How to Tell and Sell Small Business Success Stories

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What you want to say.

What they're interested in.

Relevance
**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 pursue 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

Small Business Prime

Small Business Subcontractor

EEI submitted $35M compliant NAVAIR proposal as prime

CAPABILITY IMPACT

- **Product/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, Preservation, 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.

EEI submitted $35M compliant NAVAIR proposal as prime
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

**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

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

**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.

**Description**

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- **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.

**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.

**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.
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
Get Connected

SOCIAL MEDIA
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