

# Commercial Solutions Opening (CSO) Solicitation

## AFWERX Hub

### 1 General Information.

#### 1.1 Background.

**1.1.1** This is a procurement action using the commercial solutions opening (CSO) procedure in accordance with section 880 of the 2017 National Defense Authorization Act and is subject to the limitations outlined in the General Services Acquisition Manual (GSAM) Part 571 and associated GSA Procurement Innovation Resource Center (PIRC) CSO Guide. This solicitation is part of the GSA PIRC CSO pilot program and is being used to competitively procure with the CSO procedure innovative commercial items, technologies, and services currently in the production/commercialization phase as well as new adaptations of existing commercial products.

**1.1.2** GSA has developed this pilot program to be implemented outside the normal Federal Acquisition Regulations requirements to engage traditional and non-traditional Government contractors, including start-up companies. This pilot program is intended to promote competition in accordance with the Competition in Contracting Act with a streamlined approach to address specific needs for innovative commercial items. This pilot program offers a range of advantages to open up the field of competition so that the Government and taxpayers benefit from a large pool of solutions at a better cost and performance, including:

- Streamlined solicitation requiring only minimal corporate and technical information;
- Fast track vendor selection timelines;
- Simplified contract administration procedures and requirements; and
- Preference for the vendor retaining core intellectual property.

The maximum value of any contract award resulting from this competitive solicitation shall not exceed \$10 million for the period of performance of the resulting award.

**1.2 NAICS.** The North American Industry Classification System (NAICS) code for this announcement is NAICS 541990 -- All Other Professional, Scientific, and Technical Services.

### 2 Project Description.

[AFWERX](#) is seeking world class facilitation, state of the art prototyping, and signature branding and collaboration services in support of its flagship innovation hub. The successful offeror will be able to create, refine, and execute processes and procedures, operate and maintain a prototyping environment, and establish and expand collaborative partnerships (e.g., academia, industry, small businesses) necessary for AFWERX to innovate and accelerate the delivery of creative, new capabilities to the Air Force.

The [AFWERX flagship innovation hub](#) is a collaborative, “open to the public,” environment that supports and responds to the AFWERX mission. AFWERX capabilities serve as catalysts to innovate, integrate, and implement creative and disruptive technology options derived from mutually beneficial relationships with industry, academia, and non-traditional contributors to create transformative opportunities for the Air Force, including fostering agile and non-traditional acquisitions. To accomplish this mission, AFWERX fosters a culture of innovation in Airmen, connects diverse, innovative members from traditional and non-traditional communities, and creates technology, process, and policy options for the Air Force, primarily within six to 18 month time frames, with flexibility to explore other time frames and opportunities. Click [here](#) to learn more.

## **2.1 Project Objectives.**

The Government is seeking solutions with the following desired capabilities and characteristics:

- A. Provide a world class innovation environment through premium facilitation services for innovation ideation workshops and larger multi-day collaboration events, all within the [AFWERX flagship hub](#) (provided as Government Furnished Property (GFP)).
- B. Implement a leading edge web-based tool and methods for crowd-sourcing innovative ideas and solutions to solve Air Force problems.
- C. Perform management of a state-of-the-art on-site maker-space (e.g., additive manufacturing, robotics, software development) with prototyping (design and fabrication) capabilities:
- D. Provide AFWERX-wide signature branding, marketing, and messaging services, from content curation to public affairs support.

- E. Build brand loyalty and legacy through ad hoc public interaction services, such as creating STEM events, representing the AFWERX mission at events, and hosting hub tours.
- F. Provide consumer insights and customer satisfaction metrics that will guide strategy.

### **3 Solution Brief Submission Requirements.**

#### **3.1 Submission Requirements.**

Written solution briefs as described in 3.2 must be sent via email submission by 11:00AM Eastern Time on July 15, 2019 to [matthew.healey@gsa.gov](mailto:matthew.healey@gsa.gov) and [ozichi.aguwa@gsa.gov](mailto:ozichi.aguwa@gsa.gov), with subject line stating: *AFWERX Hub Solution Brief*.

**Solution briefs received after the specified due date and time will not be evaluated by the Government.**

Oral presentations or other written information may be requested to supplement the written solution brief before potential award. Any oral presentations requested will be coordinated directly with the offeror and may be conducted by video conference or in-person.

For planning purposes only, it is anticipated that oral presentations will occur by video conference during the week of August 5, 2019.

#### **3.2 Written Solution Brief Requirements.**

##### **3.2.1 Content of Solution Brief.**

The written solution brief shall be less than or equal to five pages or, if a presentation, less than or equal to 10 slides. **Any pages or slides submitted beyond this limitation will be removed and not evaluated.** The written solution brief shall include and or address the following:

1. Title Page
  - At a minimum, please include the company name, solution name, solicitation number, date of submission, point of contact name, email address, phone number, and company address. This page will not count towards the page/slide limitation.
2. Solution Concept
  - Describe your service/solution and its potential relevance to the project description outlined in Section 2.
  - Address the potential of the service/solution meeting the project objectives in Section 2.

- Describe ways in which the solution represents world class services and pushes the state-of-the-art in its respective industry/category.
- Provide your commercial price list, or a link to published catalog pricing, as applicable, for the units/items/offerings that might be included in a possible solution.

### 3. Company Viability

- Describe your customer base and provide some examples of past contracts or sales of this service/solution from within the last five years.
- Describe your company – e.g. How old is it? Where is it located and headquartered (e.g. multiple locations, sales in the U.S. and other countries)? Number of employees?
- Describe the management team – e.g. Who are they? What is their background and history (e.g. previous startups, etc.)?
- Include other relevant corporate information, as applicable.

#### 3.2.2 Proprietary Markings.

Offerors must mark any pages of written solution brief that contain business plans, technical information, pricing or other business sensitive information as proprietary information, which the Government agrees to safeguard. To ensure that sensitive data is appropriately marked by the offeror, include the following sentences on the title page: “This solution brief includes data that shall not be disclosed outside the Government, except to non-Government personnel for evaluation purposes, and shall not be duplicated, used, or disclosed -- in whole or in part -- for any purpose other than to evaluate this submission. If, however, an agreement is awarded to this offeror as a result of -- or in connection with -- the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent agreed upon by both parties in the resulting agreement. The data subject to this restriction are contained in sheets [insert numbers or other identification of sheets].”

Each restricted data sheet must be marked as follows: “Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this solution brief.”

## 4 Evaluation of Solution Briefs.

### 4.1 General.

Both the written solution brief and oral presentation, if applicable, will be evaluated against the solicitation criteria. Each solution brief submitted may be evaluated against the evaluation criteria separately and need not be evaluated against other solution briefs. More than one solution brief may be accepted. The Government reserves the

right to request oral presentations, product demonstrations, or additional written information, if applicable, from one or more offerors.

#### **4.2 Evaluation Criteria.**

The following evaluation criteria shall be used to evaluate the written solution brief and oral presentation, if applicable. The evaluation criteria are listed below in order of precedence. If a solution brief does not meet the first evaluation criterion, the solution brief will not be further considered for award.

The first three criteria will be used to evaluate the written solution brief:

- **Criterion I: Responsiveness/Relevance of the solution to the project**
  - The solution brief is responsive to the requirements of the solicitation.
  - The offeror is headquartered in the U.S. and the proposed service is relevant to the description and objectives in Section 2 of the solicitation.
- **Criterion II: Transition Approach of the proposed solution into the technical environment**
  - The proposed solution can feasibly transition current projects and planning activities within two months of award. More specifically, the successful offeror must be able to:
    - Meet in-person with the current AFWERX flagship hub project team leaders and stakeholders, and develop transition plans to continue current AFWERX flagship hub projects, and
    - Meet with AFWERX leadership and stakeholders to discuss and develop plans for current and emerging projects.
- **Criterion III: Offeror's Capabilities and Related Experience**
  - The offeror clearly addresses prior global corporate innovation incubation/acceleration branding experience, crowd-sourcing solution concepts from internal corporate and external contributors, facilitating the development of prototypes/minimum viable products derived from those concepts, and integrating data to guide the development process.
  - The offeror demonstrates prior successes with developing prototypes/minimum viable products for in-field testing.

An additional fourth criterion will be used to evaluate the oral presentations, if applicable:

- **Criterion IV: Technical Merit**

- **The solution's technical merit with respect to the following areas:**
  - Ability to provide a world class environment for innovation through premium facilitation services:
    - Proven track record of access to a large, diverse network of innovative individuals and organizations (e.g., industry, academia, and non-traditional contributors) who possess the ability to provide technology insights and solutions to the Air Force.
    - Proven experience designing, implementing, and facilitating innovation events.
    - Proven ability to use crowdsourcing tools and customer relationship management protocols to establish processes for, and achieve successful results from, responding to in-field requests for prototypes/minimum viable products.
    - Proven track record of selecting relevant collaborators and companies likely to succeed in a given topic area/market.
    - Proven experience using industry best-in-class selection protocols and subject matter experts to aid facilitation.
    - Proven experience facilitating innovation efforts, resulting in the use of the ideas generated by military organizations.
    - Proven availability and adequacy of resources, such as facilitators, staff support, and networking capabilities.
    - Proven experience building collaborative working relationships within the military, academic, industrial, and private investment communities, and attracting high-caliber technology and innovation subject matter experts as project participants.
  - Ability to manage a state-of-the-art maker-space (e.g., additive manufacturing, robotics, software development) with prototyping (design and fabrication) capabilities.
    - Proven experience managing activities across a variety of domains (e.g., space, air, land, sea, sub-surface) and products/services.
  - Ability to provide enterprise level signature branding, marketing, and messaging services.
    - Proven track record curating and managing premium content across multiple online media sources.
  - Ability to build brand loyalty and legacy through ad hoc public interaction services.
    - Proven experience engaging across academia, investment groups, industry, the military, and non-traditional creative and innovative groups, conveying a corporate message/agenda.
  - Ability to provide consumer insights and customer satisfaction metrics.

- Proven experience providing post project analytics to inform program strategy development.

#### **4.3 Evaluation Panel.**

An evaluation panel will be used to evaluate the solution briefs and oral presentations, if applicable, submitted in response to this solicitation. The evaluation panel will consist of U.S. Government employees.

#### **4.4 Solution Brief Evaluation and Notification to Offerors.**

Solution briefs will be evaluated in accordance with the evaluation criteria. After evaluating the offeror's written solution briefs, GSA will notify the offeror whether their solution brief is being considered for award and a proposal can be submitted, an oral presentation or other supplemental information is requested to supplement the written solution brief, or their solution brief was not selected for award. Offerors not selected for an award may request, within 5 calendar days of notification of non-selection, feedback regarding the technical review findings of their submitted solution brief.

#### **4.5 Protests To GSA.**

An offeror may file a protest to the agency in accordance with the procedures in GSAM 533.103.

### **5 Proposal Submission.**

#### **5.1 General.**

Upon conclusion of the evaluation of the written solution briefs and/or oral presentations (if applicable) in accordance with Section 4, the Government may invite one or more offerors to develop and submit a proposal in accordance with this Section 5. Offerors may discuss ideas and details of the proposal with the Government prior to submission. Each proposal submitted may consist of two parts:

- Part 1: Technical Proposal Solution
- Part 2: Price Information

The cost of preparing proposals in response to this request is not considered a direct charge to any resulting CSO award or any other contract. Proposal preparation costs are not recoverable.

#### **5.2 Technical Proposal Solution.**

The offeror must submit a technical proposal solution as part of their final proposal that identifies the work to be performed and the deliverables. Provide a detailed project schedule that outlines the various phases of work to be accomplished within

the proposed period of performance. The offeror will be provided a CSO Proposal Solution Template, which may include the following sections:

- Section 1 - Background
- Section 2 - Technical Requirements
- Section 3 - Delivery Schedule
- Section 4 - Milestone Payment Schedule
- Section 5 - Period of Performance
- Section 6 - Place of Performance
- Section 7 - Government Furnished Equipment
- Section 8 - Security

The technical proposal solution must describe the background and objectives of the proposed work. Include the nature and extent of the anticipated results. Discuss any risks and proposed mitigation strategy to address the risks. Include ancillary and operational issues such as partnerships, protocols, financing, and non-standard business methodologies to be used. Identify the type of support, if any, the offeror requests of the Government in general such as facilities, equipment, data, and information or materials. A milestone schedule shall be included which clearly indicates the completion of the priced tasks and/or priced deliverables that are required to meet each of the milestones.

Please Note: The proposals must identify any proprietary information or associated intellectual property. The proposal should discuss data rights associated with each item.

### **5.3 Price Information.**

The offeror must submit the total price to complete the project and shall provide any other data or supporting information that the Government deems necessary for the determination of a fair and reasonable price. For Firm-Fixed-Price agreements, the milestone schedule identified in the proposal solution will serve as a payment schedule for any subsequent award.

### **5.4 Notification to Offeror.**

GSA will notify the offeror whether their proposal has been accepted for award, further negotiation is requested, or the proposal is not accepted for award. The Government reserves the right to make multiple awards under this solicitation.

**Sections 6 and 7, GSA CSO Terms and Conditions, are contained in a separate attachment located at: <https://fedsim.gsa.gov/CSOsolutions.html>**