

# Missile Defense Agency Office of Small Business Programs



**Mr. Lee Rosenberg**  
**Director**  
**MDA Office of Small Business Programs**



# Agenda

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- **Mission and Vision**
- **Small Businesses and MiDAESS**
- **Marketing to MDA**
- **MDA OSBP Organization and Functions**
  - BRAC Moves
  - SBIR/STTR Program Management
  - SB Specialty Program Management
  - Targeted Outreach
  - LB Prime Contractor SB Subcontracting Oversight
  - MDA Program Support



# Missile Defense Agency Mission

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## **Develop an integrated Ballistic Missile Defense System (BMDS):**

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



# OSBP Mission/Vision

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- 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



# Small Businesses and MiDAESS

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**Where the “action is” for future service contracting in MDA, so:**

- **Stay engaged (FBO, PSC, Draft RFPs, etc)**
- **Identify your market within the Agency**
- **Respond to sources sought**
- **Find teammates**
- **Performance counts**
- **Look at both prime and subcontracting opportunities**



# Marketing to MDA

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- **Meet with the MDA OSBP first**
- **No “one size fits all” – tailor your approach**
- **Target your market within the Agency and do your homework**
- **Differentiators count**
- **Don’t try to solve world hunger**
- **Respond to sources sought**
- **You translate the relevancy of your Past Performance-don’t expect your prospective customer to do it**
- **Don’t discount subcontracting opportunities- it can get you in the front door**
- **Nothing sells like great performance**



# MDA OSBP Core Processes

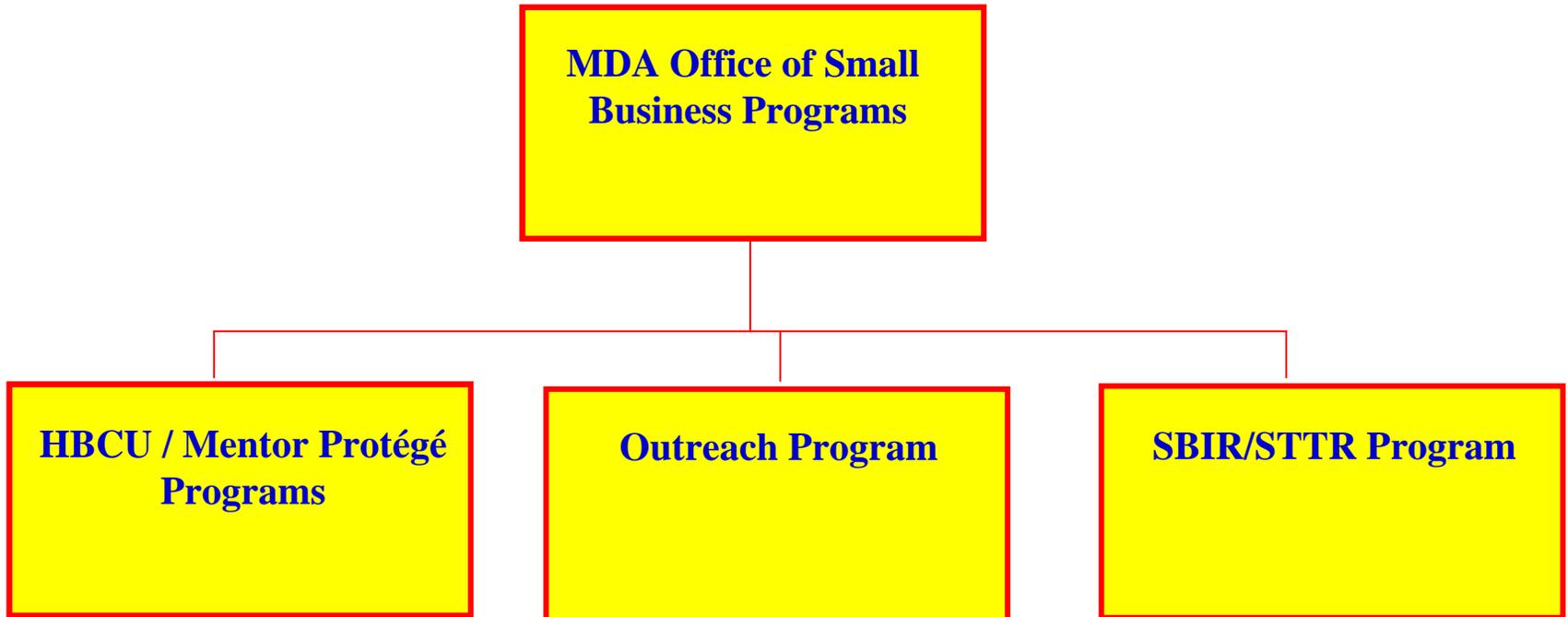
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- **SB Office Administration**
- **SBIR/STTR Program Management**
- **SB Specialty Program Management**
- **Targeted Outreach**
- **LB Prime Contractor SB Subcontracting Oversight**
- **MDA Program Support**
- **Interface with OSD, Services, Other Defense Agencies and SBA**



# MDA OSBP Organization Today

## NCR





# Interim MDA OSBP Organization Beginning FY08

Huntsville

MDA Office of Small Business

SB Specialty Programs Management  
(-)

Contract Management/Oversight

Outreach Program

NCR

DOB Matrix Spt

SBIR/STTR Program

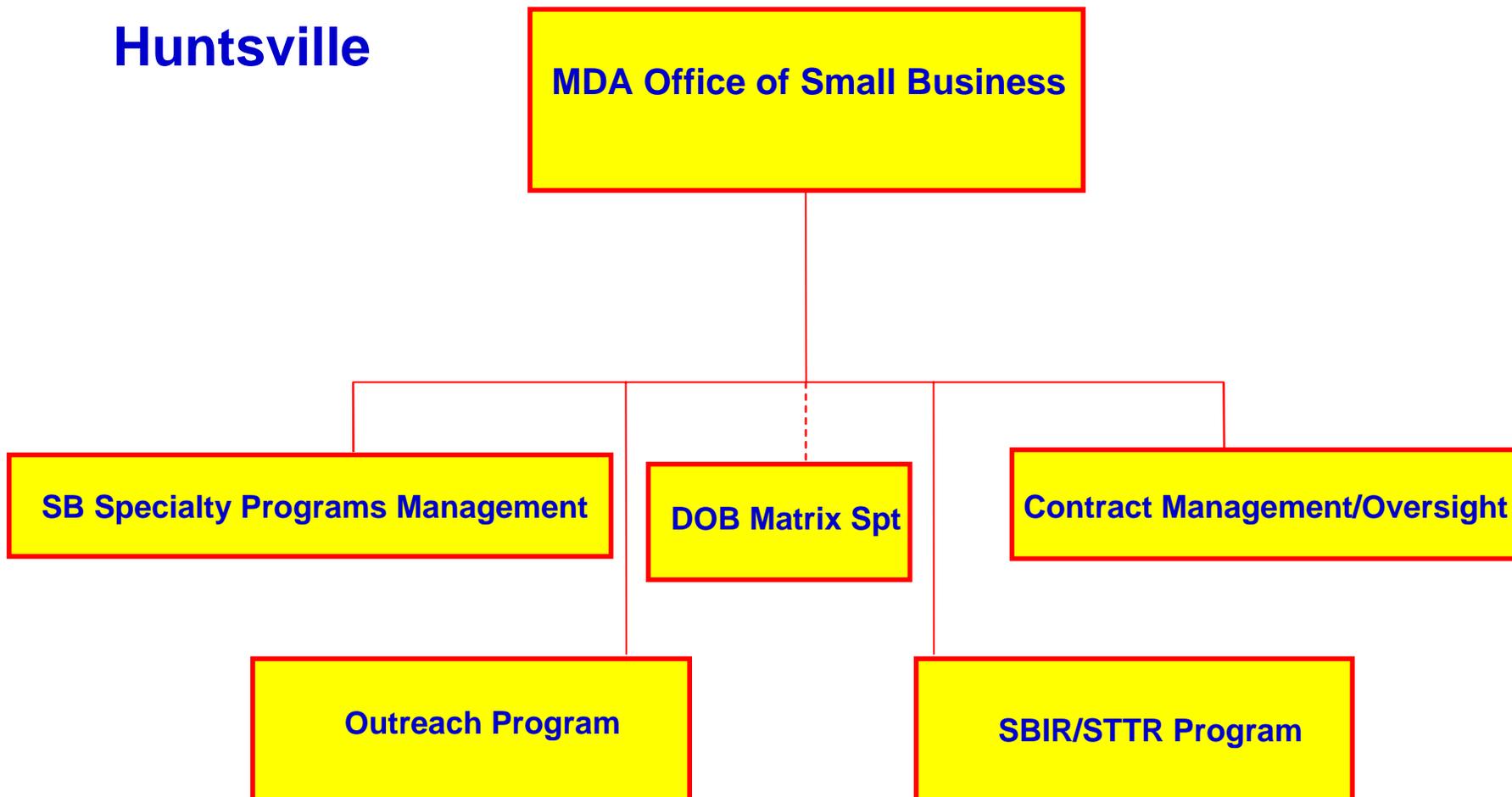
HBCU-MI/Mentor-Protégé Programs



# MDA OSBP Organization

## End of FY08

Huntsville





## Magnitude Of The MDA SBIR Program

FY	Program	# Topics	# Phase I Proposals	# Phase I Awards	# Phase II Awards
FY03	SBIR	102	1,861	454	184
	STTR	6	60	41	6
	<b>Total (\$136.869M)</b>	<b>108</b>	<b>1,921</b>	<b>495</b>	<b>190</b>
FY04	SBIR	87	1,712	315	211
	STTR	24	275	46	29
	<b>Total (\$141.692M)</b>	<b>111</b>	<b>1,987</b>	<b>361</b>	<b>240</b>
FY05	SBIR	96	1,690	242	101*
	STTR	21	232	29	16
	<b>Total (\$138.896M)</b>	<b>117</b>	<b>1,922</b>	<b>271</b>	<b>117*</b>
FY06	SBIR	69	1,508	174	121
	STTR	13	177	26	16
	<b>Total (\$133.105M)</b>	<b>82</b>	<b>1,685</b>	<b>200</b>	<b>137</b>
FY07	SBIR	54	1,165	164	99
	STTR	11	111	24	13
	<b>Total (\$142.511M)</b>	<b>65</b>	<b>1,276</b>	<b>188</b>	<b>112</b>

**Focus Resources On Phase II Efforts And Transitioning To Phase III**

\*started to fully fund Phase II's instead of incrementally funding



## MDA SBIR / STTR Program Priorities

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- **Prioritize projects at the Ballistic Missile Defense System (BMDS) level**
- **Address BMD System gaps or foster new BMD System capabilities**
- **Increase value of Phase II awards based on increased relevance to the BMD System**



# MDA Small Business Specialty Programs

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- **Formerly just Mentor-Protégé and HBCU/MI Programs**
- **Now includes WOSB, VOSB, SDVOSB, HUBZone, SDB, Ability One Programs**
- **Publishes formalized policy instructions and oversees their implementation**
- **Responsible for developing Agency goals and performance monitoring against the goals**
- **Advocates programs across the Agency**



# Targeted Outreach Program

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- **Develops and produces MDA outreach materials**
- **Plans and conducts conferences, meetings and other events to educate Small Businesses about MDA**
- **Identifies and catalogues capable Small Businesses with skills and products needed by MDA**
- **Assists program, staff and contracting offices with market research**



# Subcontracting Oversight Program

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- **Monitor MDA Large Business prime contractor performance on Small Business Subcontracting Plans**
- **Participate with DCMA in negotiating Comprehensive Small Business Subcontracting Plans with MDA Large Business prime contractors in that program**
- **Work with Agency contracting officers recommending Subcontracting Plan goals**
- **Review and evaluate Individual Subcontracting Reports and Summary Subcontracting Reports submitted by Large Businesses**
- **Advise Source Selection officials on Large Business past performance in meeting Subcontracting goals**



# MDA Program Support

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- **Advise the MDA Senior Leadership on the utilization of Small Businesses in MDA Programs**
- **Assist MDA Program Managers in planning acquisition strategies that include Small Business utilization and the transition of technologies from the SBIR and STTR Programs.**
- **Assist MDA Program Managers with market research for capable Small Business performers**
- **Sit as a voting member on all MDA Acquisition Strategy Panels**



# Acquisition Strategy Panels

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- **Chaired by the Director or the Deputy for Acquisition Management**
- **Approves Acquisition and Contracting Plans of MDA program and staff offices for the acquisition of goods and services to support the BMDS and MDA**
- **Voting membership includes the Director for Contracts and the Director for Small Business Programs**

**Bottom Line...**

**The Small Business Community has a seat at the table**



# Acquisition Strategy

## Market Research/Sources Sought

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### Market Research Findings

MR Techniques Used	Y/N
Sources Sought	_____
Industry Days	_____
Internet	_____
Other	_____
Commercially Available	_____
Modify Commercial Item	_____
Non-Development Item	_____
Modify User Requirements	_____
Market Environment	_____
Government Leverage	_____
Std Commercial Practices	_____
Partnering	_____

### Sources Sought Information

Industry Interest	Number of Responses	# Acceptable
Small Business	_____	_____
Small Disadvantage	_____	_____
8A	_____	_____
Native American	_____	_____
Women Owned	_____	_____
Serv Disabled Vet	_____	_____
HUBZone SB	_____	_____
Large	_____	_____
<b>Total</b>	<b>0</b>	<b>0</b>



# Summary

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- **Exciting times ahead for MDA...opportunities will open soon**
- **Stay up on the MiDAESS effort...it's the future**
- **MDA OSBP is your advocacy office...we're here to help you**



# MDA OSBP Points of Contact

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