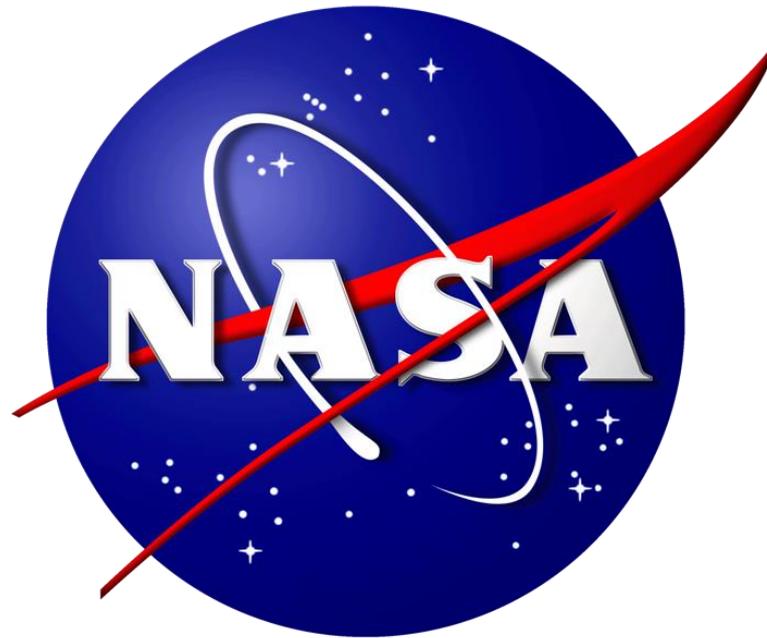


**Welcome to the  
Johnson Space Center (JSC)  
NASA Open Innovation Services (NOIS)  
Pre-Proposal Conference**



**December 11, 2014  
Virtual via Lync/Telecon  
10:00am – 11:30am CST**



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**Welcome to the  
NOIS  
Pre-Proposal Conference**

**La Toy Jones  
Contracting Officer**



# Agenda

<b>Virtual Conference</b>	<b>10:00am – 11:30am</b>
<b><u>Topic</u></b>	<b><u>Presenter</u></b>
Welcome	La Toy Jones
Opening Remarks	JSC Procurement Officer
Orientation and Procurement Overview	La Toy Jones
Center of Excellence for Collaborative Innovation (CoECI) Overview	Lynn Buquo
Statement of Work Overview and Guidance	Lynn Buquo
Overview of Request for Proposal (RFP)	La Toy Jones
Procurement Schedule	La Toy Jones
Questions and Answers	La Toy Jones
Final Reminders	La Toy Jones



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**Welcome**

**Debra L. Johnson**  
**Director**  
**JSC Office of Procurement**



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# **Orientation and Procurement Overview**

**La Toy Jones  
Contracting Officer**



# Disclaimer

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- These slides are not to be interpreted as a comprehensive description of the procurement strategy or requirements in the RFP
- To the extent there are any inconsistencies between this briefing and any future RFP, the RFP will govern

# Purpose of Pre-proposal Conference (Orientation)

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- The purpose of this Pre-proposal Conference is to help industry understand the Government's requirements
- Questions:
  - Verbal questions will not be entertained until the end of the Pre-proposal conference
  - Questions during this conference shall be submitted via Webex, email (latoy.j.jones@nasa.gov) or "Anonymous Questions to the Contracting Officer" feature on the NOIS website.
  - Written questions received during the conference will be addressed today during the Q&A period of this conference.
  - Additional questions after today's conference shall be submitted via email to the Contracting Officer. Please refer to Section 5.09, "Communications Regarding This Solicitation" for further information.
  - Official responses to all questions will be posted to the NOIS website. If a difference exists between verbal and written responses to questions, the written responses shall govern.
  - **The deadline for submitting questions regarding this Pre-proposal Conference is January 9, 2015**

# Source Selection Authority and Acquisition Team Members

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- Source Selection Authority
  - Robert Labrier, Office Manager (Projects Procurement Office), Johnson Space Center
- Acquisition Team
  - Lynn Buquo
  - La Toy Jones
  - Steven Rader
  - Carolyn Woolverton

# Points of Contact (Orientation)

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- Contracting Officer:  
La Toy J. Jones  
[latoy.j.jones@nasa.gov](mailto:latoy.j.jones@nasa.gov)  
(281) 244-8023
- NOIS web address:  
<http://procurement.jsc.nasa.gov/nois/>



# Responses to Questions

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- Ombudsman (NFS 1852.215-84): “...before consulting with an ombudsman, interested parties must first address their concerns, issues, disagreements, and/or recommendations to the Contracting Officer for resolution ... If resolution cannot be made by the Contracting Officer, interested parties may contact the installation ombudsman ...”
- Address/Phone:  
NASA Headquarters  
Mail Code: LP011  
Washington, DC 20546-0001  
Phone: (202) 358-0445  
[http://prod.nais.nasa.gov/pub/pub\\_library/OmbAgency-procurementombudsman@nasa.gov](http://prod.nais.nasa.gov/pub/pub_library/OmbAgency-procurementombudsman@nasa.gov)

# Special Consideration

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## NOTE TO PROSPECTIVE OFFERORS

Prospective offerors are reminded not to contact incumbent personnel (either directly or through electronic means) during duty hours or at their place of employment, as such contacts are disruptive to the performance of the current contract.



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# **Center of Excellence for Collaborative Innovation (CoECI) Overview**

**Lynn E. Buquo  
Manager/SLPT Chair**

# The CoECI Organization



## **Director - Jason Crusan**

Director, Advanced Exploration Systems, HEOMD  
NASA Headquarters

## **Deputy Director – Jeff Davis, M.D.**

Director, Human Health and Performance  
NASA Johnson Space Center

## **Manager - Lynn Buquo**

Human Health and Performance  
NASA Johnson Space Center

## **Deputy Manager – Steve Rader**

Human Health and Performance  
NASA Johnson Space Center

## **Program Integration – Carolyn Woolverton**

Human Health and Performance  
NASA Johnson Space Center

## **Innovation Strategist – Allison Wolff**

Human Health and Performance  
NASA Johnson Space Center

## **NASA@work Lead - Kathryn Keeton, Ph.D.**

Human Health and Performance  
Wyle - Johnson Space Center

## **Business/Innovation Architect – Karl Becker**

Advanced Exploration Systems, HEOMD  
Stellar Solutions – NASA Headquarters

## **Technical Integration – Carol Galica**

Advanced Exploration Systems, HEOMD  
Stellar Solutions NASA Headquarters

## **Technical Integration - Michael Ching**

Advanced Exploration Systems, HEOMD  
Stellar Solutions – NASA Headquarters

## **CoECI-NHHPC Integration – Elizabeth Richard**

Human Health and Performance  
Wyle - Johnson Space Center

# Why CoECI?



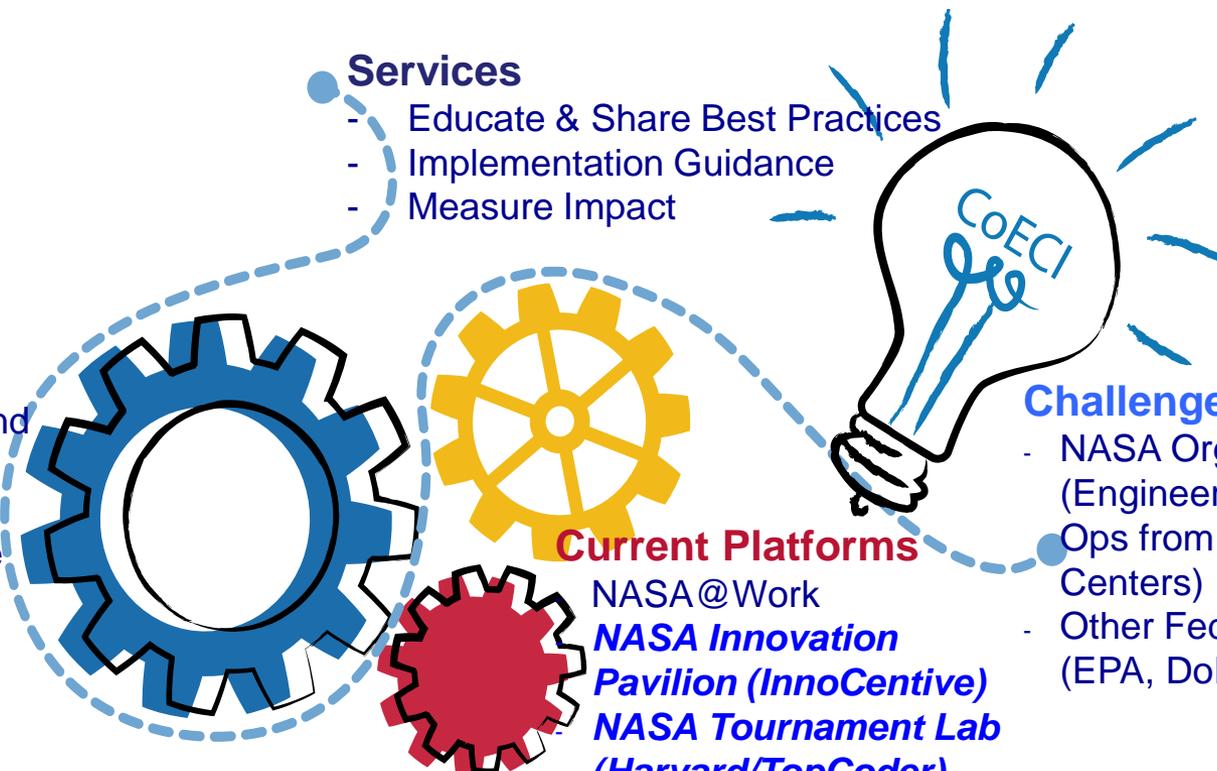
**CoECI helps NASA generate ideas and solve important problems.** By using challenges, we can readily increase our creative capacity and reach by tapping into diverse talent from around the world. As a pioneer and active user of open innovation methods and tools, the NASA CoECI provides organizations with a cost-effective and complementary means of extending their innovation boundaries.

## Challenge Cycle

- **Develop Plan**  
(Scope, Cost, Schedule)
- **Develop Challenge Plan** (Refine Scope, type of challenge, and desired outcome)
- **Execute Challenge**  
(Marketing, evaluate solutions, award prize)
- **Post Challenge**  
(evaluation, lessons learned)

## Services

- Educate & Share Best Practices
- Implementation Guidance
- Measure Impact



## Current Platforms

- NASA@Work
- **NASA Innovation Pavilion (InnoCentive)**
- **NASA Tournament Lab (Harvard/TopCoder)**

## Challenge Owners

- NASA Organizations (Engineering, Science, Ops from all NASA Centers)
- Other Federal Agencies (EPA, DoE, CMS, etc.)

- yet2.com



# CoECI Focus

- To infuse the use of challenges and crowdsourcing across NASA's centers
- To assist/facilitate the adoption of challenges and crowdsourcing into US Federal agencies

## NASA Centers/Facilities



## US Federal Agencies



# Why NOIS?

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- To date, CoECI has demonstrated the potential of crowdsourcing to augment and accelerate access to novel ideas, specific capabilities, visual products, and more.
- NOIS will allow CoECI to expand the use of crowdsourcing to support execution of NASA's mission.
- CoECI can continue to support other Federal Agencies with a broader range of crowdsourcing tools.
- NASA Headquarters' currently has an existing contract with Harvard (NNH10CD71C) who subcontracts with Appirio-Topcoder and the Johnson Space Center in Houston has a contract with InnoCentive, Inc. (NNJ12HB18C).
- NOIS combines the requirements and capabilities of both contracts and is intended to result in access to a wider variety of crowdsourcing tools.
  - CoECI anticipates the award of multiple contracts.



# Current Contracts Overview



- Harvard –Appirio/Topcoder subcontractor
  - Executes the NASA Tournament Lab (NTL) through a subcontract with Appirio-TopCoder,
  - Designs and executes algorithm and software development challenges for NASA and other Federal Agencies launched on the Topcoder platform
  - Conducts training as required
  - Conducts and coordinates the appropriate level of outreach to attract participation
  - Manages intellectual property and posting of code and documentation to the NASA GitHub site
  - Provides challenge close out data to capture results and lessons learned

See all NASA Challenges:  
[Challenge.gov](http://Challenge.gov)

## NTL News



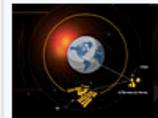
### Marathon Match Launched to Develop an Algorithm for Array Tracking of Asteroids

07.25.14 - Today, the NTL launched a two week "marathon match" on TopCoder.com to develop an algorithm that can optimize the use of a multi-radar array to track multiple asteroids across the sky.



### Asteroid Tracker Challenge

05.02.14 - The Asteroid Tracker challenge tasks competitors to develop optimization algorithms for Near Earth Object tracking using monolithic radar arrays.



### Disruption Tolerant Networking (DTN) Astronaut Email Challenge

04.23.14 - NASA needs to integrate the ION Disruption Tolerant Networking (DTN) implementation of Bundle Protocol (BP) with Microsoft Outlook and Microsoft Exchange Server to support the transfer of astronaut em



### Asteroid Data Hunter Challenge

04.18.14 - It's April 18th, and a good Friday to join in the NASA and Planetary Resources, Inc., Asteroid Data Hunter challenge. The algorithm contest is NOW live on [topcoder] through the Harvard-NASA Tourname

# Current Contracts Overview



- InnoCentive
  - Designs and executes challenges on the NASA Innovation Pavillion to find novel approaches and solutions to technical needs.
  - Designs and executes challenges supporting other Federal Agencies launched on the InnoCentive Platform
  - Conducts training as required
  - Conducts and coordinates outreach to attract participants
  - Manages the transfer of Intellectual Property to the Government
  - Conducts close-out interviews to capture lessons learned

The screenshot shows a web interface for NASA challenges. At the top right, there is a "Show:" dropdown menu set to "10". Below this, a filter bar indicates "You Are Viewing: NASA X" and "Show Challenge Types:" with checkboxes for "All" (checked), "Ideation", "Theoretical", "RTP", and "eRFP". A table lists two challenges:

	Title	Posted	Deadline	Award	Solvers
	<b>NASA Challenge: Non-invasive Measurement of Intra-cranial Pressure</b> TAGS: Engineering/Design, Life Sciences, Physical Sciences, NASA, Theoretical-licensing <a href="#">+ View More</a>	12/17/12	Awarded		636
<b>PREMIUM CHALLENGE</b> <a href="#">Team</a> <a href="#">Share</a>					
	<b>NASA Challenge: Strain Measurement of Vectran and Kevlar Webbing</b> TAGS: Engineering/Design, Physical Sciences, NASA, Theoretical-IP Transfer <a href="#">+ View More</a>	10/25/12	Awarded		348
<b>PREMIUM CHALLENGE</b> <a href="#">Team</a> <a href="#">Share</a>					

See all NASA Challenges:  
[Challenge.gov](http://Challenge.gov)



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# **SOW Overview and Guidance**

**Lynn E. Buquo**  
**SLPT chair**



**KEEP  
CALM  
AND  
BID  
ON**

# Known Statement of Work (SOW)



- **The SOW, Section 4 of the RFP is composed of five elements.**
  - **4.01 INTRODUCTION**
  - **4.02 SCOPE OF WORK**
  - **4.03 MANAGEMENT AND ADMINISTRATION**
  - **4.04 WORK AUTHORIZATIONS**
  - **4.05 REPORTING AND METRICS**
- **This solicitation is intended to result in contracts to multiple Offerors.**
- **You are ONLY competing to meet the requirements as stipulated in the RFP.**

## 4.02 SCOPE OF WORK



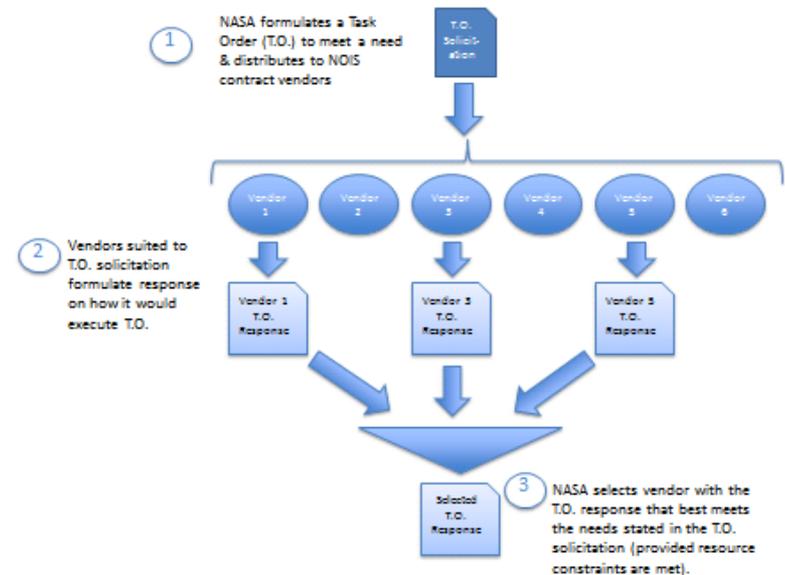
- This section outlines the work to be performed as a result of contract award.
- Make note of ALL requirements stipulated that shall be met by all Offerors.
- The exception to this is covered in the paragraphs on Open Source licensing and COMPETES Authority.
  - If your business model supports open source licensing we ask for a brief description of how that is handled.
  - Many Agencies require COMPETES Act compliance to conduct challenges. Please state briefly if your business model supports COMPETES compliance.
    - A link to the Executive Office memorandum on “Prize Authority in the America COMPETES Reauthorization Act” is included in the NOIS Technical Library.
    - Some task orders may require COMPETES Act compliance
  - NOTE: Neither support of Open Source Licensing nor Competes Act are required for contract award.

# 4.04 Work Authorizations



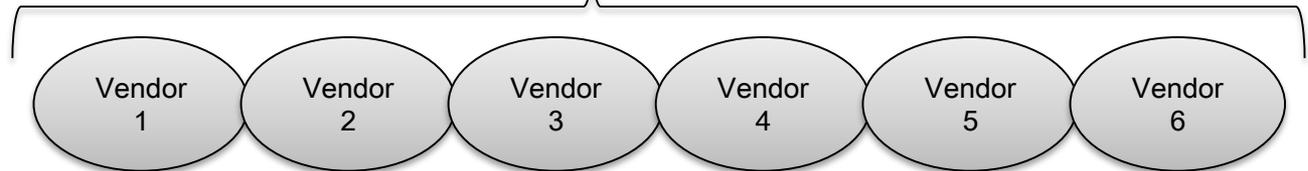
- This section describes the way work will be assigned once the contracts are finalized.
- For each new challenge or challenge series, the Contracting Officer will issue a task order solicitation.

- The CO will ask for responses to meet the requirements in a format similar to a detailed project plan
  - Stipulate how you can best meet the stated requirements
  - The schedule
  - The total cost with award amounts stated individually. (This is what becomes the fixed price.)

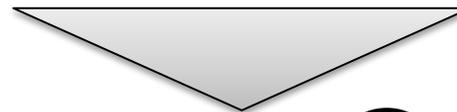
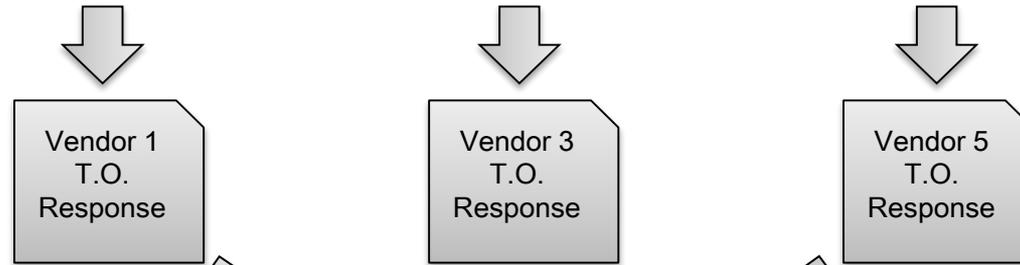


1

NASA formulates a Task Order (T.O.) to meet a need & distributes to NOIS contract vendors



2 Vendors suited to T.O. solicitation formulate response on how it would execute T.O.



3

NASA selects vendor with the T.O. response that best meets the needs stated in the T.O. solicitation (provided resource constraints are met).



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# **Overview of RFP NNJ15517388R**

**La Toy J. Jones  
Contracting Officer**



# General Information

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- Competition – Full and Open
- NAICS Code and Size Standard
  - The NAICS Code is 541990 (All Other Professional, Scientific and Technical Services)
  - The size standard is \$15M
- Period of Performance contemplated is April 1, 2015 – March 31, 2020



# Contract Type & Contract Value

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- Contract Type: Multiple Award - Firm Fixed Price/Indefinite Delivery Indefinite Quantity (FFP/IDIQ)
- 1.05 IDIQ Minimum and Maximum Ordering Limits– The guaranteed minimum to be ordered under each awarded contract is \$3,500 and the maximum which may be ordered under the total contract is \$20,000,000.
  - This potential contract is structured to allow for considerable work with a contract ceiling of \$20,000,000.
  - Individual contracts are only guaranteed a minimum of \$3,500 dollars. All other work will be determined by executed task order.
- The NOIS Task Order Procedure is described in Clause 2.08 of the RFP



# Clauses and Provisions

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- When reading the RFP, note that:
  - Important information is contained in the SF1449 and numerous clauses and provisions that have been incorporated, via full text and/or referenced text, throughout the document
  - Clauses incorporated by reference have the same force and effect as if they were included in their full text
- Note: Sections 2.0 and 3.0 include many clauses, terms and conditions, etc., that are included as part of standard Government procurement practice.
  - Stay calm and bid on. . . . .
  - These are included to protect the Government and to protect you.
  - These are commercial items and likely to be contained in many of your firms' standard commercial contracts as well



# Clauses and Provisions

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- Section 5
  - 5.13.4 Subcontracting Terms:
    - This is included as standard government procurement language. Please note that there is no expectation of prime-subcontractor relationships to support NOIS requirements.



# Proposal Outline

<b>Contract Section</b>	<b>Areas of Model Contract Offerors are Required to Complete</b>
Section 1	Offerors shall appropriately complete Blocks 12, 17, and 30 of the SF 1449. Offerors shall sign and submit two original SF 1449s with the model contract with an original signature on each copy and corresponding date.
	1.06(a): Fill-in total firm-fixed price of the phase-in efforts
Section 2	2.02(b) Insert Certifying Official's information per 52.203-2 Certificate of Independent Price Determination
	2.03(b): Indicate the total value of active Federal contracts and grants
	2.05: Complete the representation of Previous Contracts and Compliance Reports
	2.06: Complete the representation of Affirmative Action Compliance
Section 3	None
Section 4	None
Section 5	Annual representations and certifications shall be completed and submitted with this volume in accordance with provision 7.01, Offeror Representations and Certifications Commercial Items (FAR 52.212-3).



# Proposal Evaluation Factors

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- An initial review of proposals will be conducted to determine acceptability of the proposals in accordance with NFS 1815.305-70, *Identification of Unacceptable Proposals*. ***All unacceptable proposals will be eliminated from further evaluation.***
- The remaining proposals will first be evaluated against the Technical Acceptability Factor. All “Acceptable” and “Potentially Acceptable” proposals will be evaluated against Past Performance and Price Factors. At the completion of the evaluation against the Past Performance and Price Factors, the Government may elect to award a contract without discussions to the technically “Acceptable” Offeror who represents the best value as described below.

**For those Offerors who are determined to be “Acceptable” under the Technical Acceptability Factor, tradeoffs will be made between Past Performance and Price. Past performance is significantly more important than Price.**



# Proposal Evaluation Factors

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- To ensure that the final agreed-to prices are fair and reasonable, the Government shall perform price analysis of all technically “Acceptable” or “Potentially Acceptable” proposals in accordance with FAR 15.305 – Proposal Evaluation, FAR 15.404 – Proposal Analysis, and NASA FAR Supplement (NFS) 1815.305 – Proposal Evaluation.”
- For Offerors determined to be Acceptable or Potentially Acceptable, the Government will evaluate each Offeror’s proposed NTE prices for Customer Training, Challenge Definition, and an End-of-Challenge report.
- Recognizing the variability in the Offerors business models the Government is seeking sufficient detail to determine best value to the Government and the reasonableness and fairness of the Offerors’ proposed NTE prices.
- Those prices will be used for evaluation purposes ONLY. The results of the Government’s evaluation of total price will be presented to the Source Selection Authority (SSA) for consideration in making the source selection.



# Systems for Award Management

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- The **System for Award Management (SAM)** is a **Federal Government owned and operated** free web site that consolidates the capabilities in the:
  - Central Contractor Registration (CCR)/Federal Register;
  - Online Representations and Certifications Applications (ORCA); and
  - Excluded Parties List System (EPLS).
- Future phases of SAM will add the capabilities of other systems used in Federal procurement and awards processes.
- The SAM website is located at: <https://staging.sam.gov/portal/public/SAM/>.
- If you had an active record in the CCR database, you have an active record in SAM.
- We recommend that you create an account in SAM in order to verify that your information in this database is current or to add information to SAM.



# Discussions

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- ▶ The Government intends to award based on initial proposals, without discussions. Therefore, the Offeror's initial proposal should contain the Offeror's best terms.
  
- ▶ The Government reserves the right to determine if discussions are required and if so, an establishment of a competitive range may be necessary. Consequently, the most highly rated proposals will be included in the competitive range.
  
- ▶ If discussions are held, the Offeror will:
  - have the opportunity to correct weaknesses and;
  - be requested to resubmit the SF1449 with Final Proposal Revisions (FPR) which will include clearly marked changes



# Proposal Formatting

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- ▶ In accordance with Section 5.12.2, *Proposal Arrangement, Page Limitations, Copies, and Due Date*:
  - Instructions for proposal arrangement, page limitations, copies and the due date are specified in Section 5.12.2.
  - Offerors shall submit their proposals in accordance with those instructions.
- ▶ Please note page limitations.
  - Some volumes/sections are subject to a page limitation and others are not (Volume IV).
  - Proposal information must be provided in the correct volume.
  - Proposal information in a page-limited volume or section should not be moved to another volume/section without such page limitations.
- ▶ Pages not conforming to the definition of a page and pages submitted in excess of the limitations specified will not be evaluated by the Government, will not be adjusted by the Government to conform to the RFP requirements, and will be returned to the Offeror.



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# **Procurement Schedule and Q&A**

**La Toy J. Jones**  
**Contracting Officer**



# Procurement Schedule

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- The procurement schedule is posted to the procurement website: <http://procurement.jsc.nasa.gov/nois/>.

<u>Milestone Schedule</u>	<u>Planned Dates</u>
Request for Information	7/29/14
Industry Day	9/19/14
Industry Comments	9/29/14
Release Request for Proposal	12/4/14
Proposals Due	1/16/15
Contract Award	March 2015
Contract Start	April 2015



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# Question and Answer Period



# And finally....☺ Tips for Timeliness

- For your proposal to be considered timely, your package must be delivered to Building 420 by the due date and time stated in the RFP.
- Review all proposal delivery instructions with your courier to stress the importance of timeliness and the proper location of delivery.
  - Shipping and Receiving will give your courier a receipt of delivery.
- When delivering a proposal in person, remember to deliver the proposal through Gate 4, and not through the Central JSC Gate 1.
  - Directions to Gate 4 are in the proposal instructions.
- Allow at least 48 hours to over-night a proposal through a mail carrier.
  - A commercial/government mail carrier may have a mechanical breakdown or otherwise fail to deliver in a timely manner.
- If you choose to deliver in person on the due date, remember that late flights, traffic jams, and congestion in the JSC area may affect the timeliness of your proposal.
- Review the proposal instructions, coordinate with the point of contact in advance of the delivery, and ask questions if any instructions are not clear.
- Review paragraph (c)(3) of FAR 52.215-1, "Instructions to Offerors – Competitive Acquisition".



# HOW TO GET CONNECTED

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- <http://procurement.jsc.nasa.gov/nois/>
- NASA/JSC Business Opportunities Home Page  
Set up your user profile  
<http://prod.nais.nasa.gov/cgi-bin/eps/bizops.cgi?gr=D&pin=73>
- NASA Acquisition Internet Service (NAIS)  
<http://procurement.nasa.gov>
- JSC Procurement Website  
<http://procurement.jsc.nasa.gov/>
- Industry Assistance – Bldg. 1 Rm. 457- JSC  
<http://procurement.jsc.nasa.gov/smbus.html>



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**Thank you for attending!**

**Visit:**

<http://procurement.jsc.nasa.gov/nois/>