



SBRT MATCHMAKER BRIEFING APRIL 28, 2015

Deputy Competition Advocate/Director, Small Business, Code 00K
Naval Undersea Warfare Center, Division Newport

AGENDA

- **WELCOME**
- **ROLE OF THE DEPUTY COMPETITION ADVOCATE (DCA)/DIRECTOR, SMALL BUSINESS (DSB)**
- **CONTRACTING WITH DIVNPT**
- **“DIVNPT NETWORK”**
- **GOALS, METRICS AND UPDATES**
- **UPCOMING EVENTS**
- **TAKEWAYS**
- **CONCLUSION**

WELCOME

SBRT “Tradition”



ROLE OF THE DCA/DSB

- **The Deputy Competition Advocate (DCA) has been appointed to ensure and increase competition across the DIVNPT “enterprise”**
- **The Director, Small Business (DSB) has been appointed to manage the Office of Small Business Programs (OSBP), and to ensure the achievement of Small Business goals assigned by SEA00K**

ROLE OF THE DCA/DSB (CON'T)

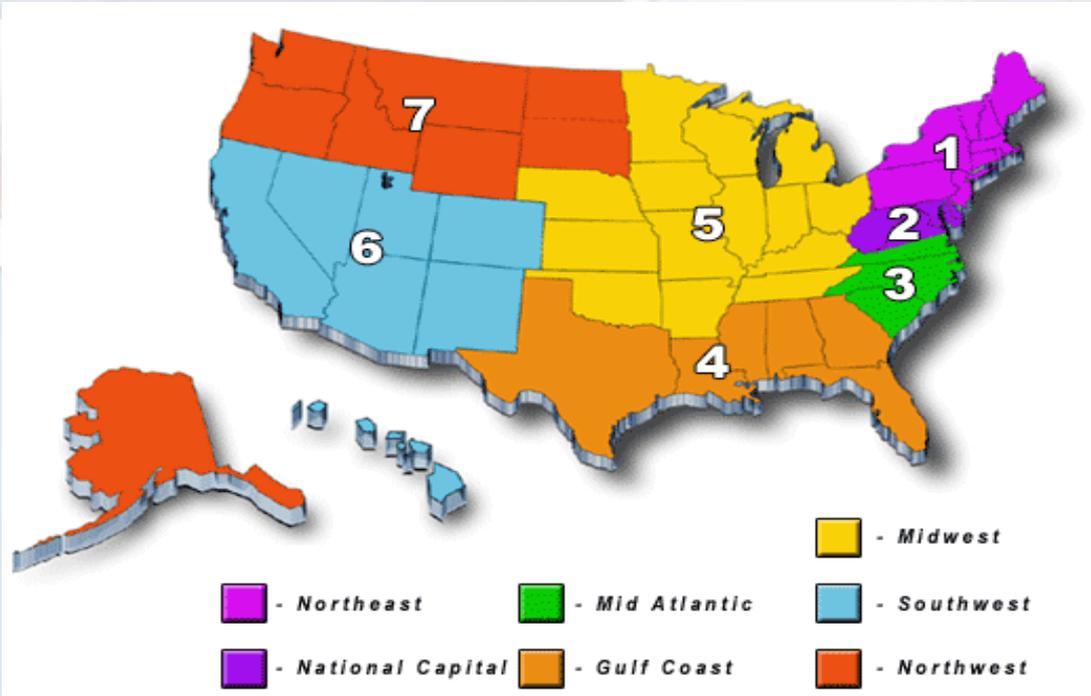
- **Both positions report directly to the DIVNPT CO, demonstrating senior leadership commitment and support**
 - **Small Business Advocate has corresponding accountability to SEA00K**
- **DCA and DSB are complimentary roles**
 - **Pro-actively engaged at the earliest stage(s) of the procurement process**
- **Integral part of an IPT with:**
 - **Contracts Department, Office of Counsel, Technical Departments, Technical Department Acquisition Advocates (TDAA's), Public Affairs, SBA, RI PTAC, Local Trade Groups, etc.**
- **Bottom Line: role is to create an environment that facilitates competition and entry into the market for all companies**

CONTRACTING W/DIVNPT

- **SeaPort Enhanced (SeaPort-e)**
 - <https://auction.seaport.navy.mil/Bid/Login.aspx>
 - “Rolling Admissions”/voluntary re-certification each April
 - Zone 1
 - 5 year Period of Performance allowed
 - NAICS Code: 541330, Small Business Size Standard: \$35.5M/year (changing to \$38.5)
 - All members of a team must be approved prior to bid. Teaming agreement not required to be added to a Prime’s SeaPort-e basic multiple-award contract

SEAPORT-E

SeaPort Enhanced Performance Zones



CONTRACTING W/DIVNPT (CON'T)

- **Federal Business Opportunities (FBO)**
 - <http://www.fedbizopps.gov/>
- **GSA E-Buy**
 - https://www.ebuy.gsa.gov/advantage/ebuy/start_page.do
- **State Procurement Technical Assistance Centers (PTAC's) can assist with FBO, GSA searches**
 - <http://www.riptac.org/>

CONTRACTING W/DIVNPT (CON'T)

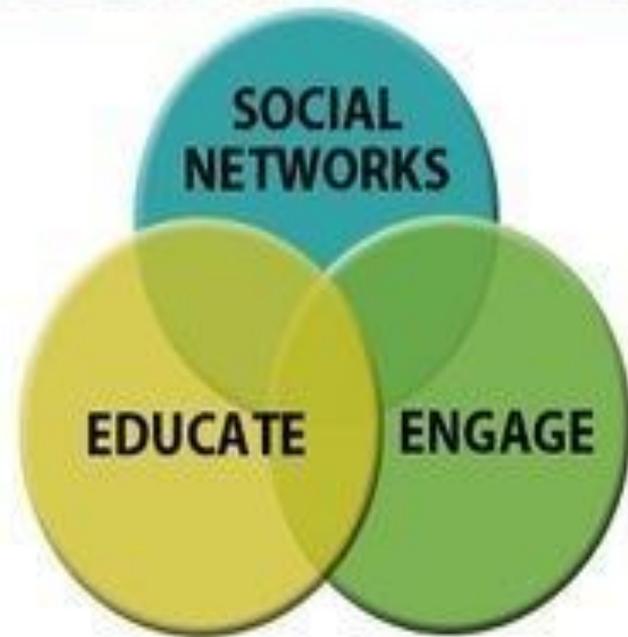
- **Sources Sought**
- **Pre-Solicitation Conferences**
- **Industry Days**
- **DIVNPT does not award “Cross Departmental” TO’s**
- **DIVNPT typically does not allow adding subcontractors after task order award**

“DIVNPT NETWORK”

OLD SALES MODEL



NEW SALES MODEL



Source: Forbes

***“DIVNPT Network” Parallels the
New Sales Model***

“DIVNPT NETWORK” (CON’T)

- “Social Networks”
 - LinkedIn
 - <https://www.linkedin.com/>
 - RI Chapter of the National Contract Management Association (NCMA)
 - <http://ncma-ri.org/contact-us/>
 - <http://ncma-ri.org/list-companies/>
 - “On-Line Matchmaker”
 - Southeastern New England Defense Industry Alliance (SENEDIA)
 - <http://www.senedia.org/contact-us.html/>

“DIVNPT NETWORK” (CON’T)

- “Social Networks” (Con’t)
 - Armed Forces Communication and Electronics Association (AFCEA)
 - (781) 862-2465
 - RI Procurement Technical Assistance Center (PTAC)
 - <http://www.riptac.org/>

“DIVNPT NETWORK” (CON’T)

- **“Educate and Engage”**
 - **Each September: SENEDIA Defense Innovation Days**
 - **Each October: Small Business Product Vendor Industry Day**
 - **Each November: SDVOSB/VOSB Conference**
 - **Each Dec and May: SeaPort-e Council Meeting**
 - **Each April: NCMA/DIVNPT Reverse Matchmaker**

“DIVNPT NETWORK” (CON’T)

- **“Educate and Engage” (Con’t)**
 - **Every other June: NCMA/DIVNPT Industry Day**
 - **Every other June: NCMA Training and Education Event**
 - **Numerous Ad-hoc Pre-Solicitation Conferences, Facility Tours and Industry Days**
 - **NCMA, SENEDIA, SBRT and AFCEA Luncheons and Events**

“DIVNPT NETWORK” (CON’T)

- “Educate and Engage” (Con’t)
 - Electronic Reading Room (ERR)
 - <http://www.navsea.navy.mil/nuwc/newport/pages/ElectronicReadingRoom.aspx>
 - Supplements/complements information on FBO and SeaPort-e
 - Provides Unrestricted access to UNCLASSIFIED publicly releasable/Distribution Statement “A” documents in an open forum
 - Examples include, but are not limited to:
 - » Industry Day Presentations, SeaPort-e Council Documents, Pre-Solicitation Conference Slides, DIVNPT “Resource Sheet”, etc.

“DIVNPT NETWORK” (CON’T)

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

Value of the “DIVNPT Network”: twelve (12) events FY15 to date, at least (12) more this FY

GOALS, METRICS AND UPDATES

- **Increase overall competition by ensuring all companies have a fair opportunity to compete**
- **Encourage new vendors to bid**
- **Reduce/eliminate SeaPort-e RFP responses by (1) vendor**
 - **FY12 to Date Results:**
 - **Reduced SeaPort-e RFP responses by (1) vendor (i.e. “tripwire”)**
 - **Every RFP that had received multiple bids previously received multiple bids again**
 - **Reduced “(1) bids” by 65%**
 - **Significantly expedites contract awards**
 - **Several new incumbents**
 - **Five (5) new Prime vendors have entered the market**

GOALS, METRICS AND UPDATES (CON'T)

- **FY 14**
 - **Awarded a total of \$135M to small businesses for Products and Services**
 - **Increase of \$2M from FY 13**
 - **SEA00K - assigned goal: set-aside 25% for small business**
 - **Achieved 35%**
- **FY 15**
 - **Currently achieving 32%, goal is 35%**

GOALS, METRICS AND UPDATES (CON'T)

- **Important Competition Update:**
 - **A Long Range Acquisition Forecast (LRAF), based on the slides provided at our June 2015 Industry Day, is being updated and will be posted to the DIVNPT Electronic Reading Room:**
 - **Mid-May**
 - **Updated and posted on a quarterly basis thereafter**

***DIVNPT Competition Initiatives Facilitate
Entry into the DIVNPT Market***

UPCOMING EVENTS

- **May 13, 2015: DIVNPT SeaPort-e Council Meeting**
- **June 10, 2015: NCMA Ocean State Workshop**
- **June 23, 2015: Code 25 Industry Day**
- **Oct TBD, 2015: Small Business Product Vendor Industry Day**
- **Nov 6, 2015 SDVOSB/VOSB Training Event**

DIVNPT events are advertised via: NCMA, LinkedIn, SENEDIA, AFCEA, SeaPort-e, FBO, RI PTAC. Posted to DIVNPT ERR

TAKEAWAYS

- **DIVNPT has implemented a comprehensive and on-going program to encourage, ensure and increase competition**
 - **Visibility and support at the highest DIVNPT leadership level**
- **DIVNPT is a vibrant and competitive environment and offers many opportunities to Prime, and/or Sub**
- **The DIVNPT DCA/DSB is the ideal entry point for any business (large or small) that wants to do business with NUWC DIVNPT**
 - <http://www.navsea.navy.mil/nuwc/newport/pages/OSBP.aspx>
 - **(401) 832-7372**
 - NUWC_NPT_OSBP@navy.mil

CONCLUSION

- **Sincere thank you!**
 - **CAPT Goldman**
 - **DIVNPT**
 - **RI NCMA**
 - **Other Agencies/Activities**
 - **Large Businesses**
 - **Small Businesses**
- **Carpe Diem!**
- **Plug into the “DIVNPT Network”**
- **Briefings, have been/will be posted to the DIVNPT ERR and NCMA**
- **Ensure that you get a WFC Small Business Tri-fold**