



EXPLORE SMALL BUSINESS

where small business makes a **BIG** difference

Effective Marketing: Utilizing NASA's Acquisition Forecast

Tabisa Taliwaku Kalisa
Program Manager
Monday, December 3, 2018

NASA Small Business Specialists

(<https://www.osbp.nasa.gov/map.html>)



Ames Research Center
Aerospace and Small Spacecraft
Moffett Field, CA
Christine L. Munroe



Armstrong Flight Research Center
Atmospheric Research and Testing
Edwards, CA
Robert Medina



Jet Propulsion Laboratory
Deep Space Robotic Rovers and Networks
Pasadena, CA
Felicia A. Bell
Section Manager
Mary Helen Ruiz
Small Business Administrator



Johnson Space Center
Human Space Flight Operations
Houston, TX
Robert E. Watts
Richard T. Slater



NASA Shared Services Center
Agency Contract Support
Bay St. Louis, MS
Troy E. Miller



Stennis Space Center
Vehicle Engine Testing
Bay St. Louis, MS
Kay S. Doane

Glenn Research Center
Aeronautics and Spacecraft Technology
Cleveland, OH
Eunice J. Adams-Sipp



Goddard Space Flight Center
Science Missions and Telescopes
Greenbelt, MD
Elizabeth A. Haase
Gilberto Del Valle
Jennifer D. Perez
Sholainka Martyn



Langley Research Center
Aviation and Space Research
Hampton, VA
Robert O. Betts



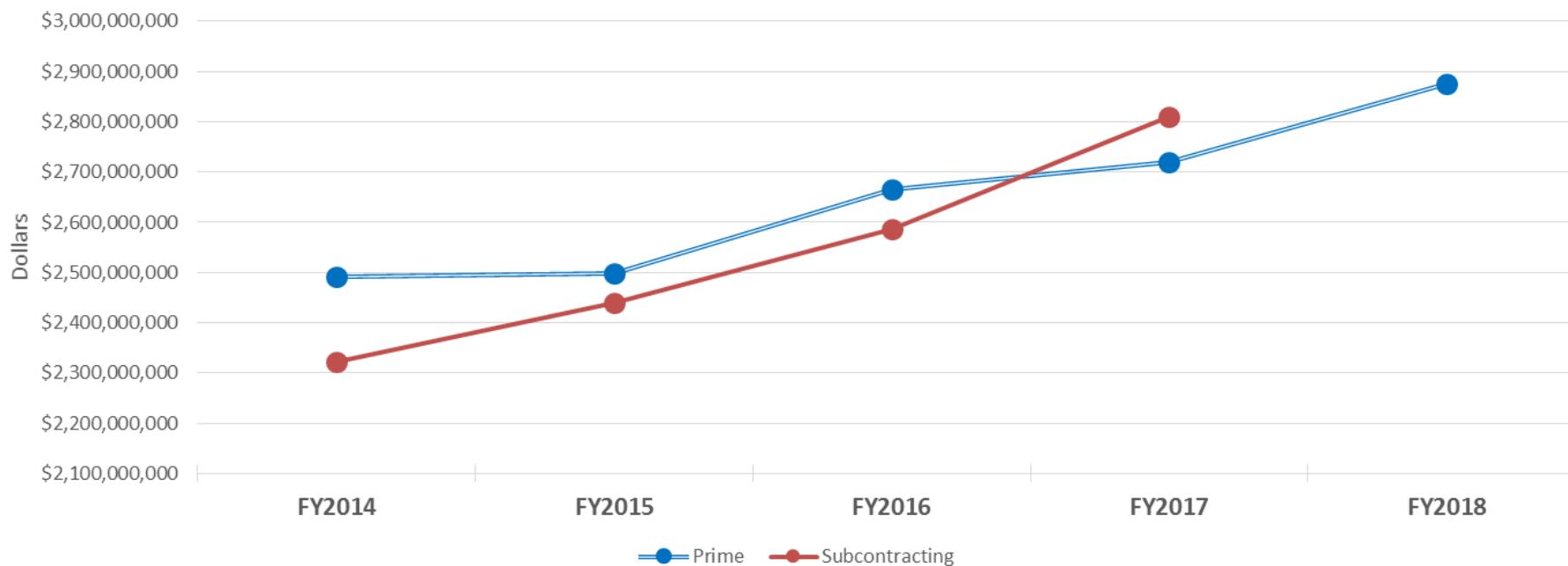
Kennedy Space Center
Space Vehicle Launch and Landing
Cape Canaveral, FL
Joyce C. McDowell
Natalie B. Colvin
Procurement Analyst



Marshall Space Flight Center
Space Transportation, Propulsion Systems, Space Systems, and Science
Huntsville, AL
David E. Brock



NASA FY2014-FY2018 TRENDS



	FY2014	FY2015	FY2016	FY2017	FY2018
Prime	\$2,492,259,589	\$2,498,551,080	\$2,666,446,582	\$2,720,775,694	\$2,874,495,697
Subcontracting	\$2,322,525,808	\$2,439,408,283	\$2,587,358,226	\$2,810,378,010	\$2,810,378,010
Total SB	\$4,814,785,397	\$4,937,959,363	\$5,253,804,808	\$5,531,153,704	\$5,531,153,704
Total Spend	\$13,597,154,582	\$14,417,976,809	\$15,993,717,656	\$16,717,281,452	\$17,017,016,211

Top 20 FY2018 NAICS Codes

6 digit NAICS Code (Description)	Total Dollars
541710 RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES /	\$6,847,798,606
541712 RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES EXCEPT BIOTECHNOLOGY	
336414 GUIDED MISSILE AND SPACE VEHICLE MANUFACTURING	\$3,628,023,029
481212 NONSCHEDULED CHARTERED FREIGHT AIR TRANSPORTATION	\$989,366,771
541715 RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES EXCEPT NANOTECHNOLOGY AND BIOTECHNOLOGY	\$949,349,172
541330 ENGINEERING SERVICES	\$843,782,538
561210 FACILITIES SUPPORT SERVICES	\$702,265,997
541512 COMPUTER SYSTEMS DESIGN SERVICES	\$553,186,304
334511 SEARCH, DETECTION, NAVIGATION, GUIDANCE, AERONAUTICAL, AND NAUTICAL SYSTEM AND INSTRUMENT MANUFACTURING	\$422,036,641
517919 ALL OTHER TELECOMMUNICATIONS	\$388,395,017
336415 GUIDED MISSILE AND SPACE VEHICLE PROPULSION UNIT AND PROPULSION UNIT PARTS MANUFACTURING	\$338,322,732
561110 OFFICE ADMINISTRATIVE SERVICES	\$179,937,538
541519 OTHER COMPUTER RELATED SERVICES	\$162,847,193
236210 INDUSTRIAL BUILDING CONSTRUCTION	\$160,991,512
927110 SPACE RESEARCH AND TECHNOLOGY	\$149,426,321
236220 COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION	\$117,735,575
336411 AIRCRAFT MANUFACTURING	\$115,158,482
561612 SECURITY GUARDS AND PATROL SERVICES	\$111,119,246
541513 COMPUTER FACILITIES MANAGEMENT SERVICES	\$104,026,449
336419 OTHER GUIDED MISSILE AND SPACE VEHICLE PARTS AND AUXILIARY EQUIPMENT MANUFACTURING	\$93,049,479
541611 ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES	\$87,325,955
TOP 20 FY2018 NAICS CODES	\$16,944,144,557

Agency/Center Breakdown by NAICS

Agency				
541710/541712, 336414, 481212, 541715, 541330				
Research Centers	Ames Research Center	Armstrong Flight Research Center	Glenn Research Center	Langley Research Center
	541712 561210 541715 541330 541519	336411 541712 488190 336413 541313	541712 561210 541519 236220 541330	541712 561210 541715 541512 541611
Space Centers	Johnson Space Center	Kennedy Space Center	Marshall Space Flight Center	Stennis Space Center
	541712/541710 481212 336414 927110 541330	336414 541330 561210 541712 517110	336414 541712/541710 336415 541715 541330	561210 236210 325120 541512 541380
Goddard Space Flight Center & Headquarters				
336414 541712 541330 334511 517919				
Jet Propulsion Laboratory				
236220 332710 517410 541380 541511				
Federally Funded Research & Dev. Center				

Understand the Agency

- ❖ Agency Mission
- ❖ What NASA Buys
(www.osbp.nasa.gov)
- ❖ Small business goals & metrics
 - Available on the NASA OSBP Mobile App

Goddard Space Flight Center

Mission Video



What GSFC Buys

Goddard Space Flight Center's Top NAICS Codes	
6-digit NAICS Code (Description)	
541710/ 541712	RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES
336414	GUIDED MISSILE AND SPACE VEHICLE MANUFACTURING
541330	ENGINEERING SERVICES
334511	SEARCH, DETECTION, NAVIGATION, GUIDANCE, AERONAUTICAL, AND NAUTICAL SYSTEM AND INSTRUMENT MANUFACTURING
517919	ALL OTHER TELECOMMUNICATIONS



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- ❖ NASA FAR Supplement 1807.72 - Prepare annual forecast and update semiannually expected opportunities for each fiscal year
- ❖ Forecast consolidates anticipated procurements (in excess of the simplified acquisition threshold) at each NASA Center with the aim of providing requirements and enhancing NASA competition
- ❖ [Consolidated Agency-wide Acquisition Forecast](#) allows users to search multiple NASA Centers for specific types of opportunities to match your organizational interests
 - This tool contains “pivot table” capabilities and graphics
 - Easy to manipulate and illustrate data
- ❖ [Center by Center Acquisition Forecast](#)
 - Excel file, but does not contain "pivot tables" capability or graphics

EXPLORE SMALL BUSINESS



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 [FedBizOpps.gov](#) and the [NASA Acquisition Internet Service](#) for the actual notice of a pending contract action.

Please Note: All Excel links are in Excel ".xlsx" format.

Agency-Wide Acquisition Forecast

Fall 2018

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. This tool contains "pivot table" capabilities and graphics to easily manipulate and illustrate the data. Please note that there are five separate tabs at the bottom of this Excel-based tool to facilitate use of unique, useful data sets.

[NASA Agency-Wide Forecast](#)

Center-by-Center Acquisition Forecast

Fall 2018



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Center	Status	NAICS Code	Type of Requirement	Value	Quarter	Government Fiscal Year	Socio Economic Preference	Competition	Description	Point of Contact (POC)
WFF	NO CHANGE	TBD	SERVICES	>\$100M	TBD	19	TBD	YES	NASA Balloon Operations Contract (NBOC) Follow-On - Provides operation and maintenance of the Columbia Scientific Balloon Facility (CSBF) and engineering services to support the NASA Balloon Program. Includes operational balloon flight support including launching, tracking, and recovery of the scientific balloons and payloads and engineering services for operational support, quality control, and balloon research and development.	Debora Fairbrother

EXPLORE SMALL BUSINESS

- ❖ Federal Business Opportunities (FBO)
- ❖ Government-wide procurement website
 - Request for Information (RFI)
 - Request For Proposals (RFP)
 - Sources Sought Notice (SSN)
 - Industry Days
- ❖ Registration is free
- ❖ FBO demonstration videos for Vendors are available...

<https://www.fbo.gov/index.php?s=getstart&mode=list&tab=list&tabmode=list>

What is a Sources Sought Notice?

- ❖ Method of Market Research – maybe more appropriate for complex procurements
- ❖ Published on the Federal Business Opportunities (FedBizOpps) website
www.fbo.gov
- ❖ Invaluable for determining availability of capable small businesses, 8(a), HUBZone, SDVOSBs, HBCUs/MSIs
- ❖ Provides an excellent documentation to support chosen acquisition strategy

Why Respond to a Sources Sought Notice?

- ❖ Used to identify potential sources
- ❖ Used to determine Small Business Set-aside
- ❖ If two (2) or more Small Businesses can be determined by the Government to be capable of performing the task
- ❖ Information used to set Small Business subcontracting goals if the requirement is not set-aside and is over \$700,000 for services or \$1.5M for construction

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 **NASA Balloon Operations Contract**
Solicitation Number: 4200669189
Agency: National Aeronautics and Space Administration
Office: Goddard Space Flight Center
Location: Code 210.W

[Notice Details](#) [Packages](#) [Print](#) [Link](#)

 **Original Synopsis**
Nov 20, 2018
3:20 pm [Return To Opportunities List](#) [Watch This Opportunity](#)

Solicitation Number: 4200669189 **Notice Type:** Sources Sought

Synopsis:
Added: Nov 20, 2018 3:20 pm
THIS IS A SOURCES SOUGHT SYNOPSIS.
The National Aeronautics and Space Administration (NASA)/Goddard Space Flight Center (GSFC) is seeking capability statements from all interested parties, including Small, Small Disadvantaged (SDB), 8(a), Woman-owned (WOSB), Veteran Owned (VOSB), Service Disabled Veteran Owned (SD-VOSB), Historically Underutilized Business Zone (HUBZone) businesses, and Historically Black Colleges and Universities (HBCU)/Minority Institutions (MI) for the purposes of determining the appropriate level of competition and/or small business subcontracting goals for performing the Operations and Maintenance of the Columbia Scientific Balloon Facility (CSBF) and Engineering Services to support the NASA Balloon Program. The Government reserves the right to consider a Small, 8(a), Woman-owned (WOSB), Service Disabled Veteran (SD-VOSB), or HUBZone business set-aside based on responses hereto.

GENERAL INFORMATION

Notice Type:
Sources Sought

Posted Date:
November 20, 2018

Response Date:
Dec 05, 2018 3:00 pm Eastern

Archiving Policy:
Manual Archive

Archive Date:
-

Original Set Aside:
N/A

Set Aside:
N/A

Classification Code:
R -- Professional, administrative, and management support services

NAICS Code:
541 -- Professional, Scientific, and Technical Services/541330 -- Engineering Services

Sources Sought Response Tips

- ❖ Don't waste valuable space on appearance, spend more time on quality content
- ❖ Adhere and utilize the specified page limits
- ❖ Emphasize your university's technical capabilities, staffing plan, transition plan/risk mitigation
- ❖ Outline the University's Capability Statement so that it addresses requirements in the same order provided in the Sources Sought Notice
- ❖ Don't boilerplate Capability Statements
- ❖ Generic, vague statements don't give you any credit

Sources Sought Response Tips (cont.)

- ❖ To be deemed capable:
 - Demonstrate capability
 - Demonstrate knowledge, and
 - Demonstrate experience for each requirement
- ❖ Relevant Past Performance means citing contracts your company has performed which involved the same or very similar scope
- ❖ Under the technical ability ensure you add up the percentages correctly demonstrating how your company can perform 51% of the work

NASA's Office of Small Business Programs

Contact Information & Links

Ms. Tabisa Taliwaku Kalisa
Program Manager

NASA Headquarters - OSBP
300 E Street, SW
Suite 2K68
Washington, DC 20546

Tel: (202) 358-2088
Fax: (202) 358-3261

Website: www.osbp.nasa.gov

Email: SmallBusiness@nasa.gov

NASA Vendor Database: <https://vendors.nvdb.nasa.gov>

NASA Tech Transfer: <http://technology.nasa.gov>



www.nasa.gov



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