USMC Small Business Outreach
WBB is a government and public sector solutions provider, dedicated to the enduring success of our clients. Our goal is simple: Establish “Clients for Life” through Passion, Integrity, Quality and Innovation.

Our proven track record, innovative solutions and world-class customer focused methodologies guarantee the outcomes our clients seek. These qualities make WBB the “Partner of Choice.”
Commitment to Customer Focused Value Creation

WBB is committed to the enduring success of our clients.

- Former Public Servants and Military - Leaders and Experts
- Value Focused Service Delivery
  - Persistent Client Site Support Services
  - Professional Reach-back Services
- Multi-disciplined Areas of Practice
- Operationally Responsive Staffing Model
- Diversified but Integrated Service Offerings
- Offices
  - Reston, VA (HQ)
  - Quantico, VA
  - Dayton, OH
  - Patuxent River, MD
  - Hampton, VA
  - Virginia Beach, VA
  - Charleston, SC
  - Niceville, FL
  - Huntsville, AL
  - Washington DC

We Serve
- Defense
- Homeland Security
- Federal
- Health
- Commercial Industry

We Value
- Passion
- Integrity
- Innovation

We Establish: “Clients for Life”

We focus on value creation through customer collaboration, domain expertise, tailored methodologies, and innovative solutions.
WBB Roots

- 400+ employees with significant experience
  - Joint / Coalition military operations
  - All Services, plus Coast Guard
  - Special Operations
  - Senior DoD Executives
  - Congressional / Legislative Affairs
- Diversified, integrated product and services suite
  - Government-site and company-site

<table>
<thead>
<tr>
<th>WBB Founded</th>
<th>Expanded beyond Navy to other DoD customers</th>
<th>Became employee owned</th>
<th>Add Hampton Office</th>
<th>Add VA Bch Office</th>
<th>Add Pax River and Huntsville Offices</th>
<th>Expanded into VA; Add Dayton Office</th>
<th>Expanded into DHS; Established Joint Venture</th>
<th>Add North FL Office</th>
<th>Merger with NS-1</th>
</tr>
</thead>
</table>

Customer base
- DoD – Military Services, Joint Staff, and Combatant Commanders
- Federal Government
  - DHS (USCG, TSA), VA/VHA, NASA, NOAA, and other agencies
- Industry Primes
- 45% Defense
- 45% DHS
- 10% Commercial and Other Agencies

Improve the operational and business performance of our government and industry clients
Benefits of Partnerships

- Expanding additional Value to your Business
- Leveraging World Class Proposal Team
- Early Opportunity Identification & Capture Support
- Market Insight
- Market Recognition and Past Performance
- Capture Expertise

WBB has directed $6.4M to set aside business’ to date
WBB has committed over $100M to Small Businesses’ in current proposals submitted and awaiting award.
Benefits of Partnerships

Expand Skills
- Win More Business
- Build on your Reputation
- Market Eco System

Support
- Access to SME’s
- Proposal Support

Increase Opportunities
- BD Outreach Programs
- Lead Share and Development

Close
- Access
- Capture Assistance and Guidance

Expand/Increase/Close/Support: Aligned with the cycles of your business

WBB has directed $6.4M to set aside business’ to date
WBB has committed over $100M to Small Businesses’ in current proposals submitted and awaiting award.
Introduction

• Experienced leaders and proven professionals provide clients with in-depth understanding of their challenge from day one saving clients time and money

• Knowledge and understanding of the ‘big picture’ creates an enterprise solution for USMC or Joint projects that accounts for unintended consequences

• Collective approach delivers robust, focused yet integrated solutions with input from key stakeholders and partners
## Capabilities vs Major USMC Customers

<table>
<thead>
<tr>
<th>WBB Capabilities</th>
<th>MCCDC</th>
<th>MCSC</th>
<th>HQMC*</th>
</tr>
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<tbody>
<tr>
<td>CONCEPT DEVELOPMENT</td>
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<td>OPERATIONS ANALYSIS</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>REQUIREMENTS MANAGEMENT</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>ARCHITECTURES &amp; INTEROPERABILITY</td>
<td>X</td>
<td>X</td>
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<tr>
<td>BUSINESS ANALYSIS</td>
<td>X</td>
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<tr>
<td>ACQUISITION &amp; PROGRAM MANAGEMENT</td>
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<td>MANPOWER &amp; WORKFORCE ANALYSIS</td>
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<tr>
<td>LOGISTICS &amp; SUSTAINMENT</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>PROCESS IMPROVEMENT</td>
<td></td>
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<tr>
<td>TRAINING COURSES</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

*HQMC includes: COCOMs, Joint, USN, DOD
Full Spectrum Capability Support

We leverage corporate intellectual capital, deep industry knowledge, and innovative approaches to deliver enduring solutions to our clients most challenging issues.
MCCDC

G3/G5
- G3/5 Strategic Communications and Integration
- 2016 Load Plan Analysis
- Ship Loading and Analysis Tool (SLAT)
- Expeditionary Ship Requirements Model

OAD
- Prepositioning CBA

CDD - MID
- USMC Functional Area Assessment (FAA)
- Refinement of USMC FAA
- MAGTF Capabilities List (MCL)
CDD - LID
- Sense & Respond Logistics (S&RL) CBA/ICD
- Sense & Respond Logistics (S&RL) CONOPS
- GCSS-MC CDD
- Health Services Support (HSS) CDD
- USMC Engineer Roadmap

CDD - IID
- Persistent-ISR CBA/ICD
- Intell Dissemination (IDU) CBA/CDD

CDD - FPID
- Escalation of Force – Mission Modules (EOF-MM)
- Mission Payload Module – NL CDD
- Ocular Interruption CDD
- Chemical, Biological, Radiological Force Mobility Quick Look CBA
CDD - FMID
- ICD for Marine Expeditionary Rifle Squad (MERS)
- ICD for Marine Expeditionary Armor Force Capability (EAF)
- CDD for the Marine Personnel Carrier (MPC)

CDD - SID
- MLP Alternatives Analysis
- Prepositioning CBA

TECOM
- Case Studies in Ethics and Leadership
- Issues of Ethics in Battlefield Leadership
- Concept Development Document for Center for Advanced Culture Learning (CAOCL)
MARCORSYSCOM

- Squad Immersive Training Environment (SITE) AOA
- Electronic Maintenance Surveillance System (EMSS) AOA
- Ocular Interruption AOA
- Acquisition support for Autonomic Logistics
- Digital Technical Control DoDAF (PG-12)
PP&O

- Capabilities Based Analysis (CBA) for Distributed Operations (DO)
- Front End Assessment (FEA) on DO
- GCE Campaign Plan
- Mission Assurance DCR for the top priority Mission Assurance (MA) gap
- MA IUBIP Roadmap
- MA Architecture
- MA Manpower Assessment
- Automated Access Control CPD
- MP Community Campaign Plan
- MP Community Roadmap
- MP Manpower Assessment
- MP Gear Study
- Prepositioning Roadmap
- Expeditionary Policy Roadmap
- Componency Manpower Study
I&L
- Sense & Respond Logistics (S&RL) CONOPS
- Expeditionary Log Study
- Expeditionary Log CBA
- Automatic Identification Technology (AIT) Study
- JSF Basing Study

MARCENT
- MARCENT Prepositioning Strategy
- Prepositioning Operational Assessment

Joint/DOD
- TacAir Integration for USMC & USN
- TacAir Integration for SECNAV

USN
- Future MEU Lift Assessment
- Ship-to-Shore Connector (SSC) ICD/CDD
- SSC AOA
Cross Service & Component Support

- **US Navy**
  - Projects coordinated, integrated and synchronized USMC and USN issues. Examples
    - Prepositioning M&S, Analyses, Strategy
    - Expeditionary Health Services CBA
    - Naval Engineering
    - Blount Island Command Manpower Assessments
    - TacAir Integration Study (USN/USMC, SecNav)
    - Ship to shore connectors

- **Joint/OSD**
  - Supported USMC interests in Joint Programs
    - JLTV CBA, ICD
    - CBRNE Mobility, DOTMLPF, OAG
    - Future Vertical Lift CBA, Strategy, Implementation
    - OSD AT&L LW&M Capability Portfolio Assessment Ground Weapons

- **Component Commands**
  - MARCENT support
    - Prepositioning Strategy
    - MPF Seminar Wargames
  - MARFOR SOUTH support
    - Prepositioning Analysis
ACSS – WBB
Presentation

4 April 2014
ACSS
Briefing Topics

✓ New ACSS PCO Introduction
  o “Paul Rogers & Mike Richards”
✓ 2013 ACSS Base Awards
✓ 2009-2014 Estimate
✓ Incumbent “Win” Relations
✓ Average Number of Proposals
✓ Forecasting “Where to find it”
✓ Stafford Business Locations
✓ Q&A’s
Navy & MCSC 2010-2013 (SeaPort)
Small Business (SB) Award% Comparison

2010: 38%
2011: 46%
2012: 33%
2013: TBD%
2013: 94%

Navy: 38%, 46%, 33%, TBD%
MCSC: 2%, 6%, 56%
ACSS Award Information - FY13

FY13 Estimated Value: $271
(Does not include Option Year Renewals or Mod's)

As of 11 Sept 2013

<table>
<thead>
<tr>
<th></th>
<th>Total Value (Millions)</th>
<th>Base Value (Millions)</th>
<th># of Tasks</th>
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<tr>
<td>Other</td>
<td>$115.1</td>
<td>$30.6</td>
<td>7</td>
</tr>
<tr>
<td>PMO-10</td>
<td>$30.1</td>
<td>$10.9</td>
<td>5</td>
</tr>
<tr>
<td>PMO-23</td>
<td>$46.1</td>
<td>$10.9</td>
<td>6</td>
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<tr>
<td>Cmd Spt</td>
<td>$51.7</td>
<td>$14.1</td>
<td>5</td>
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<tr>
<td>PEO-LS</td>
<td>$3.2</td>
<td>$1.6</td>
<td>4</td>
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<tr>
<td>PMO-31</td>
<td>$0.7</td>
<td>$0.2</td>
<td>2</td>
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<tr>
<td>PMO-14</td>
<td>$1.7</td>
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<td>2</td>
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<tr>
<td>PMO-13</td>
<td>$12.5</td>
<td>$4.2</td>
<td>2</td>
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<tr>
<td>PMO GCSS</td>
<td>$10.7</td>
<td>$3.6</td>
<td>2</td>
</tr>
</tbody>
</table>
Under the Domains in CEOSS average Incumbent Win percentage exceeded 95%
ACSS
Proposal Averages by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Number of Proposals per Task</th>
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<tbody>
<tr>
<td>FY2009</td>
<td>3</td>
</tr>
<tr>
<td>FY2010</td>
<td>3</td>
</tr>
<tr>
<td>FY2011</td>
<td>3.2</td>
</tr>
<tr>
<td>FY2012</td>
<td>4.2</td>
</tr>
<tr>
<td>FY2013</td>
<td>7.22</td>
</tr>
</tbody>
</table>

And Getting Larger
# ACSS Forecasting

MCSC “Future Service Opportunities” as of Jan 2014 (A new UPDATE COMING April 1, 2014)

THIS IS A FORECAST OF ESTIMATED SOLICITATION PERIODS WHICH DOES NOT COMMIT THE GOVERNMENT TO PAY ANY COSTS INCURRED IN PREPARATION OF ANY SUBMISSION OR TO CONTRACT FOR SUPPLIES/SERVICES.

## ACSS Forecasting

<table>
<thead>
<tr>
<th>17-Jan-14</th>
<th>Title</th>
<th>PdM/Office</th>
<th>Category</th>
<th>Estimated Solicitation Period</th>
<th>Large or Small</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ammo Quality Control and Acquisition Support Recompete</td>
<td>AMMO</td>
<td>Logistics</td>
<td>Between Jan and April 2014</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>GCSS Program Support</td>
<td>PEO EIS</td>
<td>Program Support</td>
<td>POSTED 27 Jan 2014</td>
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</tr>
<tr>
<td>2</td>
<td>PdM ERS IA Support</td>
<td>ISI</td>
<td>Program Support</td>
<td>Between Feb and May 2014</td>
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<tr>
<td>3</td>
<td>R2C MPT support</td>
<td>R2C</td>
<td>manpower training support</td>
<td>Between Feb and May 2014</td>
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</tr>
<tr>
<td>4</td>
<td>Albany On-Site Logistics</td>
<td>MC3I</td>
<td>Logistics</td>
<td>Between Jan and April 2014</td>
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<tr>
<td>5</td>
<td>CLB and SCMC Support</td>
<td>CMO</td>
<td>Program Support</td>
<td>Between Jan and April 2014</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>PM IP</td>
<td>IP</td>
<td>Program Support</td>
<td>Between Jan and April 2014</td>
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</tr>
<tr>
<td>7</td>
<td>Acquisition Support for PdM ES</td>
<td>PM CSS</td>
<td>Program Support</td>
<td>Between Jan and April 2014</td>
<td></td>
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<tr>
<td>8</td>
<td>Escalation of Forces</td>
<td>CD&amp;I</td>
<td>Program Support</td>
<td>Between Jan and April 2014</td>
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<tr>
<td>9</td>
<td>AVTB FM Support</td>
<td>AVTB</td>
<td>Financial</td>
<td>Between Jan and April 2014</td>
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<tr>
<td>10</td>
<td>CSPS Support</td>
<td>CSPS</td>
<td>Program Support</td>
<td>Between Feb and May 2014</td>
<td></td>
</tr>
</tbody>
</table>

[http://www.marcorsyscom.marines.mil/ProfessionalStaff/Programs (ACPROG)/ACSS/ACSSForcasting.aspx](http://www.marcorsyscom.marines.mil/ProfessionalStaff/Programs (ACPROG)/ACSS/ACSSForcasting.aspx) You can find FORECAST information here
Business Locations in Stafford

STAFFORD TECHNOLOGY AND RESEARCH CENTER

The Stafford Technology and Research Center will serve and support approximately 30,000 employees and their public and private sector employers based in Stafford County.

POC: Richard Cobert at RCOBERT@StaffordCountyVa.gov
Integration Through Innovation

Harnessing the Creative Power of Innovation in Small Business

Don Styer
Director of Innovation
Office: 703.448.6081 ext. 837
dstyer@wbbinc.com
Innovation Is the New Oil

- The information age has leveled the competitive playing field
- Intangible Capital account for 80% of the market value of the S&P 500 companies Market Capitalization
- Innovation and Knowledge are key business differentiators Operational Ability
WBB Innovation As a Differentiator

Vision

*Foster a culture of innovation to create value by focusing the creative power of WBB and our partners to produce solutions that are relevant, agile and aligned to our client’s most challenging problems.*

Purpose

- Develop New Service and Solution Offerings
- Modernize our Service and Solution Offerings
- Improve Service Delivery – Cost, Speed, Usefulness
- Position as customer focused market thought leaders

“The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow.” Rupert Murdoch, Chairman and CEO, News Corporation
Drivers for Innovation in USMC

- Maintain Capability with Fewer Resources
- Catalyze breakthroughs for national priorities
- Develop advanced IT ecosystem
- Build a leading infrastructure

Innovation – Current Focus Areas

WBB Innovation Focus Areas Support USMC

- Cyber Security
- Evidence Based Decision Making
- Predictive Analytics
- Resource Planning
- Program Planning, Integration, and Control
- Capabilities Based Assessment
- Logistics Sustainment Solutions
- Live, Virtual, Constructive Testing, Training, Prototype and Development
Examples of WBB Innovation Activity

• **Discovery Informatics – Data Analytics As A Service**
  – WBB brings in-depth customer knowledge, subject matter expertise, and robust analysis capability to rapidly deliver user driven business discovery using industry leading business intelligence applications. A key barrier to becoming an agile and results-oriented organization is not just the ability to cope with the volume of data but to exploit that data in a timely and efficient manner.

• **Workforce Transformation – Resource Planning and Management (RPM)**
  – We have designed a “ground breaking” Resource Planning Model (RPM) that has enabled our customers with workforce challenges to make proactive, data-informed workforce decisions in a rapidly changing environment.

• **Capabilities Based Assessment Tool**
  – Web based CBA tool that transitions from Spreadsheet based analysis to provide an end to end solution that provides standardization, tractability, and follow on implementation of solutions that close capability gaps. Leveraging of technology has already resulted in a greater than 50% reduction in labor costs, allowing for increased margins, increased quality of analysis, and provided higher value to the clients.

• **Agile Program Management**
  – WBB’s iterative Agile Development Approach for Process improvement and Transformation (iADAPT) provides the model based systems engineering end-to-end framework for seamless transition, tailoring, and adaption of an agency’s traditional approach to an Agile based system.
## Building an Innovation Eco System

### Growth through collaboration

<table>
<thead>
<tr>
<th>Small Business Innovation</th>
<th>How WBB Can Help</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Advanced Analytics</td>
<td>• SME Based Support</td>
</tr>
<tr>
<td>• Collaborative Technology</td>
<td>• Market Assessments</td>
</tr>
<tr>
<td>• Engineering Innovations and Technology</td>
<td>• Align to Capability and Requirements</td>
</tr>
<tr>
<td>• New Process, Product, and Services</td>
<td>• Joint Offering Development</td>
</tr>
<tr>
<td>• Training Innovations</td>
<td>• Opportunity Teaming and Partnering</td>
</tr>
<tr>
<td>• Security and Cyber Technologies</td>
<td>• Joint Go To Market Strategies</td>
</tr>
<tr>
<td>• Big Data Technologies</td>
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</tbody>
</table>

4/10/2014
“It’s All About the Warfighter!”

PEO LAND SYSTEMS MARINE CORPS
WBB/ Industry Brief
04 April 2014
Michael D. Halloran
Director S&T, PEO LS
## Portfolio in $K

### PB 14 $M (including OCO)

<table>
<thead>
<tr>
<th>Program</th>
<th>ACAT</th>
<th>FYDP (FY14-18)</th>
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<tbody>
<tr>
<td>AAV UPGRADE</td>
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<tr>
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<td>IAC</td>
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<td>CTN</td>
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<tr>
<td>FRC</td>
<td>IVM</td>
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<td>G/ATOR</td>
<td>IC</td>
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<td>HMMWV SMI</td>
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<td><strong>ACAT Total</strong></td>
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<tr>
<td><strong>Non ACAT Total</strong></td>
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<td>$2,119,762</td>
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<tr>
<td><strong>PEO Total</strong></td>
<td></td>
<td>$7,113,116</td>
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</tbody>
</table>

### Number of Programs by ACAT

- **ACAT I:** 5
- **ACAT II:** 2
- **ACAT III:** 4
- **ACAT IV:** 3
- **Pre-ACAT/Non ACAT:** Nine (9) projects/line items (including ACV)
AGENDA

1. FOCUS
2. FOLLOW THROUGH
3. FINISH
“If you don't know where you are going, you'll end up somewhere else.”
- Yogi Berra
“Focusing the Future Faster”

1. Accomplished through Concept-aligned, Capability-based technology Transitions into Programs of Record (PORs).

2. Enabled success through Engagement, Collaboration & Communication across the S&T Enterprise to better inform, influence and align investments.
**Focus**

PMs Identify Top Program Issues
- Power & Energy
- Survivability & Mobility
- Modeling & Simulation
- Open Plug & Play Comm. Architecture

**Concepts**

1. Identify Strategic Concepts
2. Identify and Align Concept/Core Capabilities
3. Identity and Align to MGL – determine all Deltas
4. STO Alignment to Issues or Identified Deltas

**MAGTF Capability List**

**MAGTF Gap List**

**STO’s**

5. Matching Requirements with Technology or Identified Deltas
6. Matching Gaps in Technology to Venue/Resources/$$’s
7. Signed Agreement for Transitioning Technology

**Venues $$**
- FNC
- SBIR
- JCTD
- STTR
- INP
- ATOs

**Requirements Technology Matchups**

**TTA signed by “3 Circle” Membership**

**Follow Through**

**PPBES/ POM**

8. Budget for the Technology Insertion/Active role in POM
9. Transition Technology into Program of Record

**Program of Record**

10. Capability – Leverage all S&T Resources to Close Warfighter Gaps

* Subject to change with the approval of the Marine Corps Force Development System (MCFDS)
1. Identify/ Prioritize Top Technical Issues within PEO LS
2. Inform, Influence and Align S&T Investments
3. Resolve Capability Gaps & Technology Issues
4. Support Technology Insertion and Transition into PORs

http://www.defenseinnovationmarketplace.mil/ATIP.html
S&T Focus Areas

- Survivability
- Lightweight Materials
- Safety
- RAM
- Fuel Efficiency
Survivability

- **Goal:** Technologies are needed that:
  - Maintain or increase survivability of Marine Corps vehicle and occupants while maintaining or reducing current weight
    - Blast resistant seats, crew egress systems, and advanced fire suppression systems.
    - Lower weight transparent armor and EFP kit solutions.
Lighten the MAGTF

- **Goal:** Lightweight Composite/ Materials for Armor & Components are needed to enhance survivability and increase buoyancy – these would be of particular benefit to the AAV Survivability Upgrade & ACV program.
Safety

- **Goal:** Technologies are needed that increase vehicle to driver feedback, vehicle control, vehicle stability and mitigate vehicle rollover. An example would be Electronic Stability Control.
Goal: Technologies and design concepts are needed that will increase reliability and reduce operation and maintenance support costs.

(Think: Modular, scalable & common)
Fuel Efficiency

- **Goal:** Technologies are needed that increase Fuel Efficiency across the entire Marine Corps vehicle fleet. Potential technologies include: idle reduction/Auxiliary Power Unit, accessory electrification, engine mounted fuel efficiency technologies, high efficiency transmissions, regenerative braking, hybrid, and electric drive.
Informed Investments = Affordable Solutions

1. Leveraging S&T Venues:
   - $26M in SBIR Funding
   - $1.4B in Army S&T Funding

2. Leveraging Industry IRAD through OSD’s Defense Innovation Marketplace
   - www.defenseinnovationmarketplace.mil/USMCInformation.html

Average ~ $23M/ Program of S&T
Leveraging Opportunities

1. Technology Market Outreach - Engagement
   - Publication of ATIP to S&T Enterprise/ Stakeholders
   - Over 1000 ATIPs Distributed each year

#1 Downloaded Document in DoD
- Posted on the OSD Defense Innovation Marketplace (DIM) website:
  http://www.defenseinnovationmarketplace.mil/USMCIInformation.html
Where We’re Going

• “Protected Efficient Modular Scalable Capability”

• Reset & Recapitalization through “Holistic Modularity”

• Autonomy
Michael D. Halloran
Director S&T
PEO Land Systems Marine Corps
Quantico, VA
703-432-5170
Michael.d.halloran@usmc.mil
MCSC OFFICE OF SMALL BUSINESS PROGRAMS (OSBP)
SMALL BUSINESS PRESENTATION
WBB SMALL BUSINESS OUTREACH
4 APRIL 2014

Dave Dawson, Associate Director, MCSC OSBP
Austin (AJ) Johnson, Deputy Director, MCSC OSBP
Marine Corps Systems Command (MCSC): Mission

- We’re the Commandant of the Marine Corps’ agents for acquisition and sustainment.
- We provide competency resources, policies and processes to PEOs and Program Management Offices.
- We field systems and equipment used by the Marine Corps and joint operating forces to accomplish their Warfighting mission.
- We manage the life cycle of MCSC acquired systems and equipment.

We will equip and sustain the Nation’s expeditionary “Force of Choice.”
Program Executive Officer Land Systems (PEO LS):

- PEO LS reports directly to the Assistant Secretary of the Navy for Research Development and Acquisition ASN (RDA).
- PEO LS meets the Warfighter's needs by devoting full-time attention to Major Marine Corps Weapon Systems acquisition, while partnering with Marine Corps Systems Command, in order to develop, deliver, and provide life-cycle planning for assigned programs.
- PEO LS’ integral relationship with Marine Corps Systems Command leverages infrastructure, competencies and technical authority.
• SBIR (Small Business Innovation Research) and /STTR (Small Business Technology Transfer) are congressionally mandated programs designed to:
  – Stimulate Innovation
  – Use Small business to meet Federal needs
  – Encourage participation of socially & economically disadvantage businesses
  – Encourage commercial use technology developed under this program

• SBIR/STTR Process
  – Up to 3 Calls for Solicitations per year
  – MCSC and PEO funding for this program is about $16M per year
  – Solicitations are posted on http://www.dodsbir.net
Increase dynamic small business role in defense marketplace competition

Dr. Ashton B. Carter
Under Secretary of Defense for Acquisition, Technology, and Logistics
"Better Buying Power: Guidance for Obtaining Greater Efficiency and Productivity in Defense Spending"

**Guidance Roadmap**

**Target Affordability and Control Cost Growth**
- Mandate affordability as a requirement
  - At Milestone A set affordability target as a Key Performance Parameter
  - At Milestone B establish engineering trades showing how each key design feature affects the target cost

**Drive productivity growth through Will Cost/Should cost Management**
- Eliminate redundancy within warfighter portfolios
- Make production rates economical and hold them stable
- Set shorter program timelines and manage to them

**Incentivize Productivity & Innovation in Industry**
- Reward contractors for successful supply chain and indirect expense management
- Increase the use of FPIF contract type where appropriate using a 50/50 share line and 120 percent ceiling as a point of departure
- Adjust progress payments to incentivize performance
- Extend the Navy's Preferred Supplier Program to a DoD-wide pilot

**Improve Tradecraft in Services Acquisition**
- Create a senior manager for acquisition of services in each component, following the Air Force's example
- Adopt uniform taxonomy for different types of services
- Address causes of poor tradecraft in services acquisition
  - Assist users of services to define requirements and prevent creep via requirements templates
  - Assist users of services to conduct market research to support competition and pricing
  - Enhance competition by requiring more frequent re-compete of knowledge-based services
  - Limit the use of time and materials and award fee contracts for services
  - Require that services contracts exceeding $1B contain cost incentives

**Increase small business participation in providing services**

**Promote Real Competition**
- Present a competitive strategy at each program milestone
- Remove obstacles to competition
  - Allow reasonable time to bid
  - Require non-certified cost and pricing data on single offers
  - Require open system architectures and set rules for acquisition of technical data rights

**Reduce Non-Productive Processes and Bureaucracy**
- Reduce the number of OSD-level reviews to those necessary to support major investment decisions or to uncover and respond to significant program execution issues
- Eliminate low-value-added statutory processes
- Reduce by half the volume and cost of internal and congressional reports
- Reduce non-value-added overhead imposed on industry
- Align DCAA and DCMA processes to ensure work is complementary
- Increase use of Forward Pricing Rate Recommendations (FPRR) to reduce administrative costs
MCSC & PEO LS Exceeded all of its Small Business Targets for FY 2013

<table>
<thead>
<tr>
<th>Small Business Category</th>
<th>FY 13 Target</th>
<th>FY 13 Achievement</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business</td>
<td>18.00%</td>
<td>29.80%</td>
<td>+11.80%</td>
</tr>
<tr>
<td>SDB</td>
<td>5.50%</td>
<td>14.73%</td>
<td>+9.23%</td>
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<tr>
<td>VOSB</td>
<td>0.00%</td>
<td>5.46%</td>
<td>+5.46%</td>
</tr>
<tr>
<td>SDVOSB</td>
<td>2.00%</td>
<td>3.67%</td>
<td>+1.67%</td>
</tr>
<tr>
<td>WOSB</td>
<td>2.15%</td>
<td>3.99%</td>
<td>+1.84%</td>
</tr>
<tr>
<td>HUBZone</td>
<td>2.30%</td>
<td>2.96%</td>
<td>+0.66%</td>
</tr>
</tbody>
</table>
Total Small Business Eligible Actions FY13 - 10,159  
Total Small Business Eligible Dollars FY13 - $2,379,347,904

<table>
<thead>
<tr>
<th>Small Business Category</th>
<th>Actions</th>
<th>Dollars</th>
<th>FY 13 Target</th>
<th>FY 13 Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business</td>
<td>2,147</td>
<td>$708,940,572</td>
<td>18.00%</td>
<td>29.80%</td>
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<tr>
<td>SDB</td>
<td>705</td>
<td>$350,515,022</td>
<td>5.50%</td>
<td>14.73%</td>
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<tr>
<td>VOSB *</td>
<td>462</td>
<td>$130,028,497</td>
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<td>5.46%</td>
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<tr>
<td>SDVOSB</td>
<td>267</td>
<td>$87,214,636</td>
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<td>3.67%</td>
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<tr>
<td>WOSB</td>
<td>328</td>
<td>$94,917,568</td>
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<td>3.99%</td>
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<tr>
<td>HUBZone</td>
<td>208</td>
<td>$70,333,791</td>
<td>2.30%</td>
<td>2.96%</td>
</tr>
</tbody>
</table>

* Numbers rounded up to nearest whole dollar above $0.50, as appropriate
Recommended Contract Vehicles

1. *SeaPort-e*

2. GSA Schedule Contracts

3. GSA Stars II Schedule Contracts

4. Small Business set asides outside of SeaPort-e

5. All Other GWAC / DWAC Contract Vehicles that we can utilize
Navy & MCSC 2010-2013 (SeaPort-e) Small Business (SB) Award% Comparison

Significant Increase in Small Business Opportunities as a result of transition to SeaPort-e
FY 2013 SeaPort-e Awards to Small Business
DoD Small Business Subcontracting Requirements

- All Contracting Action over $650K being awarded to “Other than Small Business Concerns” requires a Small Business Contracting Plan (Individual Plan preferred)

- The DoD Wide Statutory Subcontracting Procurement Goals are provided below:

  - Small Business-36.7% of prime contracting dollars awarded to "other than small businesses"

  - SDB - 5 % of the Primes subcontracting plan (note: a D&F is required if the SDB Goal is less than 5% and must be signed one level above the contracting officer)
DoD Small Business Subcontracting Requirements, Continued

- The DoD Wide Statutory Subcontracting Procurement Goals Continued:
  - WOSB - 5% of the Primes subcontracting plan
  - HUBZone - 3% of the Primes subcontracting plan
  - SDVOSB - 3% of the Primes subcontracting plan
  - The remaining 20.7% can be subcontracted to traditional small businesses, Veteran Owned Small Businesses, HBCU/MIs, and AbilityOne, NIB, NISH concerns.
2014 ACQUISITION FORECAST

**ACSS Forecasting**

<table>
<thead>
<tr>
<th>Title</th>
<th>PdM/Office</th>
<th>Category</th>
<th>Estimated Solicitation Period</th>
<th>Large or Small</th>
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<tbody>
<tr>
<td>GCSS Program Support</td>
<td>PEO EIS</td>
<td>Program Support</td>
<td>Between Feb and May 2014</td>
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<tr>
<td>PdM ERS IA Support</td>
<td>ISI</td>
<td>Program Support</td>
<td>Between Feb and May 2014</td>
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<tr>
<td>CAO Support</td>
<td>CMO</td>
<td>Program Support</td>
<td>Between Jan and April 2014</td>
<td></td>
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<tr>
<td>PM IP</td>
<td>IP</td>
<td>Program Support</td>
<td>Between Jan and April 2014</td>
<td></td>
</tr>
<tr>
<td>CSPS Support</td>
<td>CSPS</td>
<td>Program Support</td>
<td>Between Feb and May 2014</td>
<td></td>
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<tr>
<td>TCS PM and Log Support Contract</td>
<td>TCS</td>
<td>Program Support</td>
<td>Between June and Sept 2014</td>
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<tr>
<td>TFXS AIT</td>
<td>PM 110</td>
<td>Program Support</td>
<td>Between Aug. and Sept 2014</td>
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<tr>
<td>AVTB program support</td>
<td>AVTB</td>
<td>Program Support</td>
<td>Between June and Sept 2014</td>
<td></td>
</tr>
<tr>
<td>MCNIS program support</td>
<td>MCNIS</td>
<td>Program Support</td>
<td>Between June and Sept 2014</td>
<td></td>
</tr>
<tr>
<td>PDM CSE Annual support</td>
<td>PM CSS/PdM CSE</td>
<td>Program Support</td>
<td>Between June and Sept 2014</td>
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<tr>
<td>C2TECO support</td>
<td>TECOM</td>
<td>Program Support</td>
<td>Between June and Sept 2014</td>
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<tr>
<td>CSPS Business Analytics Project Support</td>
<td>CSPS</td>
<td>Program Support</td>
<td>Between June and Sept 2014</td>
<td></td>
</tr>
<tr>
<td>PATS</td>
<td>PM 110</td>
<td>Program Support</td>
<td>Between Aug. and Sept 2014</td>
<td></td>
</tr>
</tbody>
</table>

THIS IS A FORECAST OF ESTIMATED SOLICITATION PERIODS WHICH DOES NOT COMMIT THE GOVERNMENT TO PAY ANY COSTS INCURRED IN PREPARATION OF ANY SUBMISSION OR TO CONTRACT FOR SUPPLIES/SERVICES.

http://www.marcorsyscom.marnes.mil/ProfessionalStaff/Programs(ACPROG)/ACSS/ACSSForecasting.aspx
Recommendations for Success

S - Study your potential customers (i.e., market research)
E - Engage Small Business Specialists (SBS) as your allies, not your adversaries
M - Measure yourself against your peers; consider teaming
P - Perform, Perform, Perform. Outstanding Performance is the key to success. Don’t make excuses.
E - Evaluate the market
R - Respond in a timely manner

F - Focus on your capabilities and technical solutions, not your small business size status
I - Invest in yourself; obtain professional certifications, training, acquisition training, etc.

SEMPER FI!
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“To a Marine, the term ‘Expeditionary’ is more than a slogan; it is our state of mind. It drives the way we organize our forces, how we train, and what kind of equipment we buy.”

- Gen. Amos, Commandant’s Planning Guidance 2010
Discussion/Q&A

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