

# Mentor Protégé Conference



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# Missile Defense Agency Mission

## **Develop and field an integrated, layered Ballistic Missile Defense System (BMDS):**

- **To defend the United States, its deployed forces, friends and allies**
- **From enemy ballistic missiles of all ranges**
- **Capable of engaging them in all phases of flight**



# MDA Office of Small Business Programs (OSBP)

## Mission/Vision

- The **Mission** of the Office of Small Business Programs (OSBP) is to enable the Missile Defense Agency to gain access to the efficiency, innovation, and creativity offered by small businesses
- OSBP has a **Vision** to remain an integral player and value added advisor in the development of MDA acquisition strategies to ensure compliance with laws, directives, goals, and objectives related to small business initiatives; to serve as a facilitator for accessing untapped small business resources; and to serve as an advocate for small business in MDA procurements



# MDA Small Business Marketplace

## **4 Major MDA Marketplaces for Small Businesses**

- **Subcontracting Opportunities With Our Large System Prime Contractors**
- **Advisory and Assistance Services**
- **Infrastructure Support**
- **Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Programs**



# MDA Small Business Marketplace (cont.)

## Advisory and Assistance Services (A&AS)

- **Types of services include:**

- Systems Engineering and Technical Assistance (SETA) Support
- Test Planning Support
- Acquisition and Contracting Advisory Services
- Business and Financial Management Services
- Administrative Support Services
- Warfighter Support and Infrastructure Planning Services
- Quality Assurance Support Services
- Security and Intelligence Support Services

- **MiDAESS Program covers all our A&AS Services**

- Provides both prime and subcontracting opportunities for Small Businesses (38% set-aside for Small Business)
- Possible teaming opportunities with awardees



# MDA Opportunities

Solicitation Number:	Notice Type:	Title	Set Aside:
HQ0147-11-R-0011	Presolicitation	Engineering Test Analysis Interoperability Analysis Services	Competitive 8(a)
H95001-10-R-0001_DRFP	Presolicitation	Missile Defense Agency Information Technology Collaboration Services (MICS)	Service-Disabled Veteran-Owned Small Business
HQ0147-11-R-0006	Sources Sought	Upgraded Early Warning Radar (UEWR) & Cobra Dane (CD) Ballistic Missile Defense System (BMDS) Integration & Test (BIT)	Total Small Business
HQ0147-10-R-0030	Presolicitation	Missile Defense Data Center (MDDC)	Total Small Business
HQ0147-12-R-0001	Presolicitation	Medium Range Ballistic Missile Targets (MRBM)	
HQ0147-10-R-0023	Presolicitation	Intercontinental Range Ballistic Missile Targets	
MDA_FY12_FAC	Sources Sought	Performance Based Operation Support Services at MDA	
HQ0147-12-R-AWLR	Presolicitation	Advanced Technology Innovation (ATI) Broad Agency Announcement (BAA) HQ0147-11-ATI-BAA for Supplemental Information on Airborne Weapons Layer for the Ballistic Missile Defense System (BMDS)	
HQ0147-11-R-0002	Combined Synopsis/Solicitation	Clear / Cod Upgrade EWR (UEWR)	
HQ0147-11-ATI-BAA	Presolicitation	Updated contact information for Missile Defense Agency (MDA) Advanced Technology Innovation (ATI) Broad Agency Announcement (BAA)	
HQ0147-10-MSTAR-BAA	Presolicitation	Update points of contact information for the Missile Defense Agency Science and Technology Advanced Research (MSTAR) BAA	



# Marketing to MDA

- Register in the MDA Small Business Directory ([www.mdasmallbusiness.com](http://www.mdasmallbusiness.com))
- Meet with the MDA OSBP first before other offices in the Agency
- No “one size fits all” – tailor your marketing literature to the prospective customer
- Target your market within the Agency and do your homework (mission/environment/ “landmines”/ “hot buttons”) of prospective customer
- Differentiators count (what separates you from other great performers?)
- Don’t try to be everything to everybody- never promise more than you can deliver
- Respond to sources sought and “answer the mail”
- You translate the relevancy of your Past Performance-don’t expect your prospective customer to do it
- Don’t discount the value of subcontracting opportunities- they can get you in the front door
- **Nothing sells like great performance!**



# MDA OSBP Websites

www.mda.mil

A screenshot of the MDA website as viewed in Microsoft Internet Explorer. The browser title is "The Missile Defense Agency - U.S. Department of Defense - Microsoft Internet Explorer". The address bar shows "http://www.mda.mil/". The website header includes the MDA logo, navigation tabs for "ABOUT US", "THE SYSTEM", "NEWS &amp; RESOURCES", "BUSINESS OPPORTUNITIES", and "CAREERS", and a search bar. The main content area features a "MDANEWS" section with two news items dated Nov. 16, 2009. A large video player shows a missile launch with a play button. To the right of the video is a text block about the agency's history and current capabilities. Below the video is a row of five navigation buttons: "About MDA", "MDA THE SYSTEM", "MDA NEWS", "Business with MDA", and "MDA CAREERS". The "Business with MDA" button is circled in red and lists "Small Business Programs" and "Acquisition". The footer contains links for "FOIA", "Privacy Office", "Disclaimers", "No FEAR Act Data", "Software Utilities", and "Related Links". A note at the bottom right says "\* Required plugins [ Adobe® Flash Player ]". The Windows taskbar at the bottom shows the start button, several icons, and the system clock at 12:19 PM.



# MDA OSBP Websites

The screenshot shows the homepage of the Missile Defense Agency's Office of Small Business Programs. At the top left is the MDA logo, and at the top right are navigation links for Home, FAQs, Contact Us, and social media icons. A search bar is also present. Below the navigation bar is a main menu with categories: ABOUT US, THE SYSTEM, NEWS & RESOURCES, BUSINESS OPPORTUNITIES (highlighted), and CAREERS. The central content area features the heading "OFFICE OF SMALL BUSINESS PROGRAMS" and a detailed introduction to the OSBP's role. To the left of this text is a green sidebar menu with options like Business Opportunities, Acquisition Center, Office of Small Business Programs, and Technology Applications. To the right are four promotional tiles: "SMALL BUSINESS RESOURCES", "MATCHMAKING MARKETPLACES", "OSBP DIRECTORY", and "MIDAESS AWARDS". At the bottom left, a satellite image is accompanied by a policy statement.

**MISSILE DEFENSE AGENCY**  
U. S. DEPARTMENT OF DEFENSE

Home | FAQs | Contact Us |

Search

ABOUT US | THE SYSTEM | NEWS & RESOURCES | **BUSINESS OPPORTUNITIES** | CAREERS

## OFFICE OF SMALL BUSINESS PROGRAMS

The Missile Defense Agency (MDA) Office of Small Business Programs (OSBP) is responsible for all aspects of the MDA Small Business and Small Disadvantaged Business Utilization Programs.

The OSBP enables the MDA to gain access to the efficiency, innovation, and creativity offered by small businesses. OSBP is an integral player and value-added advisor in the development of agency acquisition strategies to ensure compliance with laws, directives, goals, and objectives related to small business initiatives. We facilitate accessing untapped small business resources. Most importantly, the OSBP serves as an advocate for small businesses, providing guidance and technical assistance to advance the growth and development of small businesses in becoming competitive contractors.

We sincerely welcome your questions and requests for information. We also hope your marketing endeavors with the MDA will be a mutually rewarding experience.

If you have additional questions, feel free to contact the MDA OSBP by emailing [Outreach@mda.mil](mailto:Outreach@mda.mil).

**Business Opportunities**

- Acquisition Center
- Office of Small Business Programs
  - Areas of Opportunity Programs & Set Asides
  - Subcontracting Oversight
  - Small Business Resources
  - Technology Applications

It is the policy of the United States to deploy as soon as is technologically possible an effective National Missile Defense system capable of defending the territory of the United States against limited ballistic missile attack (whether accidental, unauthorized, or deliberate)

**SMALL BUSINESS RESOURCES**

**MATCHMAKING MARKETPLACES**

**OSBP DIRECTORY**

**MIDAESS AWARDS**

**Quick Links for Small Businesses**

- [Understanding How to do Business with MDA](#)
- [Checklist for Doing Business with MDA](#)
- [Marketing to the Missile Defense Agency](#)
- [Calendar of Events](#)

