



# HOW TO ENGAGE DOD

National Veteran Small Business Coalition  
Dec. 12, 2018

---

Shannon Jackson  
Acting Director  
DoD Office of Small Business Programs



# Agenda

---

- DoD Component/Agency Small Business Prime Contracting Goals
- DoD SDVOSB Spending Trends
- DoD Small Business Strategy
- DoD Small Business Professionals
- Tips for Marketing to DoD
- DoD Mentor-Protégé Program
- Resources for Veteran Entrepreneurs
- DoD Cybersecurity Training Initiative
- Recent Regulatory Changes
- Questions

# Component/Agency FY19 Goals

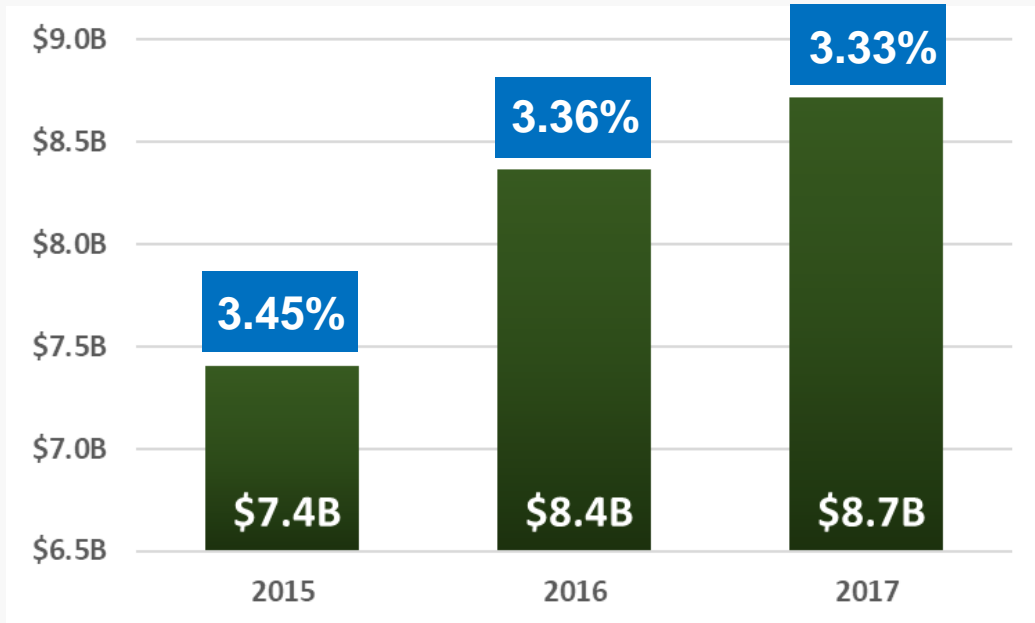
---

## Small Business Prime Contracting Goals

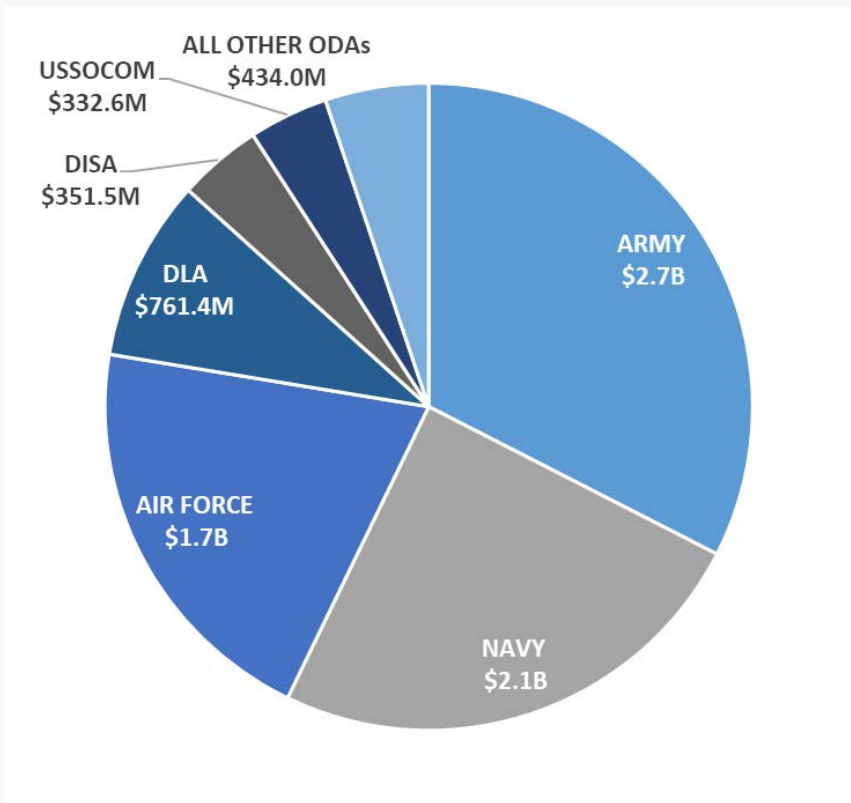
• Army	29%	DMEA	2%
• Navy	14%	DoDEA	30%
• Air Force	18%	DSCA	65%
• DARPA	20%	DSS	65%
• DCMA	50%	DTRA	17%
• DeCA	60%	MDA	8%
• DFAS	19%	NGA	15%
• DHA	49%	NSA	23%
• DHRA	50%	SOCOM	30%
• DIA	30%	TRANSCOM	17%
• DISA	28%	USUHS	55%
• DLA	31%	WHS	37%
• DMA	56%		

# DoD SDVOSB Spending Trends

## DoD SDVOSB FY15-17 Spending



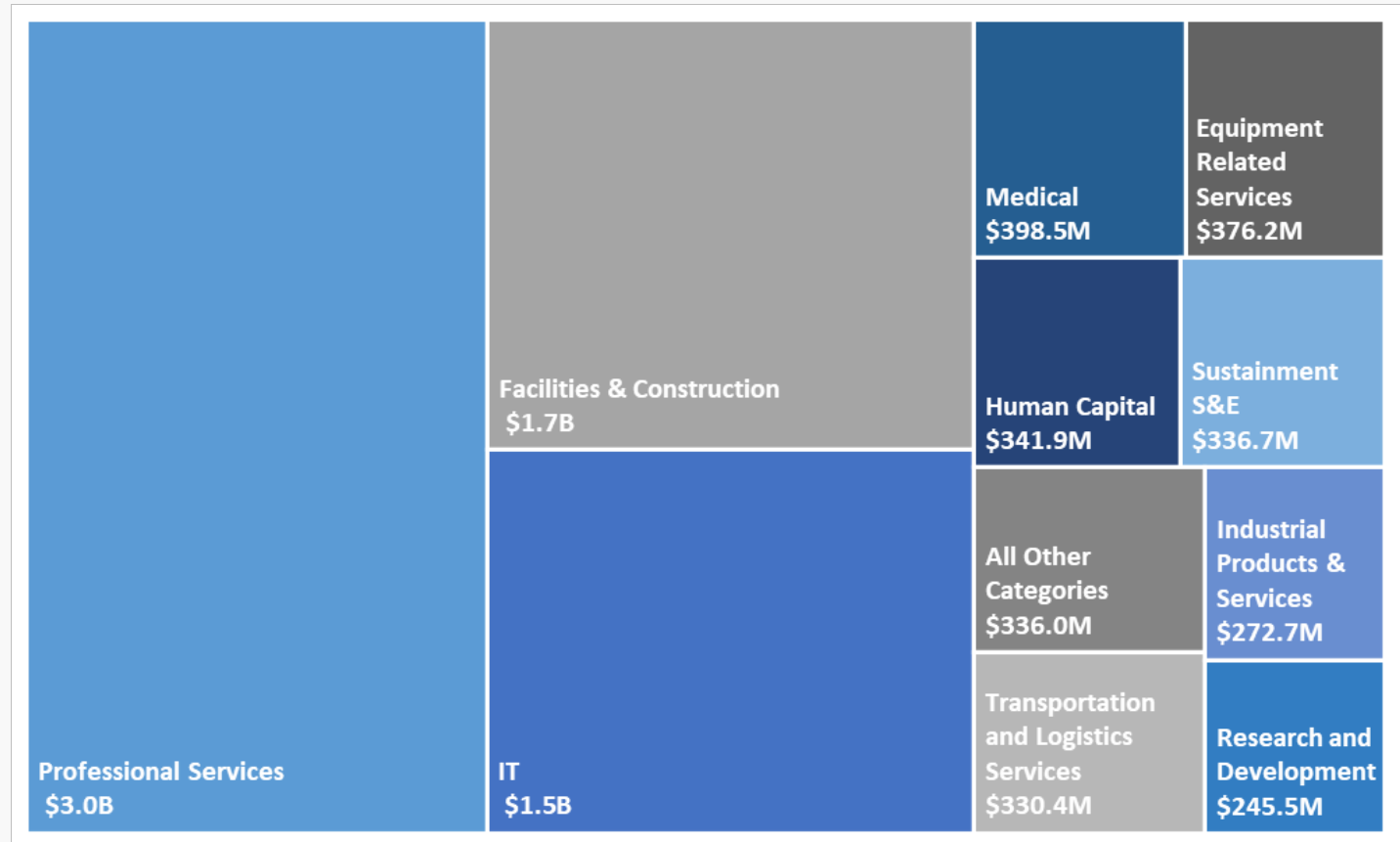
## DoD SDVOSB FY17 Spending by Component



Data Source: FPDS NG using Small Business Goaling Exclusions

# DoD SDVOSB FY17 Category Spending

DoD FY 2017 SDVOSB \$ by Category	
Professional Services	\$3.0B
Facilities & Construction	\$1.7B
IT	\$1.5B
Medical	\$398.5M
Equipment Related Services	\$376.2M
Human Capital	\$341.9M
Sustainment S&E	\$336.7M
Transportation and Logistics Services	\$330.4M
Industrial Products & Services	\$272.7M
Research and Development	\$245.5M
Electronic & Communication Equipment	\$109.0M
Office Management	\$44.7M
Clothing, Textiles & Subsistence S&E	\$43.8M
Weapons & Ammunition	\$40.5M
Security and Protection	\$37.6M
Travel & Lodging	\$34.5M
Other	\$10.3M
Miscellaneous S&E	\$8.6M
Electronic & Communication Services	\$3.5M
Aircraft, Ships/Submarines & Land Vehicles	\$3.5M



Data Source: FPDS NG using Small Business Goaling Exclusions

# DoD Small Business Strategy

---

- Section 851 of the FY19 NDAA requires the Secretary of Defense to develop and implement a small business strategy. Execution of the strategy will maximize the effectiveness, efficiency and visibility of small business programs and initiatives to:
  - Increase innovation and lethality on behalf of the Warfighter
  - Align and clarify small business opportunities under a unified management structure and reformed business practices
  - Promote activities to provide coordinated outreach to small businesses through PTACs
- Section 1644 (Assistance for Small Manufacturers in the Defense Industrial Supply Chain and Universities on Matters Relating to Cybersecurity) of the FY19 NDAA:
  - Establishes a cyber-counseling certification program (or approval of a similar existing program) for the Defense acquisition workforce
  - Establishes a Cybersecurity for Defense Industrial Base Manufacturing Activity by way of DoD's Mentor-Protégé Program
- Section 846 (Support for Defense Manufacturing Communities to Support the Defense Industrial Base) of the FY19 NDAA:
  - Authorizes the Secretary of Defense, in coordination with the Secretary of Commerce and the Defense Manufacturing Institutes, to establish a program to strengthen the national security base by designating and supporting consortiums as defense manufacturing communities
  - Improves the national security innovation base by making long-term investments in critical skills, infrastructure and small business support

# DoD Small Business Professionals

---

Small Business Professionals are located at every component/agency that exercises contracting authority. They help:

- Small businesses identify prime contracting and subcontracting opportunities
- Small businesses develop strategies for selling services and products to DoD
- Contracting Officers conduct market research and develop acquisition strategies

## **Statistics**

- DoD has 60K suppliers; about 40K are small businesses.
- DoD has 30K Contracting Officers and Contracting Specialists.
- DoD has 18K Program Managers.
- DoD has 700 Small Business Professionals.

# Tips for Marketing to DoD





# 10 Tips

---



1. Follow the money. Understand how your target customer procures products and services.
2. Arm yourself with information and facts, not emotion.
3. Find your niche. Don't try to be everything to everybody.
4. Understand your prospective customer's mission, environment, challenges and hot buttons.
5. Meet with Small Business Professionals.
6. Don't provide a standard, canned presentation to potential customers.
7. Demonstrate your utility. Explain how your service or product has a positive impact on a project's cost, schedule and performance.
8. Identify your differentiators.
9. Translate the relevancy of your past performance. Don't expect a prospective customer to do it for you.
10. When meeting with Program Managers and Contracting Officers, be prepared to discuss a real requirement, not your generic capabilities.

# Resources for Veteran Entrepreneurs



# Resources for Veteran Entrepreneurs

---

- Boots to Business
- Boots to Business Reboot
- Bunker Labs
- Entrepreneurship Bootcamp for Veterans with Disabilities
- Patriot Bootcamp
- Procurement Technical Assistance Centers
- Veteran Business Outreach Centers
- Veteran Institute for Procurement
- Veteran Women Igniting the Spirit of Entrepreneurship
- Veterans Business Development Officers
- Veterans Entrepreneurship Jumpstart Program
- Veterans Entrepreneurship Program

**More details:**

<https://business.defense.gov/Small-Business/SDVOSB/Veterans-Resources/>

# DoD Mentor-Protégé Program



# DoD Mentor-Protégé Program

---

## KEY FOCUS AREAS

- Reauthorize Mentor-Protégé Program
  - On Sept. 25, 2018, U.S. Rep. Sheila Jackson Lee (D-Texas) introduced legislation, H.R. 6875, that would reauthorize the DoD Mentor-Protégé program. The bill was referred to the House Armed Services Committee.
- Identify ways to collaborate with Small Business Innovation Research (SBIR), Rapid Innovation Fund (RIF) and Industrial Policy (IP) to address critical technology areas the Mentor-Protégé Program can support, i.e. cybersecurity training
- Expand the Mentor-Protégé Program to other DoD agencies
- Mentor-Protégé Program web-enabled Database Development

**DOD HAS 75 ACTIVE MENTOR-PROTÉGÉ AGREEMENTS.**

# Cybersecurity Workshops

- Northrop Grumman will educate small businesses about the cybersecurity standards in NIST Special Publication 800-171.
- In FY19, Northrop Grumman will host 40 cybersecurity workshops in 10 regions across the country.
- FY19 2nd QTR Mentor-Protégé Program will focus on addressing cybersecurity challenges with the small business manufacturing community.

## 40 Cybersecurity Workshops



# Recent Regulatory Changes

---

## **Limitations on Subcontracting**

DoD issued a class deviation that adopts SBA's current approach to limitations on subcontracting. The class deviation applies to all DoD solicitations and contracts awarded on or after Dec. 3.

## **Micro-purchase and Simplified Acquisition Thresholds**

DoD increased the micro-purchase threshold from \$5K to \$10K and the simplified acquisition threshold from \$150K to \$250K.







# Contact

DoD Office of Small Business Programs

571.372.6191

[osd.business.defense@mail.mil](mailto:osd.business.defense@mail.mil)

[business.defense.gov](http://business.defense.gov)