

**Source Selection Statement for the
NASA Open Innovation Services (NOIS)
NASA Lyndon B. Johnson Space Center (JSC)
NNJ15517388R**

I. Background

On May 19, 2015, I, along with other key officials of the National Aeronautics and Space Administration's JSC met with members of the Streamlined Procurement Team (SLPT) appointed to evaluate Proposals for the JSC NOIS Solicitation. The NOIS Contract will provide Open Innovation Services for the Center of Excellence for Collaborative Innovation (CoECI). CoECI is A NASA-led virtual Center of Excellence designed to advance the use of open and distributed innovation methodologies to improve Government operations. The contract to be awarded is a multiple award Indefinite-Delivery-Indefinite-Quantity (IDIQ), Firm Fixed Priced. The procurement was conducted as a full and open competition. The period of performance for this acquisition is five years with the issuance of Task Orders aligned with appropriated funding with the fiscal year. The Not-To Exceed (NTE) value for this IDIQ effort is \$20,000,000.

The scope of the NASA Open Innovation Services contract will provide a mechanism to use multiple external crowdsourcing challenge capabilities (e.g., communities and platforms) to support NASA and other government agencies.

The Request for Proposal (RFP) was issued via the NASA Acquisition Internet Service (NAIS) on December 4, 2014. Questions regarding the RFP were due from potential Offerors by January 9, 2015. Volume I related to technical acceptability, Volume II related to past performance, Volume III related to price, Volume IV related to the model contract. All volumes were due on January 23, 2015.

Offerors were notified that the Government intends to award a contract resulting from this solicitation to the Offeror whose proposal represents the best value after evaluation. NASA anticipates multiple awards, which represent the best value to the Government in accordance with the evaluation criteria. The overall number of awards would be dependent upon the quality, funding availability, and evaluation results.

Section 6.01, Performance Price Tradeoff (PPT) Evaluation Factors for Award, provided that the award of the contract would be based on a tradeoff process between past performance and price. For those Offerors who are determined to be technically acceptable (i.e, pass the technical acceptability factor), tradeoffs would be made between past performance and price. Past performance is significantly more important than price.

Offerors were also notified that the Government intended to evaluate proposals and award a contract without discussions except for clarifications as described in FAR 15.306(a) as provided in FAR 52.215-1. Therefore, the Offeror's initial proposal should contain the Offeror's best terms. The Government reserves the right to conduct discussions if the Contracting Officer later determines them to be necessary.

II. Evaluation Procedures

The RFP stated that the Offeror's proposal would be evaluated by a Streamlined Procurement Team (SLPT) in accordance with applicable regulations which include the Federal Acquisition Regulation (FAR), the NASA FAR Supplement and in accordance with the RFP. An initial review of proposals would be conducted to determine acceptability of the proposals in accordance with NFS 1815.305-70, "Identification of Unacceptable Proposals." All unacceptable proposals would be eliminated from further evaluation.

All remaining proposals would then be evaluated against the Technical Acceptability requirements. Technical Acceptability would be assessed assigning an overall rating of Acceptable (A), Potentially Acceptable (PA), or Unacceptable (U).

The RFP further explained that a proposal is rated "Potentially Acceptable" when after the initial evaluation, the evaluator anticipates additional information that could be provided by an Offeror during discussions (if discussions are held) that would result in a proposal rating of acceptable. The Offeror would need to revise or further explain its proposal. If upon review of the new or revised information, the proposal does not meet the Government's requirements, an "Unacceptable" rating may be warranted. Although an Offeror may receive a rating of "Potentially Acceptable," it does not guarantee that discussions will be held or that the Offeror would be automatically included in the competitive range if discussions are held. Next, those Offerors determined to be "Technically Acceptable" and "Potentially Acceptable" would be evaluated against past performance and price. Tradeoffs would be made between past performance and price. Past performance is significantly more important than price.

Since past performance can be a significant indicator of performance under the proposed contract, the past performance for each Offeror would be evaluated. Past performance would be assessed in accordance with Section 6 of the RFP.

The RFP further explained that the performance confidence rating would also be assessed at the overall factor level for past performance after evaluating aspects of the Offeror's recent and relevant past performance. Past performance would be evaluated and rated using the following scale: Very High Level of Confidence, High Level of Confidence, Moderate Level of Confidence, Low Level of Confidence, Very Low Level of Confidence, and Neutral.

As provided in the RFP, the Government would award to the Offeror whose proposal offers the best overall value to the Government that meets the solicitation requirements. The procurement shall be conducted utilizing a combination of Technically Acceptable baseline requirements and a tradeoff of past performance and price.

Lastly, the Government has the option, depending on the specific circumstances of the offers received, to utilize one of the following methods: (1) make selection and award without discussions (Offerors may be contacted only for clarification purposes); or (2) after discussions with all Offerors in the competitive range (if warranted), afford each Offeror within the competitive range an opportunity to revise its offer, and then make selection. Therefore, the Offeror's initial proposal should contain the Offeror's best terms. The Government reserves the right to conduct discussions if the Contracting Officer later determines them to be necessary.

III. Evaluation of Proposals

Timely proposals were received in response to the RFP from the following fourteen companies: (1) Patexia, Inc.; (2) e-Zassi, Inc.; (3) Luminary Labs; (4) NineSigma, Inc.; (5) Appirio, Inc.; (6) InnoCentive, Inc.; (7) Tongal, Inc.; (8) Kaggle; (9) AEXA Aerospace, LLC; (10) GEN 3 Partners, Inc.; (11) The Common Pool, LLC; (12) Chaordix, Inc.; (13) HeroX PBC; and (14) OpenIDEO.

After a preliminary review of all proposals, the SLPT determined that all of the fourteen proposals received were acceptable. This initial evaluation process was conducted in accordance with NASA FAR Supplement (NFS) 1815.305-70 "Identification of Unacceptable Proposals," as well as the RFP requirements.

Technical Acceptability

Next the SLPT determined Technical Acceptability. Technical Acceptability was conducted on a pass/fail basis, with the following assigned ratings. 1. Acceptable – a proposal will be rated "Acceptable" under the Technical Acceptability Factor, where ALL subfactors are individually rated acceptable based on the level of completeness, feasibility, and reasonableness such that associated risks do not jeopardize an acceptable level of contract performance. 2. Potentially Acceptable - a proposal will be rated "Potentially Acceptable" under the Technical Acceptability Factor, when after the initial evaluation, the proposal does not fully meet the definition for an "Acceptable" or "Unacceptable" rating and the Government anticipates that additional information obtained during discussions could result in a proposal rating of "Acceptable". 3. Unacceptable - a proposal will be rated "Unacceptable" under the Technical Acceptability factor where ANY subfactor is individually rated unacceptable based on the level of completeness, feasibility, and reasonableness such that associated risks do jeopardize an acceptable level of contract performance.

E-Zassi, Inc.'s proposal was found to be Unacceptable. Unacceptable issues included the following: the proposal did not describe an established international community of members who have the opportunity to participate in challenges. The proposal did not address problem decomposition, media coordination and outreach, training, their process for resolving disputes/issues, as well as their process to determine challenge winner eligibility to receive payments. Additionally, E-Zassi did not sufficiently address IP management and transfer. The SLPT determined that the Offeror failed to demonstrate its ability to meet the RFP requirements to such an extent that the associated risks jeopardize an acceptable level of contract performance.

AEXA Aerospace's proposal was found to be Unacceptable. Unacceptable issues included the following: the proposal did not describe an established international community of members who have the opportunity to participate in challenges. AEXA also did not provide an adequate description of how they build and maintain their community, training, their capabilities to conduct challenges, their ability to decompose and develop problem statements, as well as failing to sufficiently address IP management and transfer. The SLPT determined that the Offeror failed to demonstrate its ability to meet the RFP requirements to such an extent that the associated risks jeopardize an acceptable level of contract performance.

GEN 3 Partners' proposal was found to be Unacceptable. Unacceptable issues included the following: the proposal did not describe an established international community of members, the tools/platforms required for hosting a challenge, their capabilities to conduct challenges, the submission process and award system, as well as the capability to ensure payment to winners under the law. Additionally, the proposal failed to sufficiently address their IP management and transfer process. The SLPT determined that the Offeror failed to demonstrate its ability to meet the RFP requirements to such an extent that the associated risks jeopardize an acceptable level of contract performance.

Chaordix's proposal was found to be Unacceptable. Unacceptable issues included the following: The proposal did not meet the requirement of posting challenges in the public domain and did not provide a mechanism where challenge results that are ideas, designs, or products that can be licensed or owned by the Government at the conclusion of a successful challenge. The SLPT determined that the Offeror failed to demonstrate its ability to meet the RFP requirements to such an extent that the associated risks jeopardize an acceptable level of contract performance.

Patexia, Inc.'s proposal was found to be Potentially Acceptable with the following issues identified: the proposal did not sufficiently address the training criteria nor did they provide a sufficient description of their IP management and transfer process. After oral discussions and submittal of their Final Proposal Revision all issues were resolved and Patexia provided sufficient detail for the SLPT to determine their Technical Acceptability was at a level of completeness, reasonableness, and feasibility where associated risks do not jeopardize an acceptable level of contract performance.

Luminary Labs's proposal was found to be Potentially Acceptable with the following issues identified: the proposal did not describe its community in sufficient detail to determine its ability to successfully launch a challenge and the Offeror's described method of executing challenge included several extra steps that were not described in the SOW (and possibly outside the authority of this procurement). After oral discussions and review of their Final Proposal Revision, Luminary Labs provided sufficient detail and a description of its ability to tailor their process such that the SLPT determined their Technical Acceptability was at a level of completeness, reasonableness, and feasibility where associated risks do not jeopardize an acceptable level of contract performance.

NineSigma's proposal was found to be Potentially Acceptable with the following issue identified: the proposal did not sufficiently address its IP management and transfer process. After oral discussions and review of their Final Proposal Revisions, NineSigma provided sufficient detail and a description of their process to the extent that the SLPT determined their Technical Acceptability was at a level of completeness, reasonableness, and feasibility where associated risks do not jeopardize an acceptable level of contract performance.

Kaggle's proposal was found to be Potentially Acceptable with the following issues identified: the proposal did not sufficiently address the training criteria or the IP management and transfer process. After oral discussions and review of their Final Proposal Revision, Kaggle provided sufficient detail on its training program and a description of their IP management and transfer process to the extent that the SLPT determined their Technical Acceptability was at a level of

completeness, reasonableness, and feasibility where associated risks do not jeopardize an acceptable level of contract performance.

The Common Pool's proposal was found to be Potentially Acceptable with the following issues identified: the proposal did not sufficiently describe the established community of members nor its existing tool for challenge hosting. Additionally, the proposal did not sufficiently address the IP management and transfer process. After oral discussions and review of their Final Proposal Revisions The Common Pool provided sufficient detail on its community and challenge posting tool as well as a description of the IP management and transfer process to the extent that the SLPT determined their Technical Acceptability was at a level of completeness, reasonableness, and feasibility where associated risks do not jeopardize an acceptable level of contract performance.

OpenIdeo's proposal was found to be Potentially Acceptable with the following issues identified: the proposal did not provide an adequate description of its approach to providing an appropriate and complete award systems nor did the proposal sufficiently address the IP management and transfer process. After oral discussions and review of their Final Proposal Revisions, OpenIDEO provided sufficient detail describing both its ability to provide awards and their IP management and transfer process to the extent that the SLPT determined its Technical Acceptability was at a level of completeness, reasonableness, and feasibility where associated risks do not jeopardize an acceptable level of contract performance.

Appirio's proposal was found to be Acceptable and was at a level of completeness, reasonableness, and feasibility where associated risks do not jeopardize an acceptable level of contract performance.

InnoCentive's proposal was found to be Acceptable and was at a level of completeness, reasonableness, and feasibility where associated risks do not jeopardize an acceptable level of contract performance.

Tongal's proposal was found to be Acceptable and was at a level of completeness, reasonableness, and feasibility where associated risks do not jeopardize an acceptable level of contract performance.

HeroX's proposal was found to be Acceptable and was at a level of completeness, reasonableness, and feasibility where associated risks do not jeopardize an acceptable level of contract performance.

Past Performance Evaluation

Only those Offerors who were determined to be Acceptable or Potentially Acceptable were evaluated for past performance by the SLPT. The past performance evaluation was conducted to assess the degree of confidence the government has in the Offerors' abilities to fulfill the solicitation requirements for the contract while meeting schedule, budget, and performance quality constraints.

The SLPT evaluated that Patexia's past performance confidence assessment rating is "Moderate."

The SLPT evaluated that Luminary Labs' past performance confidence assessment rating is "Very High."

The SLPT evaluated that NineSigma's past performance confidence assessment rating is "Moderate."

The SLPT evaluated that Appirio's past performance confidence assessment rating is "High."

The SLPT evaluated that InnoCentives' past performance confidence assessment rating is "Very High."

The SLPT evaluated that Tongal's past performance confidence assessment rating is "Moderate."

The SLPT evaluated that Kaggle's past performance confidence assessment rating is "Moderate."

The SLPT evaluated that The Common Pool's past performance confidence assessment rating is "Moderate."

The SLPT evaluated that HeroX PBC's past performance confidence assessment rating is "Moderate."

The SLPT evaluated that OpenIDEO LP's past performance confidence assessment rating is "High."

Price

In addition to past performance, the SLPT evaluated the Offerors price in accordance with the RFP. Each pricing proposal was for evaluation purposes only. The evaluated price was based on the total of the Offeror's proposed price in in Section 5.13.3 of the RFP.

Each Offeror was required to submit a their Price Proposal based on (1) Customer training on the use of their business model, (2) Challenge Definition defined as development of the final challenge statement/description appropriate to your platform and community prior to actual launch and (3) End-of-Challenge Report based on requirements stipulated in the SOW, Section 6.0 Reporting and Metrics. The Offeror's proposed price follow:

Offeror	Price
Luminary Labs	
Innocentive, Inc.	
Open IDEO	
Appirio, Inc.	
Kaggle	

The Common Pool, LLC	
HeroX PBC	
Patexia, Inc.	
Nine Sigma, Inc.	
Tongal, Inc.	

The SLPT determined that each of the Offerors' price who submitted a FPR was fair and reasonable given that past performance was significantly more important than price.

Specifically, the SLPT found that Luminary Labs price of _____ was fair and reasonable given their demonstrated ability to perform a complex Food and Drug Administration Food Safety Challenge which specifically integrated input submitted from scientists, academics, entrepreneurs, and innovators applying cutting-edge techniques to achieve significant improvements in the speed of FDA's ability to detect Salmonella in produce.

Additionally, the SLPT determined that NineSigma's offered price of _____ was fair and reasonable given its demonstrated capability to execute a large and complex grand challenge for the Cisco Corporation related to IT security. Specifically, noteworthy elements included NineSigma's application of its proprietary dual outreach strategy along with hosting a dedicated help desk team devoted to supporting solution providers with any further clarifications regarding this complicated and unique challenge.

The SLPT further found that HeroX PBC's offered price of _____ was fair and reasonable given its proven ability to design and assist with the launch of the World Bank Group's s AgResults project. Specifically, HeroX was instrumental in mobilizing an unusually complex and multi-national global network to participate in all aspects of this multi-challenge-based-multi-year initiative.

The SLPT further determined that the Common Pool, LLC's offered price of _____ was fair and reasonable given its proven ability to execute the complex White House initiated Strong Cities, Strong Communities (SC2) Challenge launched by the Department of Commerce. Specifically, this challenge required working with four different cities suffering from severe economic stress and customizing each of the contests within the overall challenge to meet the individual needs of each of those cities while integrating the entire effort under the SC2 challenge umbrella.

The SLPT, likewise, found InnoCentive Inc.'s offered price of _____ to be fair and reasonable given its demonstrated ability to perform complex government contracts including a 5-year commitment to work with the DOD's Defense Threat Reduction Agency (DTRA). Specifically, InnoCentive used their consistently applied proprietary Challenge Driven Innovation process to successfully decompose DTRA's overall goal into successful challenges that would appeal to InnoCentive's global community while working to ensure DTRA remained anonymous during the entire challenge series.

Finally, the SLPT determined the remaining Offeror's (OpenIDEO, Inc., Appirio, Inc., Kaggle, Patexia, Inc., and Tongal, Inc.) very low price to be fair and reasonable given their quality past performance on relevant prior work.

IV. Decision

On May 19, 2015, the NOIS SLPT presented their detailed determinations and recommendations to me. I carefully considered the briefing materials and questioned the SEB on the information it presented. I encouraged questions from my advisors to make sure we addressed all parts of the proposal. I wanted to ensure that my selection decision would result in successful contract performance. I concluded the evaluation performed by the SLPT was comprehensive, thorough and well-documented. I personally reviewed the proposals to enhance my understanding of the SEB's analysis. During and after the SLPT's presentation I solicited and considered the views of key senior personnel at NASA JSC who have responsibilities and/or experience related to this procurement.

In determining which proposal or proposals offered the best value to NASA, I referred to the relative importance of evaluations factors:

FACTORS

- TECHNICAL ACCEPTABILITY (Pass/Fail)
- TRADE-OFF FACTORS
 - PAST PERFORMANCE
 - PRICE

The trade-off factors I used were delineated in the RFP. Offerors who were determined to be "Acceptable" under the Technical Acceptability Factor, tradeoffs were made between Past Performance and Price. Past performance was significantly more important than Price.

I determined the SLPT performed a thorough evaluation of all the proposals submitted.

I first considered the proposals E-Zassi, Inc., AEXA Aerospace, LLC, GEN 3 Partners, Inc. and Chaordix, Inc. under the Technical Acceptability factor. The Contracting Officer had previously excluded these companies from the competitive range because their proposals were found by the SLPT to not be Technically Acceptable in accordance with that factor and the RFP. I agreed with that determination. These Offerors failed to provide either or both (1) a description of the entire life cycle of challenge development and execution using the Offeror's business model that addresses all criteria stipulated in section 4.02 of the Statement of Work (2) a description of its community members including at a minimum, size, demographic make-up, and any particular skill sets or (3) a description of its approach to building and maintaining its community membership including a discussion of why those members contribute to the delivery of successful challenge solutions. The SLPT determined and I agreed these Offerors failed to demonstrate their ability to meet the requirements stipulated in the RFP to such an extent that the associated risks jeopardize an acceptable level of contract performance.

I then evaluated the TA of the remaining Offerors' proposals and agreed with the determination of the SLPT that, after discussions and submission of Final Proposal Revisions, the Offerors

remaining in the Competitive Range (Patexia, Inc., Luminary Labs, Nine Sigma, Inc., Appirio, Inc., Innocentive, Inc., Tongal, Inc., Kaggle, Inc., The Common Pool, LLC, HeroX PBC, and OpenIDEO were all Technically Acceptable and at a level of completeness, reasonableness and feasibility where any associated risks would not jeopardize an acceptable level of performance.

I then turned to the Past Performance/Price Trade Off evaluation. I noted that Past Performance was significantly more important than Price. The following chart depicts the Past Performance and Price findings of the SLPT:

Offeror	Past Performance Level of Confidence	Price
Luminary Labs	Very High	
Innocentive, Inc.	Very High	
Open IDEO	High	
Appirio, Inc.	High	
Kaggle	Moderate	
The Common Pool, LLC	Moderate	
HeroX PBC	Moderate	
Patexia, Inc.	Moderate	
Nine Sigma, Inc.	Moderate	
Tongal, Inc.	Moderate	

It is my determination that past performance indicates how well Offerors performed on earlier work and can be a significant indicator of how well they can be expected to perform the work at hand. I used the following information sources for evaluating the Offeror's Past Performance and the SLPT briefed me on (1) the narratives provided by the Offerors in Volume II, Past Performance, (2) their completed Past Performance Questionnaires submitted by the Offerors' customers on work similar to NOIS and (3) the Government Past Performance Information Retrieval System (PPIRS) and Federal Awardee Performance and Integrity Information Systems (FAPIS).

I evaluated past performance and assessed the Offerors' abilities to fulfill the solicitation requirements for the contract while meeting schedule, budget, and performance quality constraints. My evaluation considered each Offeror's demonstrated record of performance in supplying requirements relevant to that of this solicitation. I examined each Offerors' past performance for recent and relevant past performance to determine its ability to perform the required work.

At the conclusion of my analysis and after having been comprehensively briefed by the SLPT, I agreed with the SLPT's past performance ratings. Additionally, I found the overall past performance rating of each Offeror was at a level which gave me confidence that any of the Offerors could successfully perform the work required in this RFP.

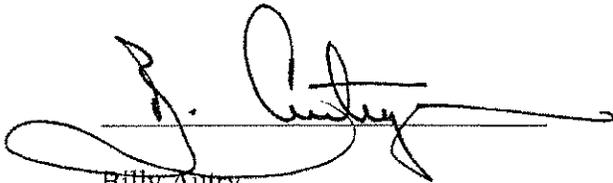
Next I considered the Price Factor. After performing a price analysis on all proposals left in the Competitive Range, the SLPT briefed its results to me. The SLPT determined and I agreed, that all proposals in the Competitive Range and after having received FPRs were fair and reasonable.

I did note that Luminary Labs, NineSigma, Inc., HeroX PBC, The Common Pool, LLC and Innocentive, Inc's offered price appeared higher than those of the remaining Offerors. However, I noted in this acquisition Past Performance was significantly more important than Price. I found these Offerors demonstrated ability to execute complex work relevant to this acquisition and the quality of performance of that work outweighed my initial concern with their offered prices and justified the price proposed for sample tasks stated in the RFP. Additionally, these Offerors' ability to perform unique and complex challenges in a new and innovative environment brought value to the Government in their selection and competition at the Task Order level. I further determined the remaining Offeror's low price was fair and reasonable especially in light of their past performance ratings. I concurred with the SLPT findings and agreed with its determination that all of the Offeror's prices proposed in their respective FPR's were fair and reasonable.

Conclusion

In accordance with the RFP, the Government will award to one or more Offerors whose proposals offer the best overall value to the Government, meet all solicitation requirements, and are determined responsible in accordance with FAR 9.104, Standards. After having determined that each of the Offerors in the Competitive Range after receiving FPRs are technically acceptable, the SLPT found and I agreed that each of the Offerors Past Performance are at a level that gives me confidence that each could perform the requirements of the NOIS contract and at a fair and reasonable price.

It is my decision to make award to each of the Offerors who were not excluded at the Competitive Range. My selection decision is based solely on and is wholly consistent with the selection criteria and evaluation framework, including the relative importance of the factors and explained in the solicitation and is supported by the SLPT findings that I identified as relevant and material to my decision.

A handwritten signature in black ink, appearing to read "Billy Autry", written over a horizontal line.

Billy Autry
Source Selection Authority