**Engaging Startups**

**Quote:**

[N/A]

**Intro:**

Agencies seeking more impactful and cost-effective ways to deliver on their missions for the American people can increase both the talent and the resource pool available to them by looking beyond the usual suspects. By adopting strategies that accelerate partnership and procurement with innovative startups and small businesses, agencies can harness their innovative energy and source new solutions from these entrepreneurial firms.

**Why:**

Startups can provide alternatively designed, priced, or produced technologies than those offered by traditional providers. The general public also benefits from Federal efforts to de-risk new, cutting-edge technologies from startups for widespread adoption in the private sector. By serving as an early customer for new firms with breakthrough technologies, the government can use its buying power to catalyze new innovations that broadly benefit the American people. [Ansari, S., Krieger, B., and Siboni, R., “Buying What Works Memo,” Unpublished, August 25, 2016; “[A Strategy for American Innovation](https://www.whitehouse.gov/sites/default/files/strategy_for_american_innovation_october_2015.pdf),” Economic Council and Office of Science and Technology Policy, October 2015.]

**How:**

In recent years, several agencies have created award vehicles and pilot programs in order to better interact and purchase from startups. These mechanisms have demonstrated that simple techniques, including the creative use of broad agency authorities such as the Other Transaction Authority (OTA), policies tailored to specific offices (for example, use of the IT Schedule 70 Startup Springboard Initiative, run by the U.S. General Services Administration), and delegation to bottom management structures such as the Defense Advanced Research Projects Agency’s (DARPA's) use of a prime contractor, can increase government procurement from startups. [Ansari, S., Krieger, B., and Siboni, R., “Buying What Works Memo,” Unpublished, August 25, 2016.] ]

**Case Study:**

**NASA’s Faster, Better, Cheaper missions**: These missions in the 1990s demonstrated that it is possible for a government agency to simultaneously improve the cost, schedule, and performance of advanced technical systems. In many cases, program cost dropped by an order of magnitude while technical capability went up an order of magnitude.

Federal employees can read more: “[Better, Cheaper – Revisited](http://www.dau.mil/pubscats/atl%20docs/mar-apr10/ward_marapr10),” *Defense AT&L*, March 2010.

**Next Steps/Checklist:**

**Relevant Policies:**

**Additional Resources:**