

Working with the Government – A Small Business Perspective

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Director, Technology Development

Dec 6, 2005



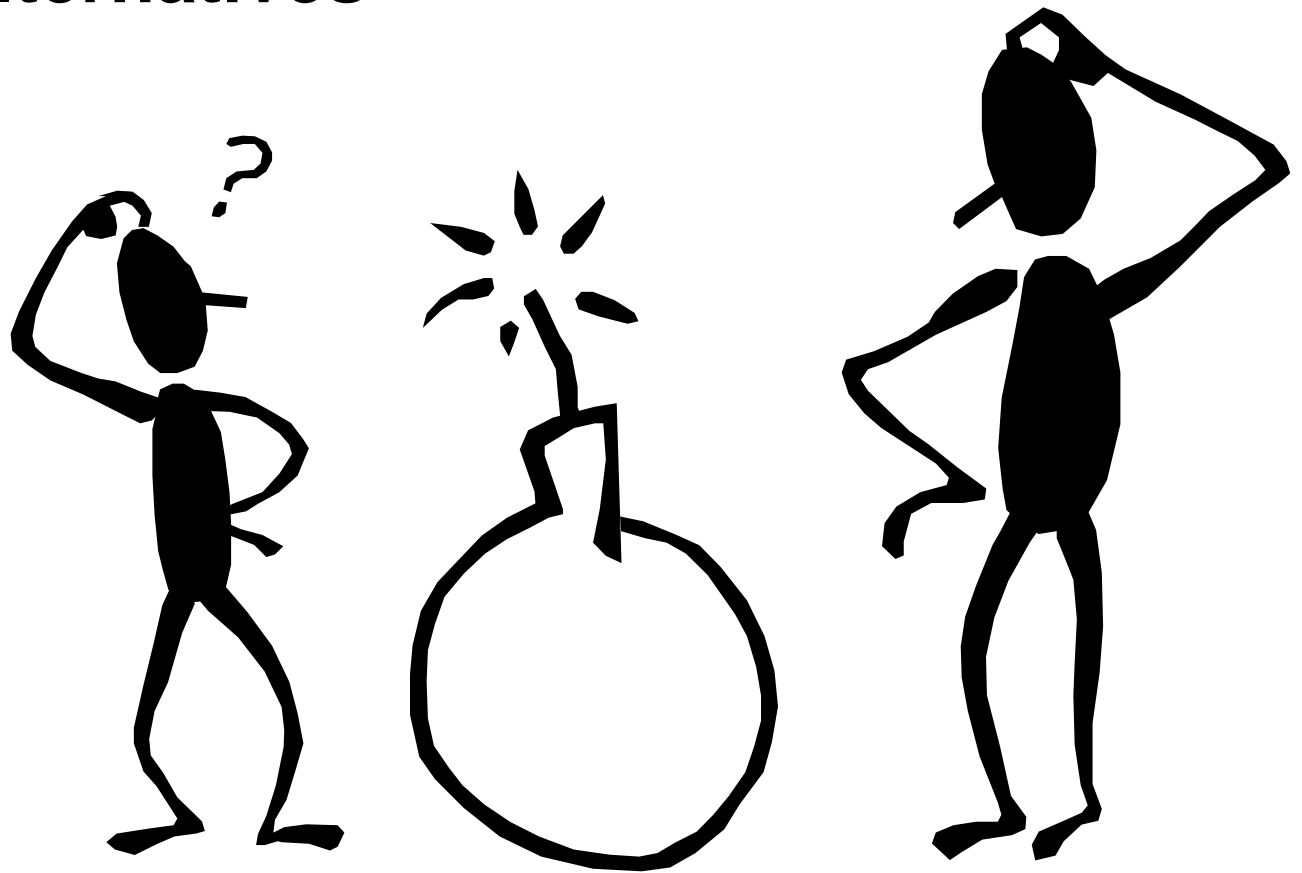
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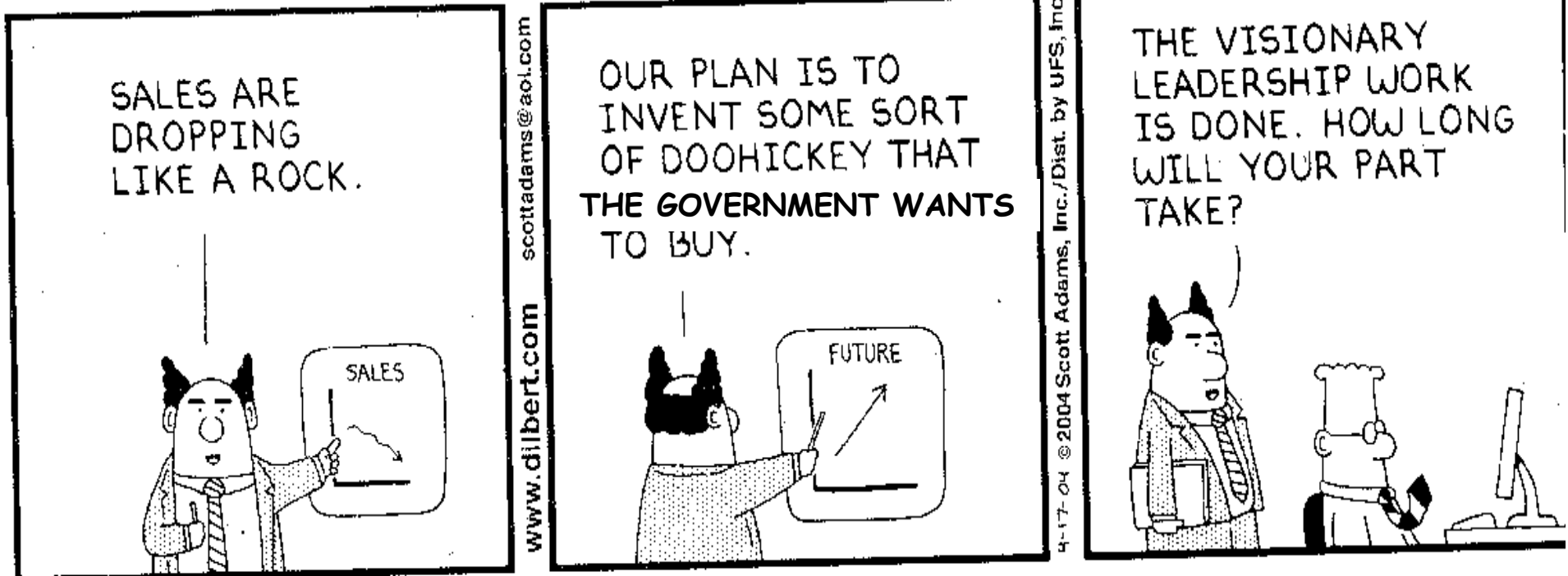
Points for Discussion

- How to find out what the government wants
- Response alternatives
- Then what?



Your Part: Making It Happen

DILBERT | Scott Adams (MODIFIED SLIGHTLY)



Where to Look



www.fbo.gov

Daily posting of all government wants/solicitations/desires

Replaces the old “Commerce Business Daily”

Easy to create a search for your interests

An essential tool, but don't expect to just respond with a cold call and win

- **Government websites**
 - Sign up for solicitation announcements
 - (it's free)
- **Trade Publications**
 - GSN
 - NDIA
- **Army/Navy/Air Force Associations**

The Best Way to Find Out



- **Get to know your potential customer– AND ASK!**
 - Developing a relationship always helps
 - People like to work with people they know – and trust
 - Help develop the requirement and specifications
 - Much better than reacting to someone else's
- **Don't know who that is?**
 - Use old FBO announcements and past solicitations to get names and numbers
 - Find out who won past contracts and call the government POC
 - Look at Gov't organization charts – Carroll's Pubs can help

Where to Find Contract and Organizational Data



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Client Login

User Name:

Password:

Login

User accepts [Terms of Use](#)

GovSearch Suite

GovSearch

MilSearch

FedSearch

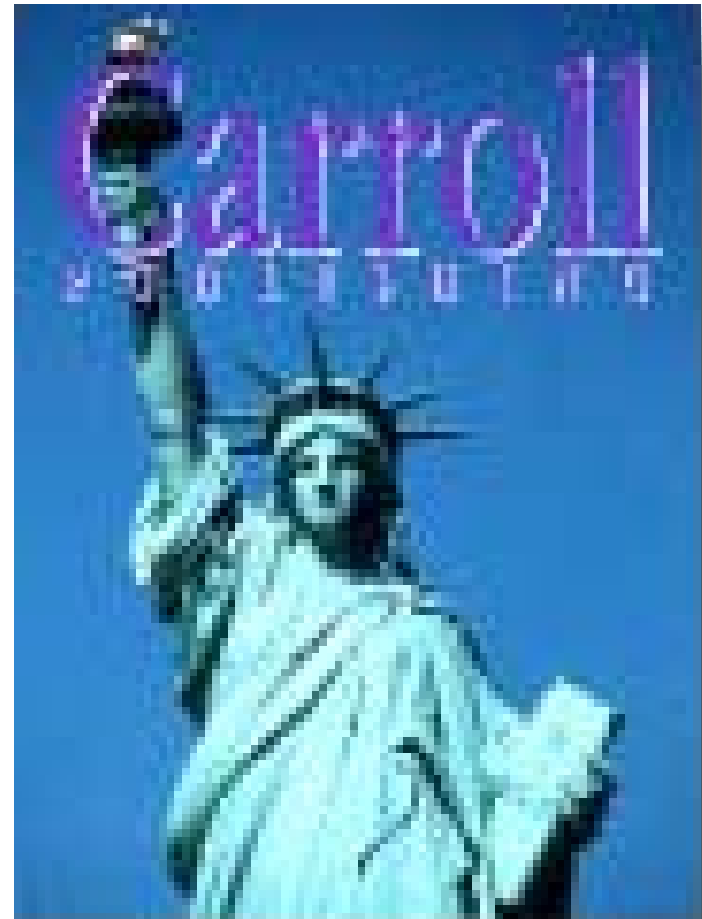
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- **Listen a lot**
- **Talk a little**
- **Listen some more**
- **Repeat what you think you heard**
- **Listen again**
- **Follow up**
- **Repeat above process**

Types of Government Solicitations



- **Requests for Proposal - RFP**
- **Broad Agency Announcements – BAA**
- **Invitation for Bid – IFB**
- **Request for Quote - RFQ**
- **Small Business Innovation Research - SBIR**
- **Small Business Technology Transfer Research – STTR**
- **Grant**

- **Direct response all by yourself**
 - Most control
 - Potential to be a small fish in a big pond
- **Team with a Educational/Not for Profit Institution**
 - Opens unique possibilities (STTR for example)
- **Team with a Big(ger) Company**
 - Adds credibility
 - Expands resources
 - Potential to get “lost”

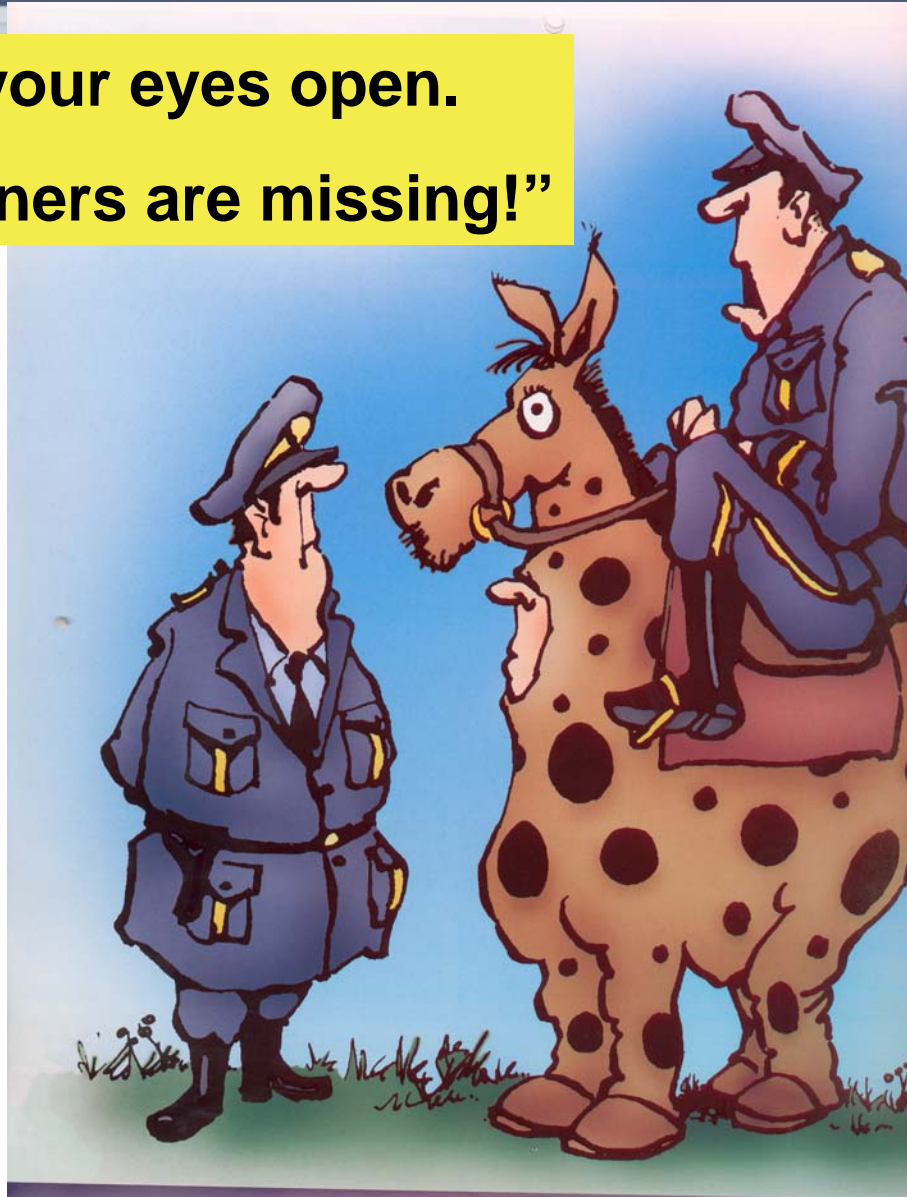
- **Make your proposal easy to read**
 - Be logical and address the issues
 - Be as specific as possible
 - Write in the active voice

- **Follow the instructions – even when they don't appear to make sense to you**
 - Eases the evaluation cycle

Be Sensitive to Your Surroundings


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**“Keep your eyes open.
Two prisoners are missing!”**



Typical Website – TSWG B.I.D.S





Online Help FAQs Help Request

Welcome
Anonymous

B.I.D.S. version 4.0.5
BAA Information Delivery System

Home Download BAAs TSWG.gov EOD/LIC

Login
User Name
Password

[Forgot My Password](#)

Register
IMPORTANT: You must disable all popup blockers you may have running in order to successfully register and respond to a BAA.

DOWNLOADS
BAAs
Reference Materials

HELP
Online Help
Help Request
FAQ

INFORMATION
Remember that this information is Source Selection Sensitive. Do not leave your machine unattended.
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Latest B.I.D.S. Announcements

Updated Postings

NEWS **August 30, 2005 - Broad Agency Announcement (BAA) 05-T-0036 and 05-Q-4782 STATISTICS**
The Technical Support Working Group (TSWG) is pleased to announce submission statistics for requirements from BAA [05-T-0036](#) and [05-Q-4782](#).

CLOSED **April 4, 2005 - Broad Agency Announcement (BAA) 05-T-0036 CLOSED**
BIDS is no longer accepting submissions for BAA 05-T-0036. All Quad Chart submissions were due no later than 1600 hours (04:00 PM) ET on April 4, 2005.

CLOSED **April 4, 2005 - Broad Agency Announcement (BAA) 05-Q-4782 CLOSED**
BIDS is no longer accepting submissions for BAA 05-Q-4782. All Quad Chart submissions were due no later than 1600 hours (04:00 PM) ET on April 4, 2005.

POSTED **March 9, 2005 - BIDS Submitter QuickCard Posted**

www.bids.tswg.gov

Small Business Innovation Research - SBIR





DEPARTMENT OF DEFENSE

Resource Center

Small Business Innovation Research

www.dodsbir.net

SEARCH

-  **AWARDS**
DoD SBIR & STTR Awards
-  **TOPICS**
Current DoD SBIR & STTR Topics
-  **SITIS**
Interactive Topic Info System

INTEREST

- [ABOUT SBIR/STTR](#)
- [CURRENT SOLICITATION](#)
- [SELECTION LISTINGS](#)
- [CONFERENCES](#)
- [DESK REFERENCE](#)
- [MAJOR ACQUISITION LIAISONS](#)
- [SUCCESS STORIES](#)
- [FIRMS IN THE NEWS](#)
- [SBIR ANNUAL REPORT](#)
- [STTR ANNUAL REPORT](#)
- [FAST TRACK/PHASE II ENHANCEMENT](#)

HELP

-  **HELPDESK**
Answers Questions About DoD SBIR & STTR
-  **WEBSITE**
Main Website for More Information
-  **LISTSERV**
Subscribe to Receive Program Notices and Updates
-  **SUBMISSION TUTORIAL**
Tutorial on how to use the DoD SBIR/STTR Submission Site

SUBMISSION

 **SUBMISSION**
DoD SBIR/STTR Proposal Submission

www.dodsbir.net

Small Business Innovation Research - SBIR



DoD SBIR Tour SBIR Overview

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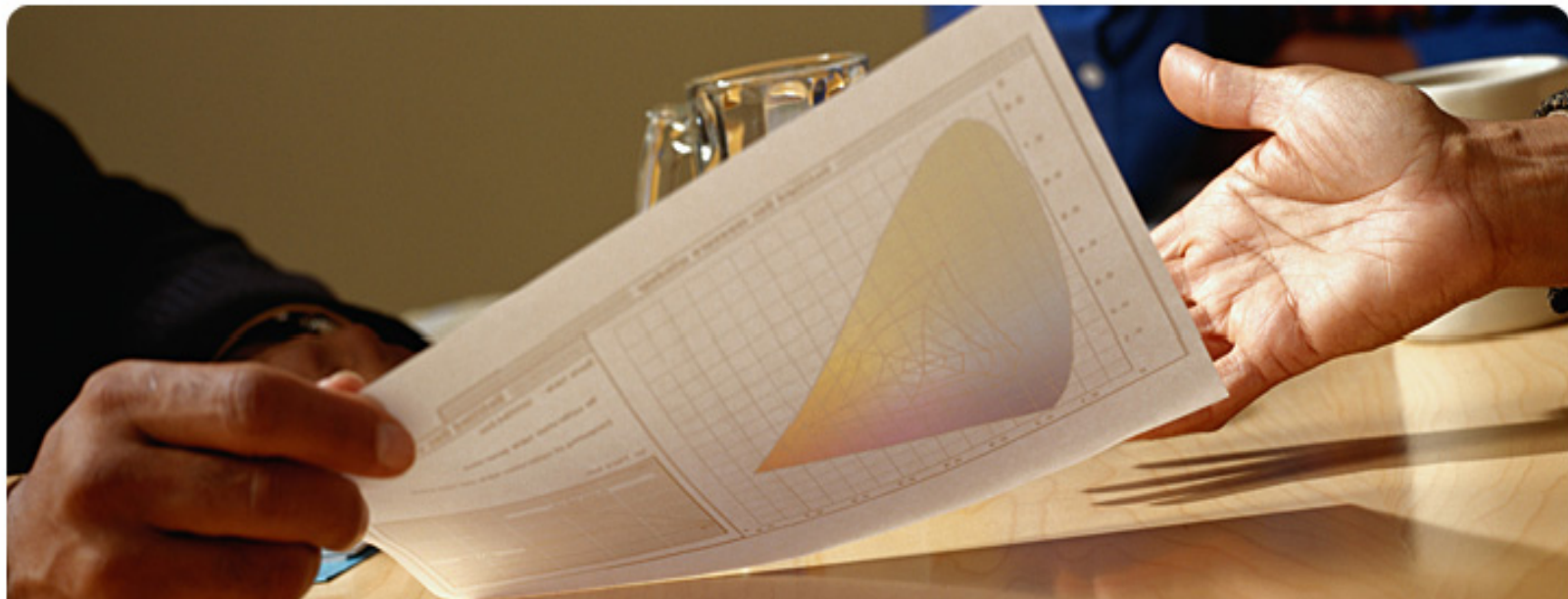
Phase I

Phase II

Phase III



Proposals in Response to DoD Solicitation Topics



- **SBIRs result in awards up to \$100,000 for Phase I, up to \$1 Million for Phase II efforts**
 - Phase I: 6-9 months
 - Phase II: 12-18 months
- **15% of submittals are selected for award of Phase I efforts**
- **40% of Phase I programs proceed to Phase II**

You Won!! – Now What?



- **Negotiate the contract**
- **Perform the work required**
- **Stay in constant touch with your sponsor**
 - Report both good and bad news early
- **Deliver what you promised**
- **Know what to give away**
 - In many cases Intellectual Property can be maintained
- **Make sure you know how you're getting paid**
 - Milestones
 - Progress payments
 - Completion

You Didn't Win – Now What?



- **Ask for a De-brief**
 - Many organizations will provide one by phone
- **Do a self-analysis**
 - What could you have done differently/better?
- **Decide if you're still interested**
 - If so, go talk to the customer again
 - If not, figure out where else to go and what else to do

Don't Wait For This To Happen

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Seen at Watchersweb.com

Free (and worth every penny) Suggestions



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Good Luck !!