Deputy Competition Advocate/Director, Office of Small Business Programs (OSBP)

SMALL BUSINESS MATCHMAKER BRIEFING
MAY 10, 2017

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

DISTRIBUTION STATEMENT A; Approved for Public Release: distribution is unlimited
AGENDA

- WELCOME
- SBRT “TRADITION”
- CONTRACTING WITH DIVNPT
- COMPETITION INITIATIVES
- GOALS AND METRICS
- UPCOMING EVENTS
- TAKEAWAYS
- CONCLUSION
CONTRACTING W/DIVNPT

• Two (2) Primary Government Point’s of Entry (GPE)
  – SeaPort Enhanced (SeaPort-e)
    • Internal:
      – https://auction.seaport.navy.mil/Bid/Login.aspx
    • External:
• > 90% of all services
• NAICS Code: 541330, Small Business Size Standard: $38.5M/year
SeaPort Enhanced Performance Zones

- Northeast
- Mid Atlantic
- National Capital
- Gulf Coast
- Southwest
- Midwest
- Northwest

SEAPORT-E
CONTRACTING W/DIVNPT

- Two (2) Primary Government Point’s of Entry (GPE) (Con’t)
  - Federal Business Opportunities (FBO)
    - Products and “other services”
    - Various NAICS Codes
• Sources Sought
• Pre-Solicitation Conferences
• Industry Days
• Advanced Notices
• Draft Statement of Work (SOW)
• DIVNPT does not typically award “Cross Departmental” TO’s
• DIVNPT typically does not allow adding subcontractors after task order award
COMPETITION INITIATIVES

• Development and Maintenance of the DIVNPT “Business Partnerships” website:

• Link to: OSBP website
  – Metrics, other WFC Small Business POC’s, Visit Request info

• Link to: Electronic Reading Room (ERR)
  – “DIVNPT Resource Sheet”
  – “Competition Information”
    » 2-year Long Range Acquisition Forecast (LRAF), Industry Day Presentations, Pre-Solicitation Conference Slides, Small Business Roundtable (SBRT) briefings, etc.
  – “SeaPort-e Council”
    » Biannual Meeting Minutes/Q&A
COMPETITION INITIATIVES (CON’T)

- Host 10+ Industry Outreach Events per year, including:
  - Pre-Solicitation Conferences and Facility Tours
  - Industry Days:
    - Every 2 years in June (even years) to discuss overall DIVNPT procurements and technical requirements
    - As required to discuss Department-wide contracts portfolios
    - Each October: Small Business Product Vendor
    - Each May: Small Business Services Provider
  - SeaPort-e Government/Industry Council Meetings
    - Each May and December
  - Training:
    - Ad-hoc Training Events
    - Every 2 years in June (odd years) to provide training on Contracts-related issues

**NUWCDIVNPT Consistently Educates, and Engages with, Industry**
COMPETITION INITIATIVES (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 fourth contact
80% of sales are made on the fifth to twelfth contact

Source: National Sales Executive Association

Value of the DIVNPT Outreach Events: 10+ events every year
COMPETITION INITIATIVES (CON’T)

• Interaction with Local Trade Groups and Agencies
  – RI Chapter of the National Contract Management Association (NCMA)
    • [http://ncma-ri.org/contact-us/](http://ncma-ri.org/contact-us/)
  – Southeastern New England Defense Industry Alliance (SENEDIA)
    • [http://www/senedia.org/contact-us.html/](http://www/senedia.org/contact-us.html/)
  – Armed Forces Communication and Electronics Association (AFCEA)
    • (781) 862-2465
  – RI Procurement Technical Assistance Center (PTAC)
    • [http://www.riptac.org/](http://www.riptac.org/)
  – URI Business Engagement Center (BEC)
    • [http://web.uri.edu/bec/](http://web.uri.edu/bec/)
• GSA
• Competition Metrics:
  – Increased overall competition by ensuring all companies have a fair opportunity to compete
  – Encouraged new vendors to bid

• Since FY 13:
  – (13) new small businesses have been awarded a Prime contract
  – (19) small business have been awarded additional Prime contracts
  – (10) large businesses have been awarded additional Prime contracts
  – (2) new large businesses have been awarded a Prime contract
• Competition Metrics (Con’t):
  – Reduce/eliminate SeaPort-e RFP/Major contract responses by (1) vendor
    • FY 13: Received multiple offers on 83% of solicitations
    • FY 14: Received multiple offers on 81% of solicitations
    • FY 15: Received multiple offers on 89% of solicitations
    • FY 16: Received multiple offers on 94% of solicitations
    • FY 17 (to date): Received multiple offers on 100% of solicitations
• Small Business Metrics:
  – Achieve small business goals assigned by SEA00K
    • FY 13: Goal: 25%, Achieved: 37%
    • FY 14: Goal: 25%, Achieved: 34%
    • FY 15: Goal: 34%, Achieved: 39%
    • FY 16: Goal: 39%, Achieved: 31.73%
    • FY 17 (to date): Goal: 31.73%, Achieved: 33.3%
      – Awarded $81.4M to small business
      – Potential for (16) contracts to be awarded – at least (14) will be awarded to Small Business
        » Approx. $500M (ceiling value) to Small Business

DIVNPT Competition Initiatives Facilitate Entry into the Market, and Increase Small Business Participation
UPCOMING EVENTS

- May 17, 2017: NCMA Meeting: Cybersecurity
- May 24, 2017: Code 85 AMSTC Pre-Solicitation Conference and Facility Tour
- June 13, 2017: Small Business One-on-One with Ms. Emily Harman, SES, SECNAV, OSBP
- June 14, 2017: 2nd Annual NCMA Ocean State Workshop
- August 28 – 30: SENEDIA Defense Industry Day
- October TBD, 2017: 5th Annual Small Business Product Vendor Industry Day
- December TBD, 2017: SeaPort-e Government/Industry Council Meeting

DIVNPT events are advertised via: NCMA, LinkedIn, SENEDIA, AFCEA, SeaPort-e, FBO, RI PTAC
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 NUWCDIVNPT
  – (401) 832-7372
  – NUWC_NPT_OSBP@navy.mil
CONCLUSION

• Sincere thank you!
  – Mr. Don Aker
  – DIVNPT
  – RI NCMA
  – Other Agencies/Activities
  – Large Businesses
  – Small Businesses

• Carpe Diem!

• Feedback and Q&A Forms

• Briefings will be posted to the DIVNPT Electronic Reading Room at: