



2018 Beyond Phase II Conference – How to write a RIF proposal

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Key Considerations

- Know your customer
- Selling Your Product
- Effective Communication to DoD
- DoD Requirements
- Quad Charts and White Papers
- Transition Considerations

Know Your Customer

- DoD Procurement Focus:
 - Planning
 - Training
 - Buying
 - Fighting

- DoD purchases *capability*, not necessarily stuff

- DoD strives to be an informed buyer

- Convince DoD your expertise and capability are in its best interest

Know Your Customer

- Market Research
 - Identify who in DoD is interested in your capability
 - Look at previous RIF BAAs
 - <https://www.fbo.gov/>
 - SBIR search tools
 - <https://sbir.defensebusiness.org/search#/>
 - <https://www.sbir.gov/sbirsearch/topic/current>
- Develop relationships with interested DoD organizations
- Understand their issues and requirements
- Adapt your technology to solve their problems
- Ensure the “contracting vehicle” is preliminarily identified

Selling To DoD

Show DoD you understand:

- The **Problem** (BAA Requirement)
- What is a **Sound Solution**
- How to shape your product into an **Effective Capability**
- Interdependence and Management of **Cost, Schedule, and Performance**
- **Risks** to success and thought through **mitigation** of each

“Convince us you understand our problem, have a well thought-out solution, know how to deliver that solution in a timely manner at acceptable risk, and will deliver for a fair price.”

DoD Contracting Basics

- Set your company up to facilitate doing business with DoD as easy as possible; must obtain the following first:
 - **NAICS** (North American Industry Classification System) code
 - RIF Codes
 - 541712: Research/Development in Physical, Engineering, and Life Sciences
 - 541711: Research and Development in Biotechnology
 - **DUNS** (Data Universal Numbering System) number
 - Register in the **SAM** (System for Award Management)
 - **WAWF** (Wide Area Workflow) registration

- Great resource with links that will walk you through the process:
<http://www.acq.osd.mil/dpap/about/attachments/guide-to-dod-contracting-fc20061016.pdf>

Effective Communication to DoD (1 of 6)

Its all about the stated Problem/Challenge:

- 90% of a *Good Answer* is a *Good Definition* of the Problem
- Explain Requirement in your words – no regurgitation
- DoD will not give your proposal serious consideration if we are not convinced you understand the problem or challenge

Effective Communication to DoD (2 of 6)

Straight Line from Problem to Solution

- Explain how your solution/technology solves our problem
- Backup your claims with data when possible
- Describe how the technology is innovative and achieves the desired effect
- Convince us of the efficacy of the technology

Effective Communication to DoD (3 of 6)

Putting Idea into Practice

- Demonstrate you know how to mature technology into an operational capability to meet DoD needs
- If your proposal does not get into the hands of the warfighter, explain how your proposal gets closer to a total warfighter solution
- Describe proposed verification events:
 - How will you demonstrate your solution solves the problem?
 - What is the compelling evidence to be presented to prove your solution works?

Effective Communication to DoD (4 of 6)

Project Stability: Performance, Schedule, Cost

- Assure you know how to deliver product performance within reasonable cost and on time
- Avoid stretching schedule to keep annual costs low
- Provide a realistic schedule estimate –
 - Do not take two years because we allow you two years
- Describe the “inflection point” where higher performance drives cost at a higher rate so we know how much “good enough” costs relative to “unobtainable”



Effective Communication to DoD (5 of 6)

Managing Risk

- Address potential showstoppers and explain mitigation
- Risk comes in the form of money, time, technology, access, people – not limited to cost and schedule
- Phase your work to demonstrate progress and “see over the next hill”

Effective Communication to DoD (6 of 6)

Learn “DoD-Speak”

- DoD and the Services/Agencies have their own lingo, become familiar or risk being misunderstood
- When in doubt explain don't imply ideas or concepts else you risk “talking past” the evaluator
- Take advantage of opportunity to talk to DoD representatives

Requirements

- Requirements are tricky – they need to balance between being descriptive while avoiding being prescriptive
- “Context is worth 50 IQ points” – vital to understand the context of the requirement
- Verify you understand the effect DoD is trying to accomplish under what conditions
- Verify you understand how well the solution must perform to achieve the desired effect

Quad Charts & White Papers

They matter a great deal!

- Quad charts and white papers are for different purposes and audiences

- White papers educate and confirm the quality of the proposal
 - Information source for making recommendations to buy
 - Read by evaluators

- Quad charts justify investments
 - Source of understanding alternatives
 - Read by funding decision makers

“White Papers create informed buyers. Quad Charts inform which problems should be solved with limited resources.”

Transition

Without transition it's just cool technology

- Transition is a team sport, technology doesn't move out of the lab to the warfighter without heavy collaboration
- Understand how technology moves via DoD R&D and acquisition processes – nothing like commercial sector!
- User advocacy is critical to great solutions moving forward, “social engineering” holds equal importance to technical engineering

RIF Key Points of Contact

OSD – Defense Agencies



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Defense Innovation Market Place -
www.defenseinnovationmarketplace.mil/rif

Federal Business Opportunities -
www.FBO.gov

Questions? Contact us!



Questions@dodrif.com

Additional Info / Resources

www.DefenseInnovationMarketplace.mil

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INDUSTRY IR&D Providers

CONNECTING INDUSTRY AND DoD

The Defense Innovation Marketplace is a communications resource to provide Industry with Improved Insight into the Research and Engineering investment priorities of the Department of Defense (DoD). The Marketplace contains DoD R&E strategic documents, solicitations, and News/Events to better inform Independent Research and Development (IR&D) planning. The IR&D Secure Portal houses project summaries that provide DoD with visibility into the IR&D efforts submitted.

NEW BUSINESS OPPORTUNITIES

Have a solution to a DoD Technology need? Find links to:

- RFIs
- RFPs
- Presolicitations

TECHNOLOGY INTERCHANGE MEETINGS

Technology Interchange Meetings (TIMs) allow DoD and Industry/academia to come together around specific R&E technology challenges and focus areas.

- Weapons Technology (Closed)
- Human Systems (June 22-26)

STRATEGIC DIRECTION

Where is the Department of Defense headed? Gain insight by linking to key DoD and Services Information:

- Strategic Documents

LONG RANGE R&D PROGRAM PLAN

Industry, academia, labs (both corporate and government), FFRDCs and the general public were encouraged to share ideas.

- Learn More

SMALL BUSINESS RESOURCES

Small Business Resources can help your growing enterprise:

- Small Business Resources
- Small Business Innovation Research (SBIR) program
- Rapid Innovation Fund

NEWS & EVENTS

What DoD news, events, or meetings do you need to know about?

- News
- Events
- Weekly S&T Briefing

WHAT'S NEW

Solicitations

- Navy F/A-18 & EA-18G Aircraft Maintenance Support Services
- Navy AWW Test & Evaluation and Engineering Support
- Navy Radiation Detection Systems Support
- Air Force Booster Propulsion BAA
- NGA Business Improvement Open Source Research
- DARPA Robust Inertial Guidance for Munitions: Advanced Inertial Micro Sensor
- Navy Scientific, engineering, and technical support services for Submarine...
- Engineering Support for PALS Systems

Strategic Documents

- Air Force Strategic Master Plan
- Army S&T Overview
- Army Equipment Program 2016

Events

- 2015 Army Industry Day for Automated Tactical Optical Line-of-Sight ** Jun 5 **
- Airborne Network Technology Review Days ** Jun 9-11**
- 2015 Navy Air Combat Environment Test and Evaluation Facility ** Jun 11 **

Better Buying Power 3.0

Contact Us

CONNECTING INDUSTRY AND DoD

Defense Innovation Marketplace

Business Opportunities

- Small Business Resources
- Acquisition Resources
- Technology Interchange Meetings
- Army, Navy, Air Force & Other DoD S&T Information

Rapid Innovation Fund (RIF) Program

- Current BAA / FBO Link
- Current Year Milestones
- RIF Component Leads / POCs
- Overview Brief (RIF 101)
- RIF Awards
- Transition Guidelines
- Congressional Statute

DoD R&E Enterprise

Solving Problems Today – Designing Solutions for Tomorrow



DoD Research Enterprise
<https://www.acq.osd.mil/rd/>

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