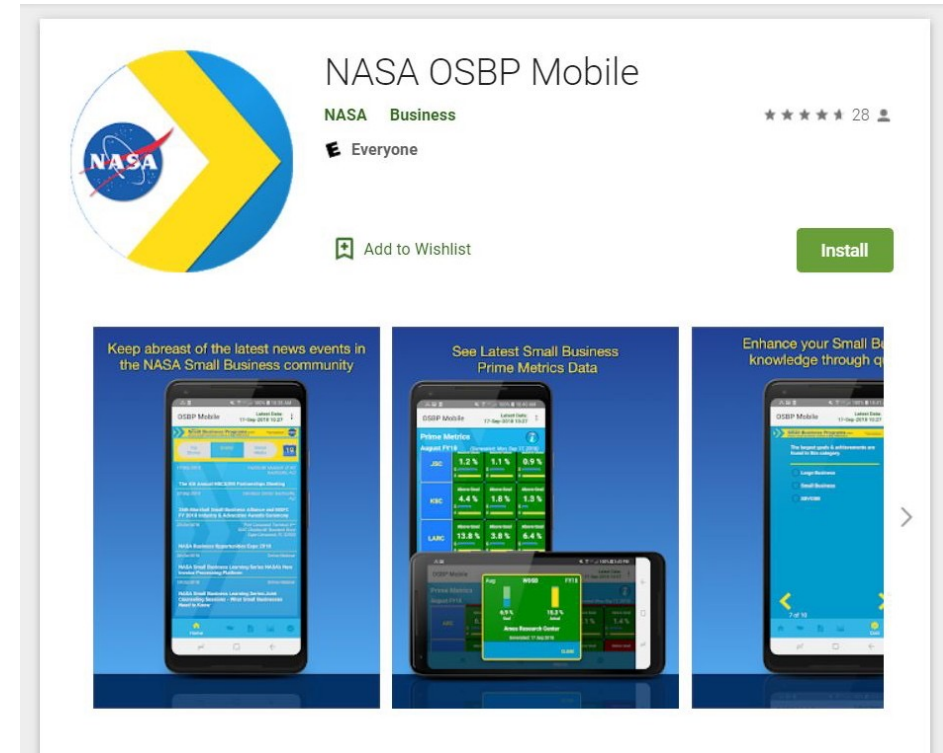
- Held the 3rd Wednesday each month
- Events feature guests from NASA, Federal agencies including:
 - Small Business Administration (SBA)
 - General Services Administration (GSA)
 - U. S. Women's Chamber of Commerce
 - And more
- Q&A session is included
- Request registration link [HERE](#)

OSBP MOBILE APP

OSBP Mobile is designed to help:

- Provide active contract listings and requests for proposals
- Network with Small Business Specialists at each NASA Center
- Explore the latest Agency prime metrics data
- Inform you of the latest small business news and events

Come make a BIG difference at NASA!



Download at:

<https://play.google.com/>

<https://apps.apple.com/>

PSL SERVICE DELIVERY MODEL

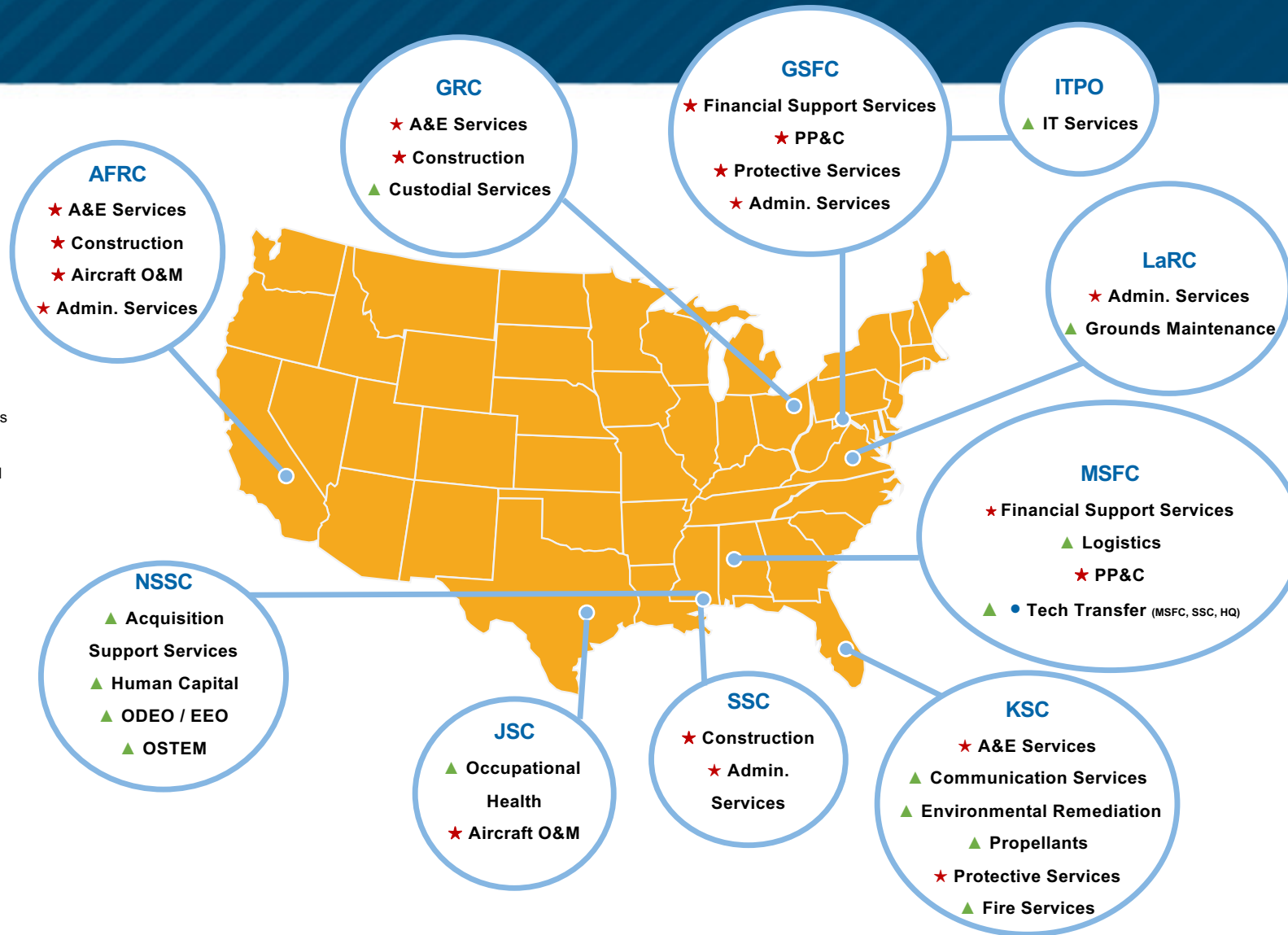
▲ Centralized: Procures for Agency

★ Regionalized

● Remains Localized at each Center

- Environmental Compliance
- Utilities
- Facilities O&M
- Engineering
- Safety & Mission Assurance
- Tech Transfer*

Regionalized or centralized buying locations does not equate to consolidation of contracts. It is the Procurement Office that has overall responsibility of Contract Award (e.g., SEB).



UTILIZE THE NASA ACTIVE CONTRACTS LISTS FOR TRACKING FUTURE COMPETITIONS

- ❖ Accounting, Financial, And Business Services Contracts
- ❖ Administrative Services Contracts
- ❖ Engineering
- ❖ Environmental Remediation Contracts
- ❖ Facility Contracts
- ❖ Information Technology Contracts
- ❖ Multiple Award Construction Contracts
- ❖ Occupational Health Contracts
- ❖ Protective Services Contracts

SAMPLE NASA ACTIVE CONTRACTS LISTING: FACILITIES

NASA FACILITIES CONTRACTS						
CENTER	NAICS	CONTRACT NAME	CONTRACTOR NAME CONTRACT #	TYPE OF COMPETITION	POTENTIAL VALUE	ULTIMATE CONTRACT END DATE
AFRC	561210	Facilities Operations and Maintenance Services	Helix Management Services, LLC NND13AD53C	8(a) Competitive	\$44.9 M	2/28/2023 Last Date to Order
ARC	561210	Safety & Mission Assurance	Bastion Technologies, Inc. 80ARC020D0012	Full & Open	\$66.6 M	10/31/2024 Last Date to Order
ARC	561210	Aerospace Testing & Facilities O&M (ATOM-5)	Jacobs Technology 80ARC022DA011	Full & Open	\$298 M	6/21/2027 Last Date to Order
ARC	561210	Logistics Management Services (LMS)	Lockwood Hills, LLC 80ARC017C0001	SB Set-Aside	\$46.1 M	1/14/2023
ARC	561210	Ames Facilities Maintenance Support Services (AFSS)	Jacobs Technology NNA15BB23C	Full & Open	\$232 M	10/12/2025
GRC	561720	Janitorial Services	Creative Management Technology 80GRC020C0007	SB Set-Aside	\$15.4 M	7/31/2025
GRC	561210	Technical Info, Admin, Logistics Svcs II (TIALS 2)	Alcyon Technical Services (ATS) JV, LLC NNC15CA30C	SB Set-Aside	\$175.6 M	3/31/2023 Last Date to Order
GRC	561210	Technical, Facilities, O&M, & Engineering (TFOME)	HX5 Sierra, LLC NNC15BA02B	SB Set-Aside	\$379.9 M	5/31/2025
GSFC	561210	O&M for IV&V Facility	West Virginia University Research Corporation 80GSFC19C0074	Sole Source	\$25 M	9/30/2025
GSFC	561210	Facilities Operations and Maintenance Services (FOMS) III	AKIMA Support Operation, LLC 80GSFC18C0054	Full & Open	\$14.1 M	4/14/2023
GSFC	561720	Custodial, Landscaping, and Recycling Services	Melwood Horticultural Training Center, Inc. 80GSFC20C0098	Ability One	\$27.8 M	6/30/2025
GSFC	561210	Northern Latitude Sounding Rocket Launch Site	University of Alaska-Fairbanks 80GSFC20C0023	Sole Source	\$30 M	11/30/2029
GSFC/WFF	561730	Landscaping & Trash and Recycling Removal at WFF	Didlake, Inc. 80GSFC20D0010	Ability One	4 0 \$4.1 M	4/19/2025 Last Date to Order
HQ	561210	Headquarters Operations Support Services (HOSS)	Lintech-Beacon, LLC 80HQTR18C0002	8(a) Competitive	\$14.7 M	5/30/2023 Last Date to Order
HQ	561210	Infrared Telescope Facility (IRTF)	University of Hawaii Systems 80HQTR19D0030	Sole Source	\$32.8 M	6/30/2023 Last Date to Order

Small Business Resources

NASA Acquisition Forecast

- Expected contract opportunities in a downloadable spreadsheet format
 - By Center
 - By Quarter and Fiscal Year



Active Contract Listings (ACLs)

- Record NASA recurring acquisitions in the categories of:
 - Accounting Financial Business Services
 - Administrative Services
 - Environmental Services and Remediation
 - Facilities Maintenance
 - IT
 - Multiple Award Construction
 - Occupational Health
 - Protective Services

SAM.GOV

- List procurement notices
- Searchable procurement opportunities
- Set your account for Searches and Notifications on SAM.gov
 - NAICS, Agency or Word search
- Sources Sought Announcements (SSA) and Requests For Information (RFI)
 - Respond to the announcement as stated
 - Assist in making SB Set-aside decisions
- Federal Procurement Data System – FPDS
 - 500 Data Points within FPDS
 - Registration not required for searches

SMALL BUSINESS RESOURCES AND MARKETING TOOLS

- “Doing Business at MSFC” web site: <https://doingbusiness.msfc.nasa.gov/>
- Acquisition planning tool: <https://doingbusiness.msfc.nasa.gov/apt/external>
- Acquisition forecast tool: <http://www.hq.nasa.gov/office/procurement/forecast/>
- Small Business Marketing Guide:
<https://doingbusiness.msfc.nasa.gov/documents/3128625/3140174/SBMG.pdf>
- NASA Active Contract List: <https://www.nasa.gov/osbp/active-contract-listings>

MAKING THE CONNECTION

- In-house counseling sessions via Microsoft Teams.
- Tag Team Wednesdays.
- Joint Counseling sessions featuring SB service providers, machine shop/fabricators, and HBCUs and MSIs.
- Semi-annual Marshall Small Business Alliance meetings (FY23 meetings scheduled for late March and mid to late September).
- Local and regional business forums.

NEW NASA VENDOR DATABASE (NVDB)



NASA
Vendor Database
NVDB



Time to re-register!
The new OSBP
NASA Vendor Database
is here!



PURPOSE OF THE NASA MENTOR-PROTÉGÉ PROGRAM (MPP)

To provide incentives for NASA contractors to assist eligible small businesses, as defined in NASA Federal Acquisitions Regulation (FAR) Supplement (NFS) 1819.72, in enhancing their capabilities to perform as prime contractors, subcontractors, and suppliers under Government and commercial contracts.

NASA MPP FORMS, TEMPLATES, AND GUIDEBOOK

- Agreement Checklist
- Mentor Annual Report Template
- Mentor Application Template
- Mentor-Protégé Agreement (MPA) Template
- MPA Guidebook
- Protégé Application Template
- Protégé Post-Agreement Report Template
- Protégé Annual Report Template

**MPP Guidebook and Templates can be found within following hyperlink under “Templates & Forms”:*

<https://www.nasa.gov/osbp/mentor-protege-program/>

PROTÉGÉ ELIGIBILITY REQUIREMENTS

- Must be able to certify as a small business against the NAICS code size standard that represents the contemplated services to be provided by the Protégé to the Mentor.
- No limit on number of MPAs a protégé can participate in, only restriction is one MPA at a time, and developmental assistance must differ from past MPAs.
- Must have at least one of the business classifications types in order to participate in the NASA MPP.

PROTÉGÉ ELIGIBILITY REQUIREMENTS – BUSINESS CLASSIFICATION TYPES

- Small Disadvantaged Businesses
- Women-Owned Small Businesses
- Historically Underutilized Business Zone Certified Small Businesses
- Veteran-Owned Small businesses
- Service-Disabled Veteran-Owned Small Businesses
- Historically Black Colleges and Universities and Minority Serving Institutions
- Companies participating in the Ability One Program
- Small Business Innovation Research Phase II Program
- Small Business Technology Transfer Phase II Program

HOW TO CONTACT US

- Creation of a new dedicated NASA MPP Inbox for processing all NASA MPP related documentation:

MSFC-NASAMentorProtegeProgram@mail.nasa.gov

- Establishment of a new dedicated phone number for receiving inquiries specific to the NASA MPP only: 256-544-7768



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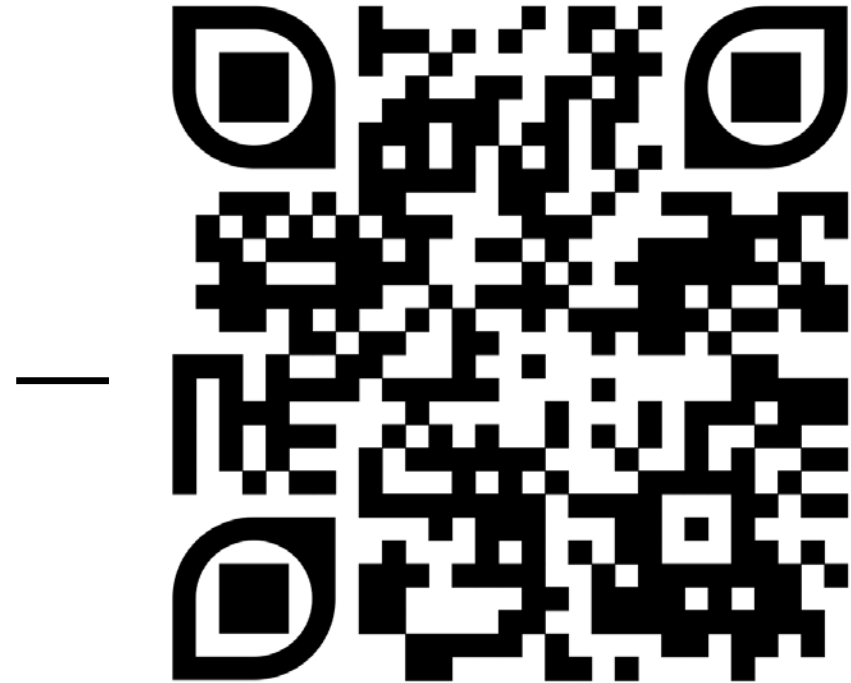
A photograph showing the silhouettes of several business professionals in a modern office setting. They are standing in front of large glass windows, looking out at a cityscape. The scene is backlit, creating a bright, high-contrast effect. The silhouettes are reflected on the polished floor.

Office of Procurement: Product Service Lines Update

Jami J. Rodgers



*Director, Procurement Strategic
Operations Division
NASA Office of Procurement*





NASA Small Business Opportunities & Resources Networking Conference

Enterprise Product Service Line Update

EXPLORE PROCUREMENT

The cornerstone of NASA's current and future missions

Jami J. Rodgers, CPCM
Director, Procurement Strategic Operations Division
NASA Headquarters Office of Procurement
October 11, 2023



Agenda

- Product Service Line (PSL) Implementation Background
- PSL Small Business Strategies and Opportunities
- Benefits
- Balancing Category Management with Small Business Goals
- Q&A

PSL Implementation Background



- Commonly procured goods and services (PSLs) are aligned into **26 procurement portfolios**
- Managed collaboratively **Procurement Portfolio Manager (PPM)** and agency Functional Offices through an **Enterprise Requirements Manager (ERM)** with jointly developed strategies centrally, regionally, or locally
- **Streamline the procurement process, share resources, and lower operating costs**
- Enterprise Procurement Strategies are listed in [NASA Federal Acquisition Regulation \(FAR\) Supplement \(NFS\) Appendix A](#) and OP's Acquisition Navigator
- Acquisition Navigator future enhancements include acquisition planning modules



PSL Service Delivery Model

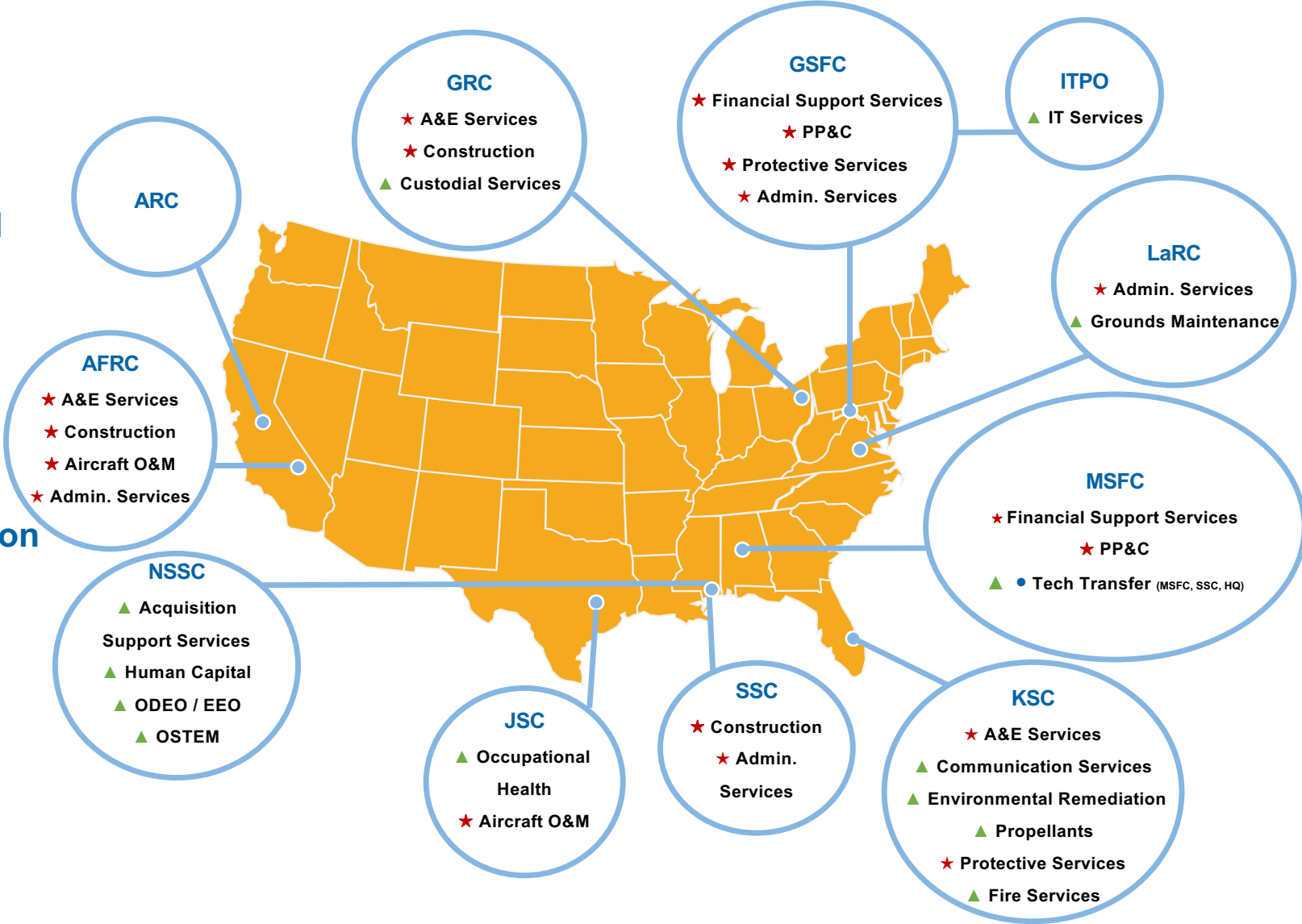


▲ Centralized

★ Regionalized

● Remains Localized

- Environmental Compliance
- Utilities
- Facilities O&M
- Engineering
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PSL Small Business Strategies and Opportunities



- Using SB set-aside for competitions increases contract opportunities for underserved communities
- Increase in SB spend from FY21 to FY23 with three highest annual SDB obligations

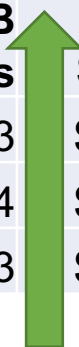
PSLs with SB/Ability One Set-aside

- ❖ Acquisition Support Service 8(a)
- ❖ Administrative Services 8(a)/Ability One
- ❖ Communication Services SB
- ❖ Custodial Services SB/Ability One
- ❖ Financial Support Services SB
- ❖ Grounds Maintenance Services SB/Ability One
- ❖ Human Capital Services SB, multiple awards
- ❖ OSTEM SB
- ❖ Project Planning and Control Services SB (WOSB)
- ❖ Protective Services 8(a)

PSLs with Combination of SB & Large

- ❖ A&E Services
- ❖ Aircraft Operational Services
- ❖ Construction
- ❖ Engineering
- ❖ Facilities O&M
- ❖ Fire Services
- ❖ ODEO/EEO
- ❖ IT Services
- ❖ Logistics Services
- ❖ Safety and Mission Assurance
- ❖ Technology Transfer
- ❖ Environmental Compliance
- ❖ Environmental Remediation & Associated AE Services

	SB	SB Obligations	SDB	SDB Obligations
	Actions		Actions	
FY2023	12,743	\$ 3,627,763,523	5,946	\$ 1,531,227,047
FY2022	14,184	\$ 3,560,795,718	5,496	\$ 1,576,103,470
FY2021	13,233	\$ 3,392,274,228	5,476	\$ 1,446,779,940



PSLs with Large Businesses

- ❖ Propellants

Why this approach:

- Promotes category management
- Allows for development of procurement, technical and industry expertise (e.g., Supply Chain Management)
- Leverage best practices and capabilities across the enterprise
- Meet federal mandates (spend under management, use of best-in-class contracts)

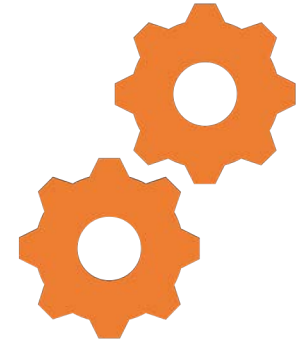
Benefits:

- Improved Buying Power through leveraging Spend Under Management
- Achieve savings utilizing Procurement Enterprise Service Delivery Model
- Increase use of Category Management vehicles
- Maximize Small Business Utilization
- Similar user experience (internal & external)
- Strengthen partnerships within the NASA acquisition lifecycle process
- Utilize tools and techniques to operate virtually and to streamline process
- Sharing of NASA capabilities and best practices across regions
- Maximize workforce capacity, capability and build bench strength
- Leverage buying power / economies of scale
- Reduce number of source boards
- Enables enterprise management of the Product Service Lines (e.g., spend, service levels)
- Eliminates unnecessary contract redundancies.
- Improves industry access to opportunities.

The Enterprise Operating Model optimizes interdependencies, reduces redundancies, and leverages workforce skills and capacity while ensuring flexibility in meeting NASA's evolving mission.

Strategic Infrastructure

- Allows for better cost traceability
- Standardized offerings reduce the need for customization, saving time and effort in negotiation and documentation
- Focus on common service levels allows contractors to sharpen cost estimates



Communication Services

- Improved access to consistent service delivery
- Greater insight (technical and budget) into functions across Centers
- Contribution to SDB Goals (\$218M over 5 years)
- Enabled a smooth transformation of library services



Protective Services

- Ensures consistency/standardization and facilitates cross-agency support
- Better manage risks associated with regional operations
- Optimizes contractor buying power while negotiating terms for equipment and vehicles
- Streamlined communications reduce misunderstandings and increases accurate contract execution
- Additional flexibility to adapt to changing circumstances is seamless and less resource intensive



Administrative Services

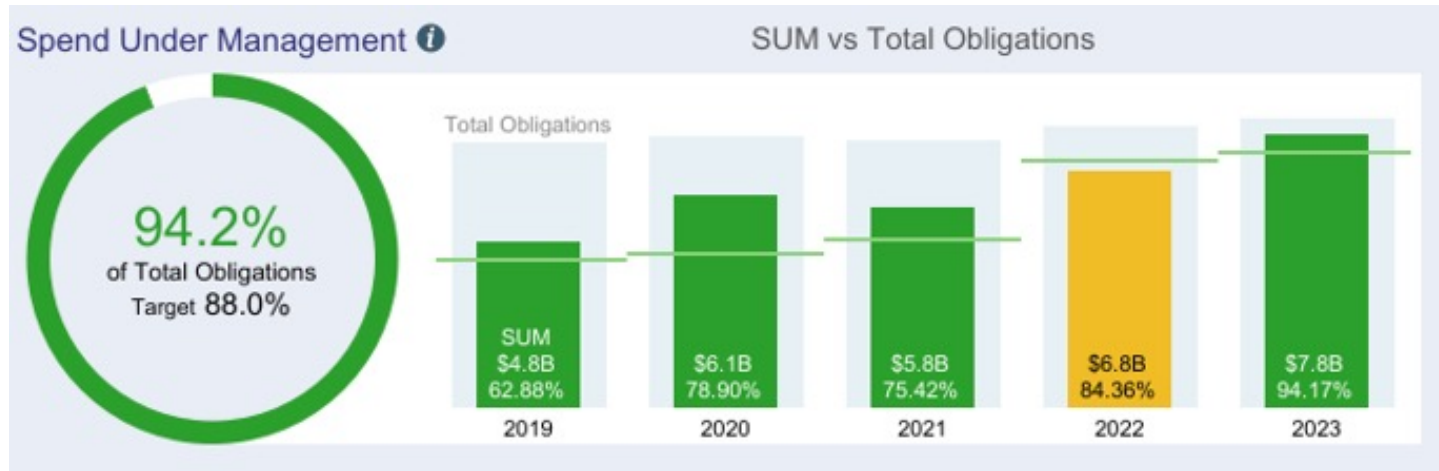
- Increased collaboration between supported Centers and the service provider
- Contract flexibility allows for additional support of other Centers
- Benchmarking with Centers to drive improvements
- Flexibility to scale administrative support



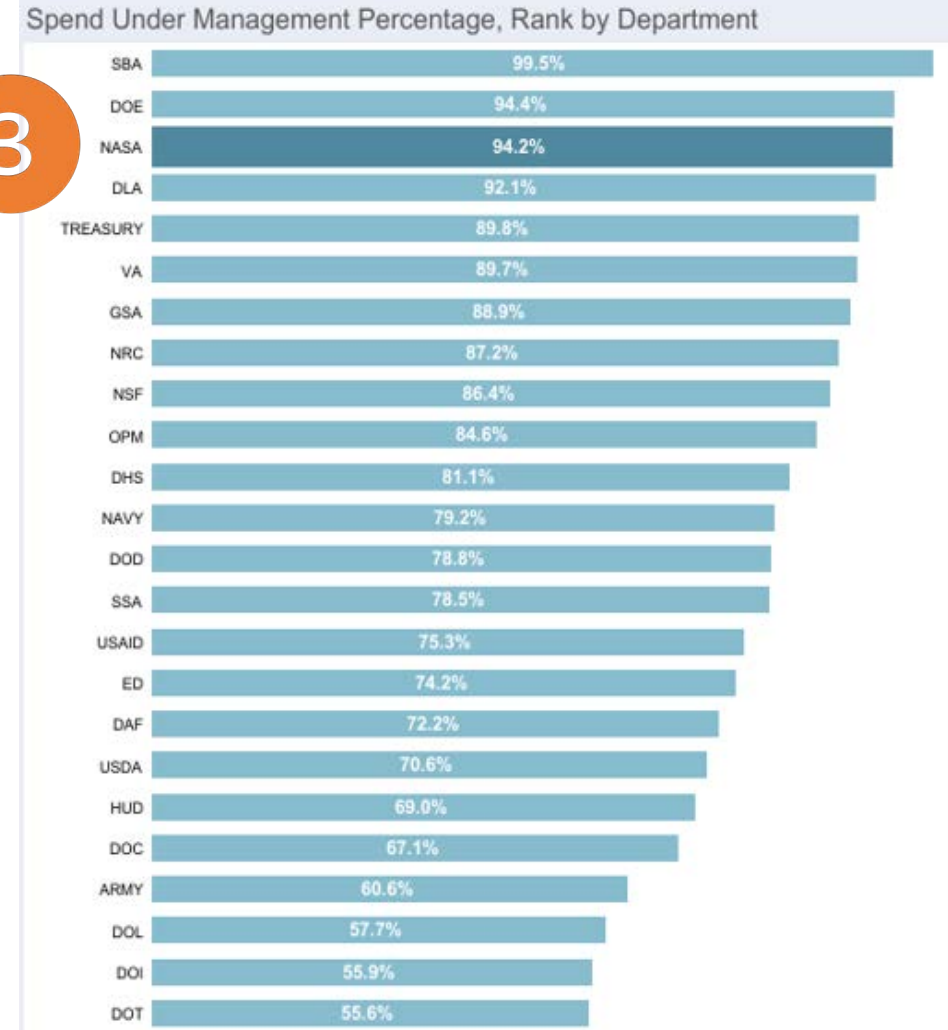
Effective Strategies Increase Spend Under Management (SUM)



- Goal to deliver more **savings, value, efficiency, eliminate unnecessary contract redundancies**, and meet **small business goals**
- **Reduce contract duplication, increase spend under management** and use of OMB **Best-in-Class contracts**
- SUM Target 88%, Actual 94.2%, an increase of **9.8%** from **FY22 to FY23**



3





Q&A



www.nasa.gov/office/procurement



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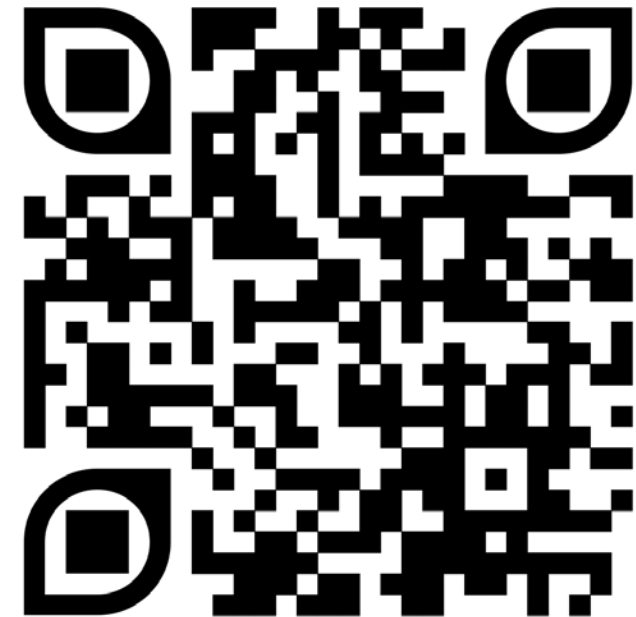
A photograph showing the silhouettes of several business professionals in a modern office setting, standing near large glass windows. The scene is backlit by natural light, creating a professional and collaborative atmosphere.

Partners in Small Business Advocacy

Natalie B. Colvin



*Small Business Specialist,
Kennedy Space Center*



Talisha Bekavac



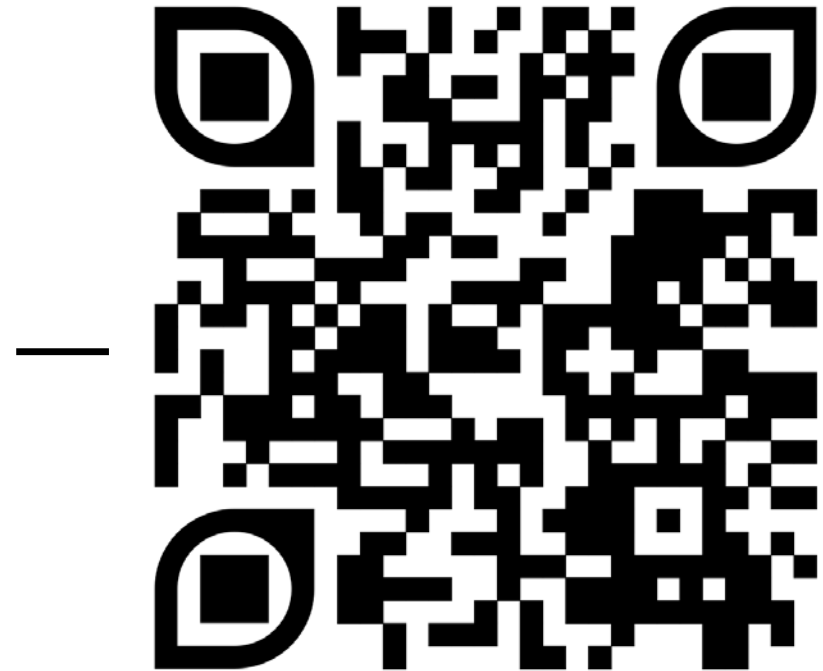
*Executive Vice President
U.S. Black Chambers, Inc.*



Charles H. DeBow III

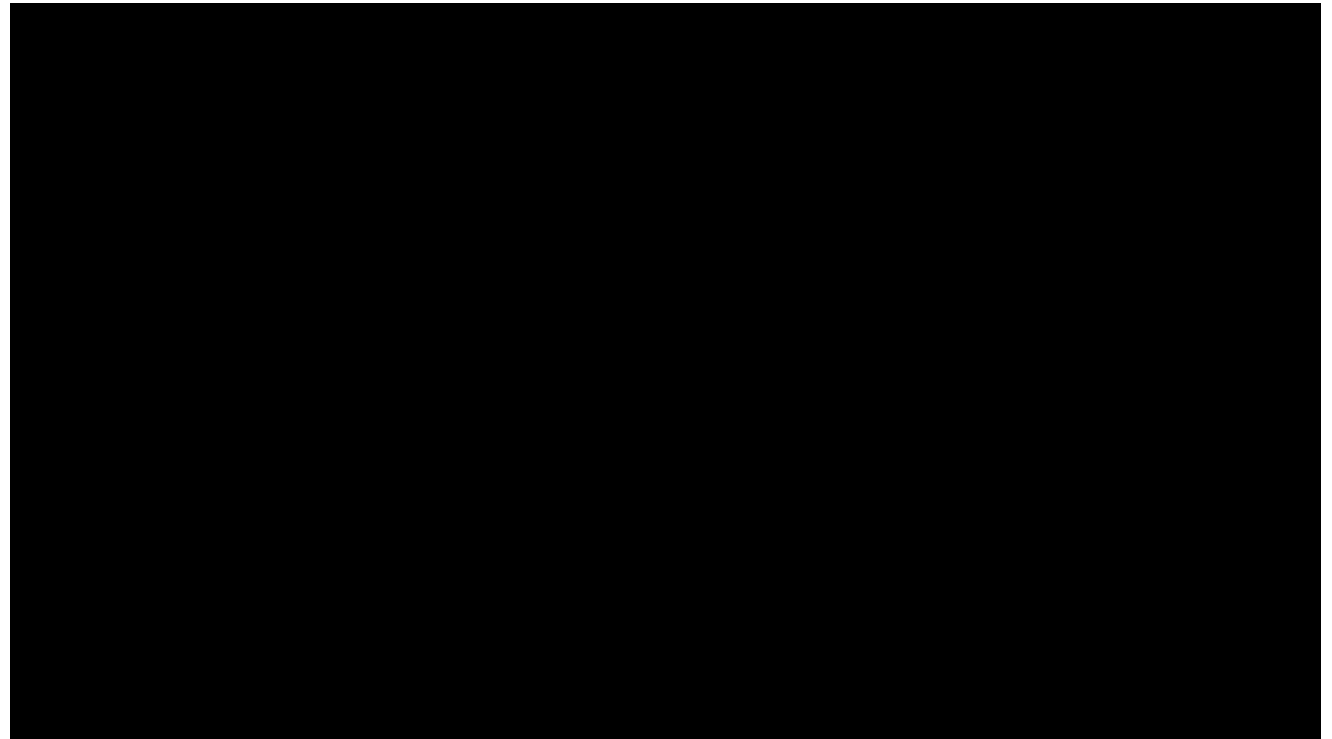


*President/CEO
National Black Chamber of
Commerce*



Charmagne Manning

*President & Chief Operating Officer
U.S Women's Chamber of Commerce*



Charles H. Motte, Jr.



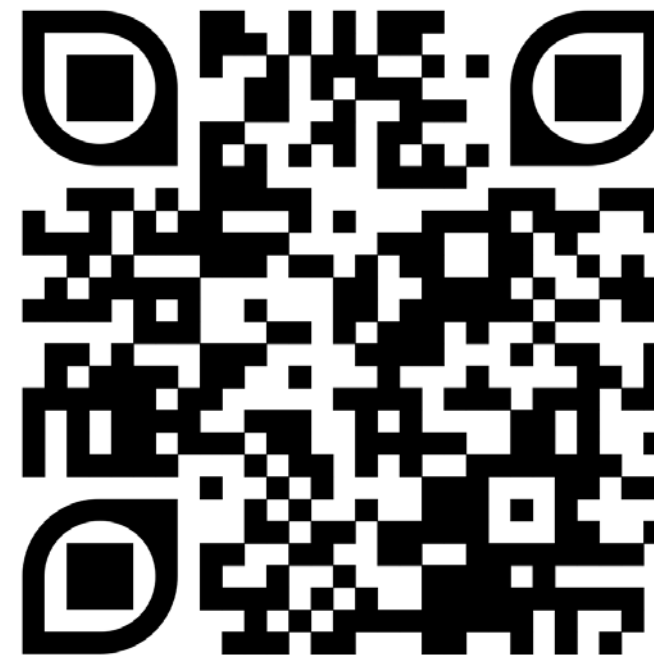
*MBA, PMP, Associate Director
DC Small Business
Development Center Network*



Michael Townsend



*Procurement Counselor
Virginia PTAC, an APEX
Accelerator*





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Educational Session Wrap-up

11:30 a.m. to 1:30 p.m.

All About the Primes Networking Session

Location: 2E39, Second Floor

Ask Me Anything with NASA

*Location: James E. Webb Memorial Auditorium,
First Floor*

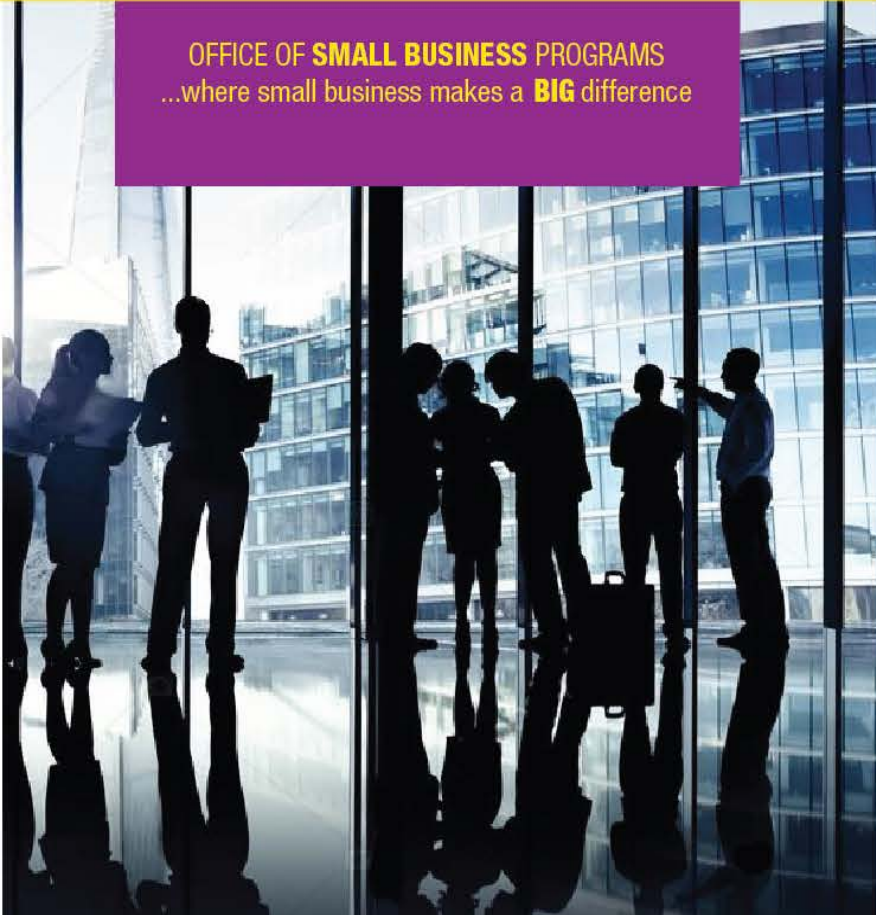




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