



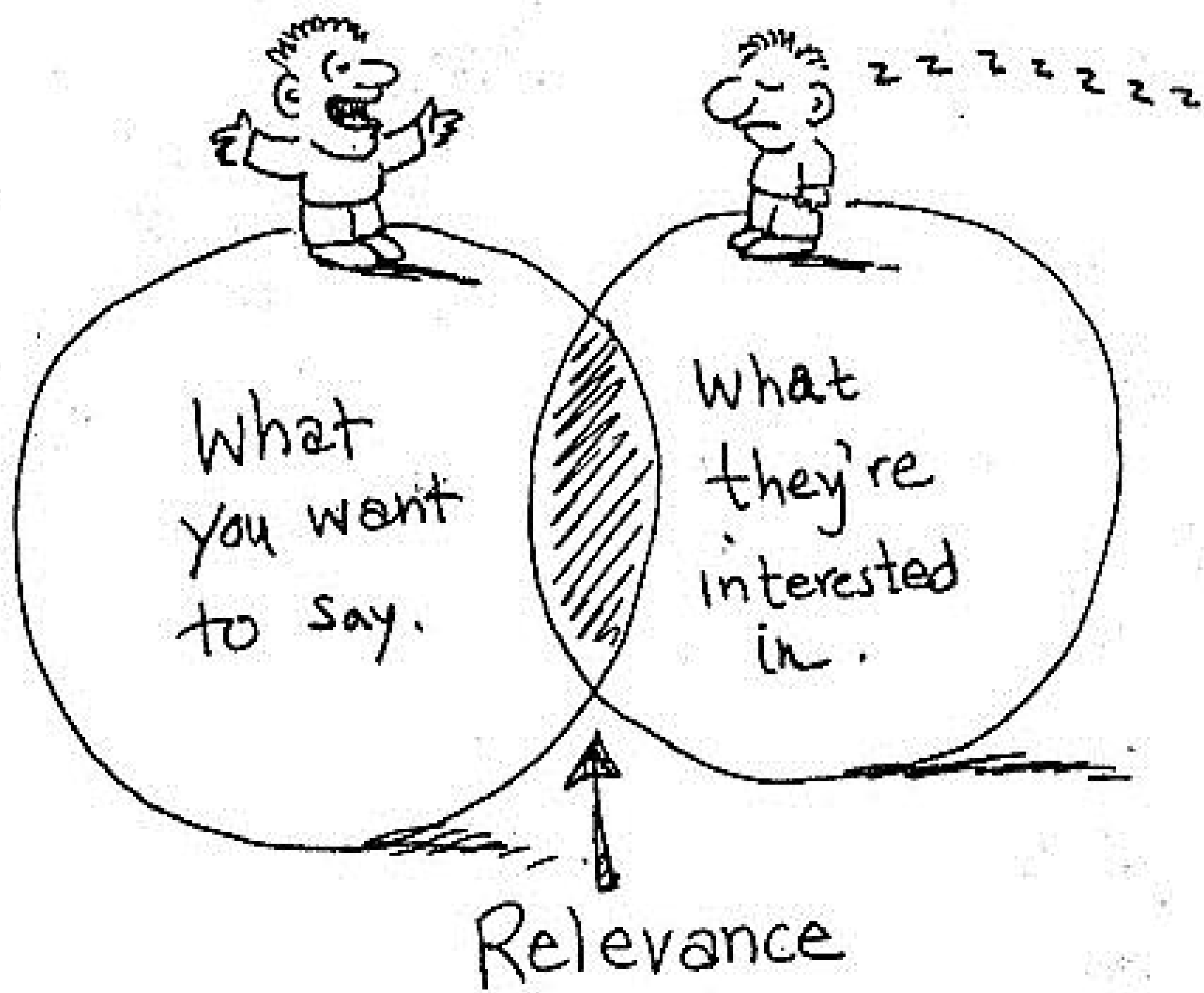
How to Tell and Sell Small Business Success Stories

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What
you want
to say.

What
they're
interested
in.

Relevance



Tie-In = Buy-In

SECDEF Priorities

1. Restore military readiness and lethality
2. Expand and strengthen alliances and partnerships
3. DoD business reforms



USD(A&S) Priorities

1. F-35 production, modernization, and sustainment
2. Nuclear enterprise infrastructure, security, and critical programs on schedule
3. Focus S&T efforts to mature critical technology domains
4. Promote allied readiness through the Foreign Military Sales process
5. Reconfigure the Acquisition Workforce
6. Implement acquisition reform
7. Implement AT&L reorganization



Objectives

1. Increase visibility and awareness of OSBP products, campaigns and services.
2. Increase awareness/use of OSBP public and social media sites.
3. Increase awareness/use of OSBP resource partners (ADs, PTACs, SB Professionals, etc...) to provide business counseling/education.
4. Solicit and broadcast Good News stories and Best Practices.
5. Increase awareness and participation in DoD outreach events.
6. Improve enterprise communications through initiatives, messaging and collaboration.



What makes a good story?



- A good story is about something the audience decides is interesting or important.
- A *great* story often does both by using storytelling to make important news interesting.
- Creating a good story means finding and verifying important or interesting information and then presenting it in a way that engages the audience.
- Leadership cares about stories that make an impact to the warfighter.



Strategy

Complete – The Backstory

- The takeaway
- Begin with who, where, when ... and a hint of direction
- Describe the goals-and the obstacles

Concise – The Bottom Line

- Create the ending to the takeaway

Correct – Just the Facts Ma'am

- Describe the decision that made achievement possible

Compelling – Where's the Heart?

- Intensify human interest by adding context
- Provide the ending and highlight the takeaway.



Picture is Worth a Thousand Words!





Major Defense Programs



Zumwalt Class Destroyer



F-35 Aircraft



KC-130J Aircraft



AN/APY-10 Maritime/Overland Radar



AN/FPS-132 Upgraded Early Warning Radar



P-8A-Poseidon



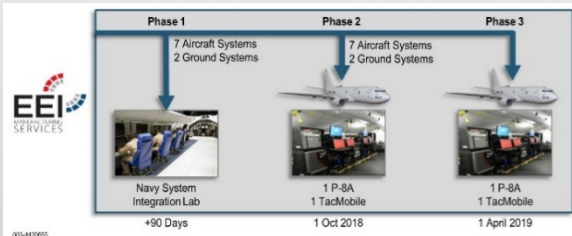
Ways to Tell the Story

PROBLEM STATEMENT

- **Enabling Small Business to bid contracts as a Prime** – Often Small Businesses lack the knowledge, processes and resources required to develop and submit DoD compliant proposals as Prime
- **Lack of required DCAA Certified Financial Systems**– Many types of DoD RFPs require DCAA Financial system audits and certification
- **No certification to handle classified material** – Lack of a Classified Facility Clearance and cleared personnel eliminates many small business Prime opportunities.
- **No process for evaluating Prime business opportunities or potential team mates** – FedBizOps posts thousands of opportunities annually. Small businesses require well defined new business evaluation processes to enable efficient use of limited resources to select teammates and pursuit targets.
- **Little or no experience in evaluating RFP Section L and M and developing corresponding responsive and compliant Prime contractor proposals.** Small business require streamlined RFP development process to enable compliant RFP responses.

RETURN ON INVESTMENT

- Under the DoD Mentor Protégé program with training and support from Raytheon, EEI was able to submit a fully compliant proposal for the Development and Manufacture of the P-8A Combat System Hardware program in the 1ST year of the Mentor Protégé program.
 - WOSB/SDB Prime contractor NAVAIR bid of ~\$35M



DESCRIPTION

Mentor small business to bid as a Prime

Successfully Bid as a Prime

EEI
MANUFACTURING
SERVICES
Small Business
Prime



Small Business
Subcontractor

EEI submitted
\$35M compliant
NAVAIR proposal
as prime

CAPABILITY IMPACT

- **Products/Components/Platform:** In the 1st year of the Mentor Protégé program EEI developed and submitted a compliant DoD proposal as a PRIME to NAVAIR with a total value of > \$35M
 - **Customer Programs:** P-8A Increment 3 Combat System Hardware Specification (CSHS). EEI's proposal design required them to produce >67% of the total CSHS product
 - **PRIME Contractor:** EEI is the PRIME contractor for the P-8A CSHS pursuit in which Raytheon is a subcontractor
 - EEI developed a classified facility compliant plan and back up plan to use Classified space at Raytheon's Largo FL., facility in order to meet the Navy RFP requirement. EEI financial system passed a DCAA audit approval.
- Other Components Produced:** Designs, manufactures & integrates an array of products, including CCA, Chassis, Cables/ Harness, and Special Test Equipment. EEI is a licensed IPC Training facility for DOD Customer/Primes.
- Customer & Programs:** EEI supports multiple programs for RTN, including ALR-67, APY-10, ASARS, ATNAVICS, CEC, E2D, F15, F18, F22, F35 JSF, Jaguar, MMTS, NGJ, Presidion, and Zumwalt,
- Primary Source:** As a Protégé, EEI has expanded it awards from RTN by 15x in two years . They transitioned to the role as primary source to RTN in support of multiple Air Force, Army, Marines, Navy, and Allie programs.



Ways To Tell The Story

PROBLEM STATEMENT

- APY-10 Program experienced multiple hardware issues from original Sole Source Supplier
- Problems with FOD, broken screws, misaligned card slots, etc. impacted the program
- Original supplier did not sufficiently manage sub-tier supply base to ensure product compliance.
- Multiple returns of the same chassis resulted in contractual delinquencies with original supplier

SOLUTION: Program collaborated with NAVAIR to add EEI Manufacturing as the primary source supplier

DESCRIPTION

- **Mentor:** Raytheon Space and Airborne Systems
- **Protégé:** Englander Enterprises –d.b.a. EEI Manufacturing Services
- **Program Overview:** Raytheon's AN/APY-10 radar for the U.S. Navy's P-8A Poseidon provides superior maritime, littoral and overland surveillance capabilities for assured anti-submarine warfare, anti-surface warfare, and intelligence, reconnaissance and surveillance mission support
- **Product Details:** NAVAIR and Raytheon collaborated to select EEI as the primary source supplier to replace the problem supplier for the chassis build

RETURN ON INVESTMENT

- EEI achieved considerable affordability, quality and lead-time improvements with their design to specification chassis solution for the APY-10 Program
 - Achieved about a 48% cost improvement over previous supplier product
 - Lead time reduction to 6 weeks from 14-16 weeks of the previous supplier
 - Significant quality improvement achieved with expected increased reliability improvement including the power supply performance and FOD reduction
 - Provided innovative design with built-in capability that allows open slots for future growth of the Radar

CAPABILITY IMPACT

- **Products/Components/Platform:** EEI is the primary supplier for the turnkey Chassis products they produce for the Raytheon AN/APY-10 radar
- **Customer Program - DON Command:** NAVAIR – The Maritime Patrol and Reconnaissance Aircraft Program (PMA-290)
- **Primary Source Supplier:** EEI product performance and cost savings results as the primary supplier contributed to the overall cost savings reduction of the AN/APY-10 Program. As a result of this overall success, the Raytheon APY-10 Program received its first Multi-Year (MY) award from NAVAIR





Ways To Tell The Story

PROBLEM STATEMENT

- Raytheon ALR-67 program needed complex CCAs from a supplier who could reduce the total cost, improve the lead-time and enhance the reliability performance
- The lead time and cost competitiveness of the JSF Special Test Equipment developed internally by Raytheon needed to be improved
- Raytheon identified that the Test Consoles and Interface Test Adapters required more competitive cost and lead time reduction

RETURN ON INVESTMENT

- ROI from reducing the lead-time, driving down the cost and improving the reliability of the CCA and Special Test Equipment Products:
 - Significantly improved the lead-time of the JSF Special Test Equipment
 - Provided cost reduction solutions that reduced the total costs of the JSF Test Equipment, the Test Consoles and ITA
 - Achieved substantial cost reduction and lead time improvements for the ALR-67 CCAs, while providing design improvement recommendation

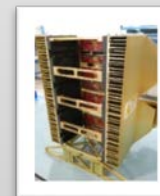


DESCRIPTION

- **Mentor:** Raytheon Space and Airborne Systems
- **Protégé:** Englander Enterprises –d.b.a. EEI Manufacturing Services
- **Program Overview:**
 - ALR-67 Program,
 - Joint Strike Fighter (JSF) and F22 Program
 - Raytheon Test Consoles and Interface Test Adapters –supports multi-programs
- **Product Details:** EEI was selected as sole source suppliers for the ALR-67 Circuit Card Assembly (CCAs), the JSF Special Test Equipment and the Raytheon Test Consoles and Interface Test Adapters

CAPABILITY IMPACT

- **Products/Components/Platform:** Special Test Equipment and CCAs for multiple Raytheon Programs
- **Customer Programs:** Multiple programs that support the Navy, Army, Marines and U.S. Allies
- **Primary Source Supplier:** EEI is the primary source supplier for the ALR-67 product, the JSF program, the Test Consoles and the Interface Test Adapters






More Ways to Tell the Story

Submission Format

1. Command Name
2. Effort - What's being delivered?
3. SB Award - In terms of the contract
4. Benefit to the DON – Technology Description, Time, Cost Savings, Etc...
5. Picture

Good News

Dakota Creek Industries, Inc.
Command: SPAWAR Systems Center Pacific
Effort: Delivery of Research Vessel (R/V) Sally Ride (AGOR 28) on July 1, 2016.
SB Award: Anacortes, Wash., shipbuilder Dakota Creek Industries, Inc., was awarded a firm fixed price Navy contract for the detail design and construction of the ocean class Auxiliary General Oceanographic Survey Ship (AGOSR) for the U.S. Navy.
Benefit: With this delivery, the ship will support the scientific research and oceanographic disciplinary, general purpose ocean areas.

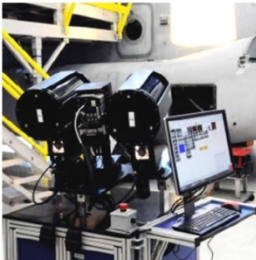


Good News

VRSI Inc.
Command: NAVAIR
Effort: F-35 SBIR Transition Link System
SB Award: NAVAIR awarded a Small Business Innovation Research contract to VRSI for work on the JSF for the creation of the Fastener Insertion Live Link System (FILLIS) a system that uses light to display assembly of the work area. ed the speed to per structural as-length measure-coating, and ma-e, while reducing ffordability Team ave the program

SBIR/STTR INNOVATION PILOTS

To improve its value to the Fleet and Force, the DON SBIR/STTR program uses pilot programs to test new collaborations. The Operations and Support (O&S) pilot delivers innovative technologies to the Navy's Fleet Readiness Command with great cost efficiencies. This pilot, originating with cold spray deposition for eroded helicopter blades at NAVAIR's Cherry Point NC depot, has expanded to the F-35 depot maintenance and west coast North Island CA depot. Discussions are underway to identify support efforts at Naval Shipyards while also striving to target other opportunities to drive down the cost of support to fleet operations.



Automated, Rapid Non-Destructive Inspection (NDI) of Large Scale Composite Structures; Thermal Wave Imaging Inc.

A second pilot, focused on improving universities' ability to support the Naval pipeline of technological innovation, is breaking new ground through collaborations with a new generation of "Applied Innovation Institutes" in the Connecticut, Indiana, Massachusetts, and California university systems.

A third pilot, led by NAVSEA, features aggressive outreach through entrepreneur networks to mobilize an underserved population of women scientists and engineers. This pilot includes regional workshops to connect women in business directly to Naval technology needs expressed in DoD SBIR/STTR Broad Agency Announcements.

A fourth pilot, led by NAVAIR, explores SBIR/STTR commercialization potential in closely linking new Phase I awardees to selected large defense contractors, and the acquisition offices that authored topics behind



Get Connected



Key Takeaways

Relationships are Key

Align to Leadership Priorities

Get Leadership Buy-In

Find the Story, Tell the Story, Sell the Story

Find The Right Medium





“The story-making process enables us to simplify complex information into the core essence of understanding.” – Y. Gabriel