As stated in the National Defense Strategy, “The Department’s technological advantage depends on a healthy and secure national security innovation base that includes both traditional and nontraditional defense partners.” Small businesses are a critical team member and a key catalyst to accelerate innovation. The Department of the Navy’s (DON) Office of Small Business Programs (OSBP) is leading the charge to maximize opportunities for small businesses to participate as prime and subcontractors in support of the Navy and Marine Corps. Utilizing small businesses capabilities should be a preferred choice. “Small Business - The First Option” is the very essence of everything we do as acquisition professionals to maximize the advantage, agility, innovation, and responsiveness that small businesses bring to the warfighter.

The DON Small Business Enterprise Strategic Framework, established in Fiscal Year (FY) 2017, continues to be a roadmap to enhance the DON's culture of small business inclusiveness. Our FY19/FY20 Strategic Plan capture our three focus areas, Ensure Professional Workforce Development, Strengthen Partnerships in the Acquisition Process, and Optimize Communications, continue to guide our daily actions. DON Small Business Professionals (SBP) have strengthened partnerships in the acquisition process and the DON’s Deputy Program Managers have fully embraced their duties as Small Business Advocates for their programs. Navy and Marine Corps buying commands and Program Executive Offices will post their FY20 Small Business Strategies on a public facing website.

The DON OSBP continues to optimize communications by continuing its social media presence with Facebook Live, Twitter, and a dedicated YouTube Channel. Small businesses and non-traditional suppliers interested in working with the Navy and Marine Corps can stay connected with real time information, engage with key stakeholders during Facebook Live Industry Talks, and access helpful resources.
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.

**STRATEGIC THEMES AND FOCUS AREAS**

- **PEOPLE**
  - Ensure Professional Workforce Development

- **PROCESSES**
  - Strengthen Partnerships in the Acquisition Process

- **CAPABILITIES**
  - Optimize Communications

**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
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.

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.

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 lifelong 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

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

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

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

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 DON Buying Commands and website information. Supplemental information can be found at the DON OSBP website: http://secnav.navy.mil/smallbusiness
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 charts below are reflective of the FY 2018 small business percentage of DON awards within each DOD portfolio group.

**Small Business Prime Awards by Portfolio Group (FY 18)**

- Knowledge Based Services
- Facility Related Services
- Equipment Related Services
- Research and Development
- Electronic & Communication Services
- Electronic & Communication Equipment
- Construction Services
- Sustainment S&E
- Transportation Services
- Medical Services
- Facilities S&E
- Other

**FY 18 By The Numbers**

- $5.8B Awarded to SDB Primes
- $15.4B Awarded to SB Primes
- $2.4B Awarded to WOSB Primes
- $1.2B Awarded to HUBZone Primes
- $2.4B Awarded to SDVOSB Primes
- 200+ 2019 * Navy Gold Coast Attendees
- 488 Outreach Events
- Deputy PM’s are SB Advocates
- 145 PHASE I1 SBIR Contracts awarded ($508M)

* Indicates FY19 attendance
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).

www.secnv.navy.mil/small business
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
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 SBPs 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
TheDON 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 smallbizideas@navy.mil or your Command’s Small Business Director.
DON OSBP Website: https://secnav.navy.mil/smallbusiness
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.

“Search What the DON Buys”
A new feature added to the website allows public users the ability to research contract awards and provides transparency in the DON’s support of the warfighter. This tool is based on historical and publicly available data sourced via FPDS-NG. This useful information provides users a three-year average of prime contract awards by Contracting Office/Major Command, NAICS, and PoP based on user specified drill-down filters. Be sure to check back quarterly for new updates.
Participate Live with DON Leadership, Small Business Professionals, and Industry Discussions

Topics Include:
DON Small Business Utilization
SBIR/STTR
Being Procurement Ready
Market Research
Acquisition Integrity
Other Transaction Authority
Stay Tuned for Future Topics

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: Search “DON OSBP”
Twitter: @DON_OSBP
LinkedIn: www.linkedin.com/showcase/deptofnavysmallbusiness

SMALL BUSINESS—THE FIRST OPTION
Follow the DON OSBP and SBIR/STTR to Stay Connected

NEW FEATURES ALLOWED PUBLIC USERS TO RESEARCH CONTRACT AWARDS AND PROVIDE TRANSPARENCY IN THE DON'S SUPPORT OF THE WARFIGHTER. THIS TOOL IS BASED ON HISTORICAL YEAR AVERAGE OF PRIME CONTRACT AWARDS BY CONTRACTING OFFICE/Major command, NAICS, AND DOWN FILTERS. BE SURE TO CHECK IN THE FUTURE FOR ADDITIONAL INFORMATIVE CONTENT AND UPDATES.