



DEPARTMENT OF THE AIR FORCE  
HEADQUARTERS UNITED STATES AIR FORCE

1/24/2024

PROPOSAL NUMBER: F2D-11434  
TOPIC NUMBER: AFX244-DPCSO1  
COMPANY: **wethink, inc**

Subject: Notice of Selection Status: Air Force (AF) Direct to Phase II Proposal F2D-11434

This letter provides information concerning the subject proposal's outcome as evaluated against the published solicitation criteria. Upon evaluation completion, Phase II proposals are categorized as:

**SELECTABLE:** Proposal is recommended for acceptance if sufficient funding is available.

**NOT SELECTABLE:** Even if sufficient funding is available, the proposal should not be funded.

Once initial categories are determined, final selections are then based on proposed efforts' importance to agency programs and funds availability. **Funding constraints preclude award of the subject proposal**, though it was determined to be Selectable based on technical merit. The Air Force reserves the right to retain the proposal for 180 calendar days. Receipt of further SBIR/STTR funding is not anticipated for additional awards under the subject topic. However, if another AF organization or Department of Defense agency expresses interest in pursuing award, your company will be contacted to confirm continued intent and Cost Volume currency.

Proposal feedback can be found on the following page. The Air Force will provide no additional feedback for this proposal. As of the X22.4/D solicitations, the feedback process is automated and applicant feedback is provided using standardized language for each evaluation criterion. Additional feedback will not be provided.

Your company's interest in Air Force SBIR/STTR Programs is greatly appreciated. If interested, there are/will be other opportunities to compete for Federal SBIR/STTR awards. Visit <https://www.dodsbirsttr.mil/submissions/login> to view current and future DoD and Air Force SBIR/STTR solicitations.

Daniel J. Brewer ("Daniel", He/Him/His)  
Contracting Officer  
Air Force SBIR/STTR  
AFRL/RGK  
AFWERX



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SUBJECT: Department of the Air Force (DAF) SBIR Topic AFX244-DPCSO1 Phase Two Proposal Number F2D-11434 feedback.

All proposals were peer reviewed in accordance with the evaluation criteria stated in the solicitation. While the ratings in this feedback are consistent with the ratings the proposal received as a result of the peer review, it does not reflect specific comments provided during the peer review of this proposal. Instead, all feedback provided to applicants is general feedback that approximately corresponds to the rating for each evaluation criteria. This feedback does not represent a separate evaluation standard, nor does it represent a standard technical evaluation narrative. This document is not itself a selection decision document, nor are any selection decision documents derived from this document.

Criterion Commercialization was rated Good. Feedback: Proposals in this category demonstrated the potential for Government or private sector commercialization and benefits expected to accrue from commercialization well.

The SBC's record of commercializing SBIR or other research, the existence of follow-on commitments for the subject research, or matching funding provided good evidence of commercialization potential.

Proposals in this category could have provided more clear indication of the potential for Government and private sector commercialization and/or a more thorough explanation of the benefits expected to accrue from commercialization. Proposals in this category could have shown more robust evidence of commercialization potential.

Supporting documents were mostly clear and consistent and met all solicitation standards.

Criterion Defense Need was rated Good. Feedback: Proposals in this category provided an excellent demonstration of an appropriate and relevant Defense need. Proposals in this category provided a good account of how they met an Air Force technical area need. The proposal included a complete Air Force Customer Memorandum.

Proposals in this category could have shown more evidence of how they could have appropriately and relevantly fulfilled a technical area need, more clearly identified the technical area need, or better demonstrated the proposed solution as able to meet the technical area need.

Supporting documents were mostly clear and consistent and met all solicitation standards.

Criterion Technical Merit was rated Acceptable. Feedback: Proposals in this category demonstrated acceptable soundness, technical merit, and innovation for the proposed approach. The proposal demonstrated acceptable differentiation of the proposed solution from current customer alternatives, and demonstrated acceptable qualifications for the proposal Principal Investigator/Project Manager, supporting staff, and consultants to execute the proposed approach.

Proposals in this category could have stated more clear and compelling goals and objectives, demonstrated a more logical and complete technical approach aligned with the stated objectives, demonstrated less technical risk, offered a more innovative solution, or included more qualified team members.

***Warfighter Acquisition... Innovation, Excellence, Victory!***

Supporting documents were mostly clear and consistent and met solicitation standards.

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Feedback Authorized by Topic Contracting Officers:  
Daniel Brewer, Carly Lovelace,  
Topic Contracting Officers – AFX244-DPCSO1  
AF SBIR/STTR