SMALL BUSINESS – THE FIRST OPTION

FY 2019-2020
STRATEGIC PLAN

SMALL BUSINESS ENTERPRISE
DEPARTMENT OF THE NAVY
OFFICE OF SMALL BUSINESS PROGRAMS
The DON SBIR/STTR Programs leverage small business agility to measurable naval advantage for the National Defense Strategy, continually exploring collaborations to deliver innovation faster. Over FY 2019-2020, we plan to invest nearly $400 million annually in warfighter innovations, through approximately 200 research topics proposed by front-line Navy and Marine Corps acquisition program engineers.

Our focus on people, processes and capabilities strengthens small businesses’ ability to invent superior technology solutions, scale up these solutions for manufacture, and field products integrated into naval weapons, platforms and systems. As a result, DON SBIR/STTR projects experience an annual non-SBIR/STTR investment of over $500 Million in "last mile" financing to ensure technology delivery into warfighters’ hands. DON SBIR/STTR is evolving to ensure operational readiness, enhance the defense industrial base, and build winning teams with academic and laboratory participation. Congress tasked the SBIR and STTR programs with helping to strengthen national economic competitiveness and harness the innovative potential of U.S. small business: We succeed by delivering innovation.
Mr. Sarkis Tatigian was selected to be the Assistant to the Small Business Specialist for the Bureau of Ordnance in October of 1951. His first assignment was to locate a tractor trailer from lists of Government surplus property, rehabilitate the trailer with naval ordnance components produced by small business concerns and travel throughout the Nation to increase awareness of contracting opportunities for small business. Mr. Tatigian selected the Naval Gun Factory, located in the Washington Navy Yard, to rehabilitate the trailer and install a variety of components for undersea mines, rockets, guns and other ordnance items. The tour visited the capital of every state and every city with a population over 400,000. In 1952, the tour started the northern states, proceeded through all the regions of the United States and ended in San Francisco, California on 23 April, 1953.
The DON Small Business Enterprise is comprised of a cross-functional acquisition workforce that utilizes defense focused business acumen to identify, integrate, and advocate for the added value of small businesses, innovative business startups, and non-traditional suppliers.

**Vision:** Influence change and enhance a culture of small business inclusiveness across the DON.

**Mission:** Foster acquisition opportunities where small businesses can best support Sailors, Marines, and their families through policy, advocacy, counseling and training.

**Strategy:** Promote a DON-wide culture that leverages small businesses as a strategic advantage.

**Motto:** “Small Business – The First Option”

**Values**

- Leadership
- Professionalism
- Integrity
- Customer Focus
- Advocacy
- Innovation

**Every Person**

**Every Day**

**Every Dollar**
Strategic Themes and Focus Areas

**PEOPLE: ENSURE PROFESSIONAL WORKFORCE DEVELOPMENT**

- Implement the Small Business Professional Career Path
- Encourage Mentoring relationships within the DON Small Business workforce
- Create a Cadre of Small Business Advocates through a Rotational Excellence Program
- Utilize the DON OSBP’s Knowledge Management Portal

**PROCESSES: STRENGTHEN PARTNERSHIPS IN THE ACQUISITION PROCESS**

- Team with Program Managers to Identify Small Business Opportunities
- Engage with Heads of Contracting Activities and Program Executive Officers to ensure that Small Business Strategies include Measurable Performance Objectives
- Provide Tools for the Acquisition Workforce to Enhance Market Research
- Improve Visibility of Small Business Data within the DON and to Industry
- Provide Training to the DON Acquisition Workforce on Small Business Programs
- Promote Awareness of the Evaluation of Small Business Participation in DON Procurements through Collaboration, Examples, and Training Materials for DON Small Business Professionals
- Create and Implement Guidance/Training to Correct System Deficiencies Identified during Procurement Performance Reviews and Surveillance Reviews

**CAPABILITIES: OPTIMIZING COMMUNICATIONS**

- Execute the Strategic Communication Plan to Engage all Stakeholders
- Optimize Internal and External Guidance/Communication on Small Business Related Policy and Topics
- Execute a Social Media Strategy to engage Government and Industry
- Strengthen Partnerships with Small Business Administration, Procurement Technical Assistance Centers, Small Business Development Centers, and Build Relationships with Regional Innovation Clusters/Centers
Small Business Professionals’ Values

**Leadership**
Involves establishing a clear vision, providing tools for that vision, encouraging others to follow the vision, and balancing conflicts among stakeholders. As leaders we will embrace change and remain adaptable and flexible in all situations.

**Customer Focus**
We strive to put the customer at the focus of our efforts, ensuring our support at all times. This includes service after contract award. We continue to follow up with the customer to ensure that they are not forgotten and we are always responsive.

**Advocacy**
We advocate for small businesses, non-traditional, and innovative suppliers, ensuring we are not merely meeting a goal. We advocate for small businesses as the first option due to their affordability, agility, and innovativeness.

**Professionalism**
A professional level of excellence or competence that is expected of a professional. In order to attain and maintain excellence we must engage in life long learning.

**Integrity**
The consistent adherence to moral and ethical principals. We have the courage to do the right thing even when no one is watching. We are transparent, act in accordance with our values, and are accountable for our actions.

**Innovation**
Our Sailors and Marines require solutions that are increasingly complex, interoperable and highly technical. We need to be innovative in order to meet and exceed the warfighter requirements to achieve mission success. We are building partnerships to foster this culture of innovation.
Navy and Marine Corps
Providing Small Business Regulatory and Knowledge Based Support to the Acquisition Workforce

- Advocate for utilization of Small Business Programs to support the Navy and Marine Corps missions
- Scout for knowledge and insight on the providers of products and services in the industrial base
- Educate small businesses to ensure they are procurement ready
- Consult, support, and assist with market research, subcontracting, and acquisition strategies
- Provide insight into prime contractors Small Business Utilization
- Negotiate small business goals and recognize the program’s/activity’s contribution for achievement
- Support and facilitate the Small Business Coordination Record
- Advise on contract bundling and consolidation

Defense Industrial Base
Providing Support and Information for Working with the Navy and Marine Corps

- Identify small businesses and non-traditional suppliers with capabilities required for mission success
- Champion for the inclusiveness of small business suppliers to ensure the maximum practicable opportunity to participate as prime and subcontractors
- Provide education, resources, and knowledge based support regarding the federal marketplace and how to do business with the Navy and Marine Corps
- Promote and conduct outreach events to link mission requirements and opportunities with the small business, non-traditional, and innovative marketplace
“Small Business is an incredible source for innovation, adaptability, for agility, and resilience.”
“Winning teams figure out how to use all the players available, use them for what their strengths are, continue to grow them, and expand.”
“Small Business is a big piece of that equation for us.”

The Honorable James Geurts, Assistant Secretary of the Navy for Research, Development, and Acquisition
(Defense News, April 12, 2018)

Small Business... Big Results

Specialized graphics, media production, and equipment for the final expansion of the Marine Corps Museum

Testing facility support of the Trident III for the COLUMBIA-Class submarine

Underwater Egress Training Support

SBIR/STTR Coastal Battlefield reconnaissance and analysis (COBRA) system that detects/localizes minefields and obstacles prior to amphibious assault

Operation and maintenance services of four large and medium Speed Roll-On/Roll-Off Ships

Develop and maintain world-class pulsed power accelerators, electromagnetic rail guns, and ultrashort-pulse laser systems

State-of-the-art articulating manikin to conduct flame and thermal testing of uniforms and protective equipment for the warfighter

Man-portable Tactical Autonomous System, which provides full-motion video coverage of operational sea lanes

Vapor 55 UAV a battery-powered and radio controlled helicopter with waypoint navigation and pre-programmed flights

Small Businesses Are Part of the DON’s Winning Team
Small Business Professionals are located in all 10 of the Navy and Marine Corps buying commands, their field activities, and the DON OSBP. Below are the 10 Navy Buying Commands and website information. Supplemental information can be found at the DON OSBP website: http://smallbusiness.navy.mil
The Navy and Marine Corps utilize small businesses for a variety of products and services. Each buying command has a long range forecast of anticipated procurements. The chart below is reflective of the FY 2017 small business percentage of DON awards within each DOD portfolio group.

http://www.acq.osd.mil/dpap/policy/policyvault/USA004219-12-DPAP.pdf
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Small Business Programs

SOCIO-ECONOMIC PROGRAMS
For more information visit the SBA website www.sba.gov/federal-contracting-assistance-programs

Service-Disabled Veteran-Owned Small Business Program (SDVOSB)
The Veterans Benefit Act of 2003 created a procurement program to enhance business opportunities for small business concerns owned and controlled by service-disabled veterans to provide Federal contracting opportunities.

Women-Owned Small Business Program (WOSB)
The Small Business Act implemented procedures to help ensure a level playing field on which WOSBs can compete for Federal contracting opportunities.

Historically Underutilized Business Zone Small Business Program (HUBZone)
The HUBZone Program encourages economic development in HUBZones. The purpose is to promote economic development and employment growth in distressed areas by providing Small Business Concerns (SBC's) in those areas access to more federal contracting opportunities.

Small Disadvantaged Business (SDB) & 8(a) Business Development Program
A Small Disadvantaged Business (SDB) is a small business owned and controlled by socially and economically disadvantaged individuals. The following designated groups are presumed to be disadvantaged: African Americans, Hispanic Americans, Native Americans (American Indians, Native Alaskans, Aleuts, and Native Hawaiians), and Asian Pacific Americans. SDB status makes a company eligible for bidding and contracting benefit programs involved with federal procurement. One of these benefits is the opportunity to apply/qualify for the SBA’s 8(a) Business Development Program. Named for Section 8(a) of the Small Business Act, this program was created to help small and disadvantaged businesses compete in the federal marketplace.

Mentor-Protégé Program
The DON Mentor-Protégé Program (MPP) provides incentives for DON contractors (Mentors) to assist small businesses (Protégés) in developing their capabilities, increasing their participation in DON contracts and subcontracts, and strengthening the industrial base by supporting the warfighter.

The Department of Defense (DoD) Pilot MPP was established under Section 831 of Public Law 101-510, the National Defense Authorization Act for Fiscal Year 1991 (10 U.S.C. 2302 note).
**Small Business Innovation Research (SBIR)**

Small businesses of 500 or fewer employees have the opportunity to address Navy and Marine Corps technology innovation needs.

Specific program purposes are to:
1. Stimulate technological innovation;
2. Use small business to meet Federal Research/Research and Development (R/R&D) needs;
3. Foster and encourage participation of socially and economically disadvantaged small businesses in technological innovation; and
4. Increase private sector commercialization of innovations derived from Federal R/R&D to increase competition, productivity and economic growth.

**Small Business Technology Transfer (STTR)**

This program fosters transitions of joint efforts between qualified small businesses and research institutions to the Navy and Marine Corps. A major difference in the two programs is that the STTR program requires the Small Business to have a research partner that is a university, a Federally Funded Research and Development Center (FFRDC), or a qualified non-profit research institution.

The DON SBIR/STTR programs are targeted at addressing the needs and areas of interest of the Navy and Marine Corps. These programs are a component of the overall DoD SBIR/STTR program.

Go to: [www.navysbir.com](http://www.navysbir.com)

Learn more about the three-phased SBIR/STTR Programs, Eligibility requirements, Broad Agency Announcement Schedules, Research Topics, Frequently Asked Questions, and Points of Contact
Who are the Small Business Advocates?
The Small Business Professional (SBP) is the primary catalyst for fostering the culture of inclusiveness for small businesses. However, with a limited workforce, the SBP's throughout the Navy and Marine Corps, can’t do it alone. The DON needs a cadre of supporters who can educate and advocate for small business. These Small Business Advocates are internal to the DON with concentration and understanding on the importance of small business utilization. Together we will build a new culture that will achieve the vision of Small Business inclusiveness across the DON.

How do I become a Small Business Advocate?
Become a Small Business Advocate by educating yourself or others on the agility, responsiveness, innovativeness, competitiveness, and affordability of small businesses. Small businesses not only provide products and services to Sailors and Marines, they also build a robust industrial base and spur economic growth for America. Through DON OSBP Rotation assignments, we are creating more Small Business Advocates who are returning to their parent commands or going on to new assignments with the knowledge, understanding and support of the Small Business Programs.

Rotational Excellence Program
The DON OSBP’s Rotational Excellence Program (REP) provides developmental opportunities for military and civilian government employees. Rotation assignments are temporary and can vary in duration and participants return to their home command at the end of the assignment. Rotational assignments offer the participant an opportunity to gain a broader perspective of the DON’s Small Business Program, insight into small business contributions to the defense industrial base, the DON’s mission, the workings of the legislative process, and enhanced communication skills.

For more information on the REP program and how to apply, contact the DON OSBP via e mail at small_business@navy.mil or your Command’s OSBP Associate Director.
DON OSBP Website: www.SmallBusiness.Navy.mil
Utilize the website to learn more about the DON OSBP program, view Frequently Asked Questions, and access the links to Navy and Marine Corps Buying Commands, information regarding DON Small Business spend, upcoming events, and resources for doing business with the DON.

DON SBIR/STTR Website: www.navysbir.com
Access the DON SBIR/STTR webpage for program information and eligibility requirements, Broad Agency Announcement schedules and research topics, Frequently Asked Questions, points of contact, and SBIR/STTR resources.
Follow the DON OSBP and SBIR/STTR to Stay Connected

DON OSBP Facebook Page: www.facebook.com/NAVYOSBP
Follow us on Facebook to obtain up to date Defense Industry information, Navy and Marine Corps outreach events, informational videos, and participate in Facebook Live events.

DON OSBP YouTube Channel: www.youtube.com/channel/UCulftV56j4jspSLAvPe_XqQ
Twitter: @DON_OSBP
Stay connected via YouTube and Twitter for announcements, watch tutorials, interviews, events, and get live updates from the DON.

DON OSBP FY 17 Year in Review In Photos

DON OSBP @DON_OSBP · May 24
We’re live now over on Facebook with Mr. Smith discussing Phase II in the SBIR/STTR program m.facebook.com/NAVYOSBP/