

SMALL BUSINESS ENTERPRISE

DEPARTMENT OF THE NAVY OFFICE OF SMALL BUSINESS PROGRAMS



FY 2020-2021 OPERATIONS PLAN



SMALL BUSINESS — THE FIRST OPTION



MR. JIMMY D. SMITH, DIRECTOR

Department of the Navy (DON)

Office of Small Business Programs (OSBP)



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.

DON Small Business Enterprise Strategic Framework, established in Fiscal Year (FY) 2017, continues to be a roadmap to enhance DON's culture of small business inclusiveness. Our FY 2020-2021 Operations Plan captures our three focus areas, Ensure Professional Workforce Development, Strengthen Partnerships in the Acquisition Process, and Optimize Communications, which continue to guide our daily actions. DON Small Business Professionals (SBP) have strengthened partnerships in the acquisition process and 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.

DON OSBP optimizes communications by continuing its social media presence with Facebook Live, LinkedIn, 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.



Office of Small Business Programs

DON Small Business Enterprise is comprised of cross-functional acquisition workforce that utilizes defense focused business acumen to identify, integrate and advocate for the added value of small business, innovative business startups and non-traditional suppliers.

Small Business Enterprise Strategic Framework

- Vision:** Change and enhance a culture of small business inclusiveness across the DON.
- Mission:** Foster acquisition opportunities where small businesses can best support warfighters and their families through policy, advocacy, counseling and training.
- Strategy:** Promote a DON-wide culture that leverages small businesses as a strategic advantage.

DON OSBP website: <https://secnav.navy.mil/smallbusiness>



MR. ROBERT SMITH , DIRECTOR

Small Business Innovation Research (SBIR)/ Small Business Technology Transfer (STTR)



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. In FY20, DON will aggressively pilot efforts leveraging program strengths to make it even simpler, faster, and more impactful. Over FY 2020-2021, we plan to invest nearly \$450 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.



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.

Learn more about the three-phased SBIR/STTR Programs, eligibility requirements, broad agency announcement, schedules, research topics, frequently asked questions and points of contact.

DON SBIR/STTR website: <https://www.navysbir.com>



DOING BUSINESS WITH THE DON

Want to do business with DON? Below are ten steps to help you get started. More detailed explanations can be found at:

<https://www.secnav.navy.mil/smallbusiness/pages/doing-business.aspx>



Identify your product or service.



Obtain a Unique Entity Identifier (UEI). Request the UEI and register your entity to do business with the U.S. Government at SAM.gov. This number will replace the Data Universal Numbering System (DUNS) Number, which will remain for historical purposes only. A Commercial and Government Entity (CAGE) Code will be assigned at SAM.gov.



Register in the Small Business Administration (SBA) Dynamic Small Business Search system and investigate other SBA resources and small business programs.



Familiarize yourself with Federal, Department of Defense (DoD), and Navy contracting procedures.



Identify the Navy and Marine Corps contracting activity that purchases your product or service and contact the Small Business Specialist on-site. Visit the "Search what the DON Buys" feature on the DON OSBP Website.



Identify current and future Navy and Marine Corps procurement opportunities (Review the Long Range Acquisition Forecasts).



Investigate Federal Supply Schedule contract (<https://www.gsa.gov/buying-selling/purchasing-programs/gsa-schedules>)



Investigate other DoD programs including Mentor-Protégé, Public-Private Talent Exchange, etc..



Explore subcontracting opportunities. These can be found at the Federal Procurement Data System-Next Generation (<https://www.FPDS-NG.gov>).



Seek additional assistance as needed in DoD and DON marketplace.

SMALL BUSINESS AND SOCIO-ECONOMIC PROGRAMS



Small Business and Socio-economic Programs

Women-Owned Small Business Program (WOSB)/ Economically disadvantaged Women-Owned Small Businesses (EDWOSB)

The Small Business Act implemented procedures to help ensure a level playing field on which WOSBs can compete for Federal contracting opportunities. Further restrictions exist for EDWOSB.

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.

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.

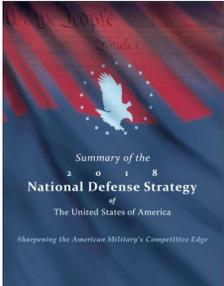
Historically Underutilized Business Zone Small Business Program (HUBZone)

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.

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

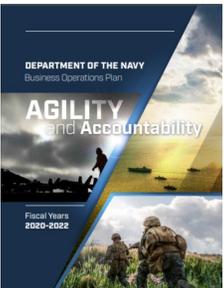
DEPARTMENT OF THE NAVY (DON) OFFICE STRATEGIC

DON



National Defense Strategy Lines of Effort

Rebuild military readiness as we rebuild a more lethal force



DON Business Operations Plan

- Restore military readiness to build a more lethal force
- Lay foundation for future readiness through recapitalization, innovation and modernization
- Enhance IT & Cybersecurity capabilities
- Ensure the best Intelligence, Counterintelligence & Security support for DoD Operations
- Implement initiatives to recruit & retain the best total force to bolster capabilities & readiness



DON OSBP Objectives

DON OSBP Initiatives

- Enable innovation and
- Attract and enable small

- Enhance workforce education and development
- Address small business cybersecurity challenges
- Small business professional as acquisition professionals
- Encourage the utilization of a variety of products and services from small businesses to capitalize the best products in the market
- Encourage the use of programs that stimulate technological innovation
- Improve visibility of small business data within the DON and to industry

Every Person



SMALL BUSINESS

OFFICE OF SMALL BUSINESS PROGRAMS (OSBP) ALIGNMENT



OSBP

FOCUS AREAS

<p>Strengthen alliances as we attract new partners</p>	<p>Reform Department's business practices for greater performance and affordability</p>
<ul style="list-style-type: none"> • Reform the Security Cooperation Enterprise • Implement a more strategic, coordinated approach to security cooperation • Develop departmental policies to prioritize and synchronize engagement • Ensure consistency of Department's security cooperation efforts with the NDS 	<ul style="list-style-type: none"> • Improve and strengthen business operations through a move to DoD-Enterprise or Shared Services; Reduce administrative & regulatory burden • Optimize organizational structures • Undergo an audit, & Improve the quality of budgetary & financial information that is most valuable in managing the DoD

**Commercialization of technologies to support the National Defense Strategy
Small businesses to address manufacturing and defense industrial base challenges**

<ul style="list-style-type: none"> • Improve outreach and communications • Utilize Procurement Technical Assistance Center's to enable and promote coordinated outreach efforts • Improve collaboration with socio-economic interest groups • Engage with Heads of Contracting Activities and Program Executive Officers to ensure small business strategies include measurable performance objectives • Execute a strategic communications plan to engage all stakeholders • Monitor prime contractor's subcontract reporting and compliance and ensure subcontract performance is captured accordingly in CPARS 	<ul style="list-style-type: none"> • Maximize use of existing programs and authorities • Conduct industry surveys to determine areas of success and improvement • Utilize tools, technologies and data to enhance market research for the acquisition workforce • Host socio-economic centered "Blitz" Days • Execute the Mentor-Protégé Program • Create and implement guidance/training to correct system deficiencies identified during Procurement Performance and Surveillance Reviews
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Every Day

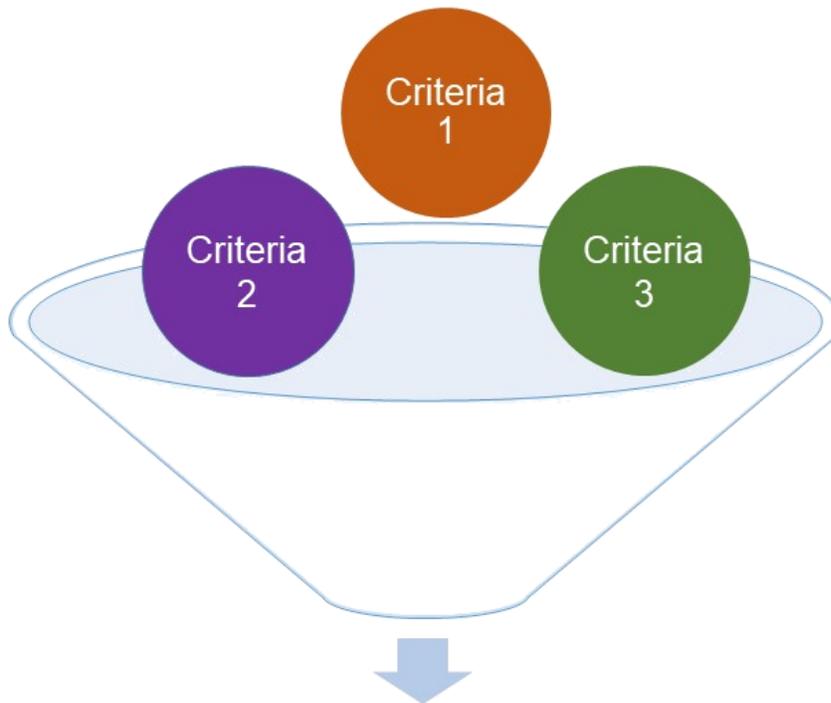


Every Dollar

THE FIRST OPTION



SMALL BUSINESS STRATEGY ALIGNED METRICS



National Defense Authorization Act Section 851 Statutory Requirements to DoD/Small Business Strategy

Criteria	Measure of Success
Criteria 1: The creation and implementation of a unified management structure across the DoD's small business workforce.	• Assessing and aligning priorities across DoD's stakeholders
	• Providing broad, consistent policy direction
	• Developing DoD's small business workforce
	• Identifying opportunities for overall enhancement
	• Harnessing the tools of the federal interagency and at the state and government levels
Criteria 2: Ensuring that the Department's small business activities align with the 2018 National Defense Strategy (NDS) and other guiding documents.	• Workforce education and development
	• Maximize the use of existing programs and authorities (innovation and commercialization and manufacturing and sustainment)
Criteria 3: Strengthening DoD's ability to support the warfighter through supporting small businesses.	• Engaging on policy and process
	• Utilizing tools, technologies and data
	• Improve outreach and communications
	• Address small business cybersecurity challenges

DEVELOPMENTAL PROGRAMS



DON OSBP participates in programs that develop small businesses to ensure they gain knowledge and experience in the Navy and Marine Corps marketplace.

These initiatives enhance the small businesses' skills and helps to grow the industrial base.

Public-Private Talent Exchange Program	Mentor-Protégé Program
<p>The DON participates in the Public-Private Talent Exchange Program (PPTE). This program hosts a six month acquisition exchange between DoD and private sector participants to gain a better understanding between each's business operations and to share innovative best practices. The PPTE policy was published on July 19, 2018. The Implementation Plan was released via DCPAS Message 20180831, dated July 24, 2018 and can found at https://www.cpms.osd.mil/Subpage/Services. For more information on the PPTE, go to https://www.hci.mil/PPTE.html.</p>	<p>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).</p>

NOTES



MAJOR BUYING COMMANDS AND RESOURCES

Small Business Professionals are located in HQ of the DON's ten major buying Commands and DON OSBP. Below are the points of contact and their websites.

Supplemental information can be found at:
<https://secnav.navy.mil/smallbusiness>



HQ Marine Corps I&L
 Mr. Carlton Hagans
 (703) 604-3656
 carlton.hagans@usmc.mil
<https://www.iandl.marines.mil/Divisions/Small-Business-Programs-LK/>



NAVSEA
 Ms. Anne Bannister
 (202)781-2061
 Patricia.Bannister@navy.mil
<https://www.navsea.navy.mil/Business-Partnerships/Small-Business-Office/>



MCSC
 Mr. Kyle Beagle
 (703) 432-3946
<https://www.marcorsyscom.marines.mil/Command-Staff/Office-Of-Small-Business-Programs-OSBP/>



NAVSUP
 Mr. Chris Espenshade
 (717)605-1663
https://www.navsup.navy.mil/public/navsup/business_opps/



MSC
 Ms. Leah Baker
 (757) 443-2717
<https://www.sealiftcommand.com>



NAVWAR
 Mr. Daniel Deconzo
 (858) 537-0305
<https://www.public.navy.mil/navwar/Pages/SmallBusiness.aspx>



NAVAIR
 Mr. Shelby Butler
 (301) 757-9044
<https://www.navair.navy.mil/osbp>



ONR
 Ms. Brenda Pickett
 (703) 696-2607
<https://www.onr.navy.mil/en/work-with-us/small-business>



NAVFAC
 Ms. Bianca Henderson
 (202) 685-9129
https://www.navfac.navy.mil/products_and_services/sb.html



SSP
 Ms. Marita Thompson
 (202) 433-7857
<https://www.ssp.navy.mil/business/opportunities.html>

Want to learn more about DoD small business industry and acquisition standards?
 Below are some resources to assist:

DoD OSBP

<https://business.defense.gov/>

Defense Acquisition University's Industry Support:

<https://www.dau.edu/industry-support/p/doing-business-with-the-department-of-defense>

MITRE's Acquisition in the Digital Age:

<https://aida.mitre.org/>

STAY CONNECTED WITH DON OSBP AND SBIR/STTR



“Search What the DON Buys”

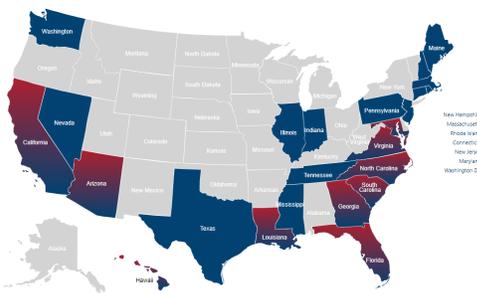
A feature on the website allows public users the ability to research contract awards and provides transparency in DON's support of the warfighter. This tool is based on historical and publicly available data sourced via FPDS-NG. This useful information provides users a three-year average of prime contract awards by Contracting Office/Major Command, NAICS, and PoP based on user specified drill-down filters.

Message from the Director Find Your Small Business Professional Doing Business with the DON



The Department of the Navy (DON) Office of Small Business Programs (OSBP) prides itself on providing the highest quality of resources and information to small businesses.

How to find your Small Business Professional



1. Go to DON OSBP Website to find your SB Professional. <https://secnav.navy.mil/smallbusiness/Pages/default.aspx>
2. Click on “CONTINUE READING” below the map.
3. Select the state or territory you are interested in obtaining the Small Business Professional contact information or select a Small Business Professional by agency at the bottom of the page.

Utilize the website to learn more about DON OSBP and other information, view Frequently Asked Questions, access links to Navy and Marine Corps Buying Commands, obtain information regarding DON Small Business spend, view upcoming events and locate resources for doing business with DON.

Connect with us on social media!



Facebook.com/NAVYOSBP

Join us on Facebook LIVE for special talks. We cover a variety of topics so that we can answer your questions real time. Past topics can be found on our YouTube channel.



@DON_OSBP | @DONSBIR

Topics include:

- SeaPort-NxG
- How to Conduct Business with the Navy & Marine Corps
- The Rule Making Process & Government Industry Communications
- DON Small Business Utilization
- SBIR/STTR Introduction
- Being Procurement Ready
- Other Transaction Authority



Search DON OSBP or DONSBIR

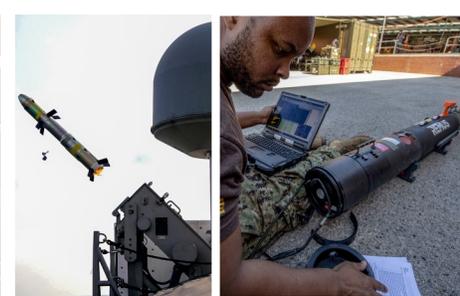


DON Office of Small Business Programs Channel



Facebook.com/NAVYOSBP

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