

Commercial Solutions Opening (CSO) Solicitation

US Marine Corps (USMC) Marine Maker

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.

The USMC's Marine Maker Initiative is seeking an innovative workforce development solution centered on digital design and manufacturing technologies. The successful offeror's solution will establish makerspaces at several USMC installations, furnish those locations with equipment, and provide training to uniformed Marines and Government civilians in United States and overseas locations. A makerspace is a community-operated workspace where people with common interests, such as computers, machining, technology, science, digital art, or electronic art, can meet, socialize and collaborate. This effort supports the Secretary of the Navy's 2015 Implementation Plan for Additive Manufacturing: a call to harness the collective energy of the Marines and the Government civilian workforce to provide hands-on prototyping, improve the use of advanced manufacturing, implement team innovation training, and champion creative problem solving. The Marine Maker Initiative builds off the global maker movement in areas such as digital design, 3D printing, 3D scanning, electronics building, computer coding, metal working, laser cutting, and digital milling.

2.1 Project Objectives.

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

- A. Design layouts for state-of-the-art on-site and mobile (i.e., containerized) maker-spaces for prototyping (design and fabrication), and deliver commercial off the shelf (COTS) equipment and its associated software (e.g., additive manufacturing, robotics) to the Government.
- B. Provide maker curriculum development and training facilitation services at U.S. and overseas (e.g., Al Jaber, Kuwait and Okinawa, Japan) Government furnished properties and/or non-Government furnished makerspaces, if approved by the Government.
- C. Provide maker space collaboration services to support physical and digital Marine Maker Initiative projects and events (e.g., design sprints, workshops). A design sprint is a time-constrained, multi-phase process that uses design thinking with the aim of reducing the risk when bringing a new product, service or a feature to the market.

3 Solution Brief Submission Requirements.

3.1 Submission Requirements.

Written solution briefs as described in 3.2 must be sent via email by 11:00AM Eastern Time on July 15, 2019 to matthew.healey@gsa.gov and vi.duong@gsa.gov, with the subject line: *Marine Maker 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 July 29, 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, and point of contact's 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 establish and equip maker spaces and design and facilitate associated training curricula within the requirements levied by the Government.
 - The proposed solution adequately addresses how the offeror will deliver mobile maker spaces to and provide training at overseas locations.
- **Criterion III: Offeror's Capabilities and Related Experience**
 - The offeror clearly addresses prior maker and training experience and capability to deploy solutions worldwide.

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 develop and facilitate various training curricula to support continuous year-round cohorts of 5-20 uniformed service members and Government civilians and to conduct training at Government furnished maker spaces on U.S. or overseas (e.g., Al Jaber, Kuwait and Okinawa, Japan) USMC installations, and/or non-Government furnished makerspaces if approved by the Government, within the requirements levied by the Government.
 - Ability to design layouts for state-of-the-art on-site maker-spaces for prototyping (design and fabrication) and deliver equipment (e.g., additive manufacturing, robotics, and software development) via managed services for ownership by the Government, within the requirements levied by the Government.
 - Ability to provide maker space collaboration services, within the requirements levied by the Government.

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>