



Missile Defense Agency Office of Small Business Programs

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April 2017

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Message from the Director Lee Rosenberg

First, a recent personnel change within the MDA Office of Small Business Programs (OSBP). Laura Anderson, our Outreach Manager was selected for a new job within

the Agency and has transferred to our Targets Program to provide acquisition support. This is obviously a big loss for the MDA OSBP, but Laura's talents will be well used in support of our Targets Program, and this is an excellent opportunity for her to spread her wings and soar to the top in her new acquisition career field. We wish her well in this new assignment and I'm fully confident she'll do a great job there just as she did in our office. Chad Rogers, one of our outstanding support contractors, will be filling in for Laura as Outreach Manager until we hire another person for that Government position.

In this newsletter I'd like to recycle an article I wrote for the January 2011 edition of the newsletter with some minor edits. I think it's just as important a topic today as it was then and it still remains a topic in which I receive many questions. The topic is Organizational Conflict of Interest or OCI. So here goes...

Full disclosure up front: I'm not a lawyer, but I did sleep in a nationally branded hotel one night. How that makes me any kind of an expert in OCI, I have no clue. In fact, I'm not an expert in OCI by any stretch of anyone's imagination. Regardless, I'm going to venture into this murky area and provide my opinion as I see the situation. If you want advice on your specific circumstance, I highly encourage you to contact the cognizant contracting officers for the procurements around which you have questions to get the specific advice you need to make sound business decisions. What I will cover are my impressions

having dealt with OCI issues over the last few years in preparation for and execution of our Missile Defense Engineering and Support Services (MiDAESS) program and our Technical, Engineering, Acquisition and Management (TEAMS) program.

Why the big uproar over OCI? The integrity of the Government's whole procurement process hinges on treating all offerors in a fair and equitable manner. It strives to provide as level a playing field as possible for all those who desire to participate, so that no one entity has an unfair advantage over anyone else. When any one individual or company has access to information that skews this playing field by either gaining information ahead of their competition, by shaping procurement requirements in their favor or by providing advice to the Government that favors their interests, it begins to give them an unfair advantage and destroys the public's confidence in the entire procurement process. Recent changes to law and regulation have forced a more rigorous look at OCI and situations that previously may have been allowable or mitigated are now no longer allowed.

The first thing one learns when dealing with OCI is that it is very unique to the specific circumstances of any given person or company. There are no blanket "one size fits all" solutions. While some things on the margins are very "black and white" such as, if you're assisting the Government in the development of requirements for a system, you can't participate as an offeror in the acquisition of that system; other areas are much murkier with lots of shades of gray involved.

There are basically three types of OCI that you should watch out for:

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TEAMS "Next"

Well, the holidays are over and I hope you were able to celebrate with your family and close friends and enjoy all the holidays bring. Now that the new year is on us, we have to get back to the business of business and the exciting opportunities for Small Businesses (SBs) over the next year.

Most of you remember the Missile Defense Agency Engineering and Support Services (MiDAESS) IDIQ contract we launched several years ago that led to great cost savings to the Agency as well as a performance based mentality for advisory and assistance services. The next generation contract launched which encompassed all 57 MiDAESS task orders and condensed them into the Technical, Engineering, Advisory and Management Support (TEAMS) consisting of 31 separate contracts, 21 of which were small business set asides. This ability to set aside so much of the work for small businesses was a monumental task and was only achievable by extensive market research and by you, the small business, answering the mail and submitting quality responses to our Request for Information (RFI) notices.

So where do we go from here? Well we are planning the next generation of TEAMS and have started the framework for what we are calling "TEAMS Next". Market research will soon be underway to see what capabilities are available from small businesses and what areas they could participate in. One of our jobs in the Office of Small Business Programs (OSBP) is to advocate for SBs and ensure ample opportunities are made available, as long as the capabilities exist. This time we have enlisted the help of the TEAMS government personnel and will be sending their representatives into the field to get a firsthand viewpoint of the capabilities that exist and talk to SBs about what is coming up and see how these businesses can help us fulfill our mission.

There are several ways that you can help us help you, in not just TEAMS Next, but on any acquisition that is coming up.

- 1) Respond to sources sought and RFI notices. This is not just a thing we do, this is a major factor in determining current capabilities, market interest and available expertise.
- 2) Register in our directory at esbie.mda.mil and let us know of your capabilities and interest.
- 3) Schedule a capability briefing with the OSBP Director, Lee Rosenberg.
- 4) Visit us at our outreach events around the country. Our quarterly calendar of events are located on the back of this newsletter and updated regularly on our website.
- 5) Be clear and concise on your marketing material. Include your company name, DUNS number, NAICS Codes and contact information on everything so we can get in touch with you if the need arises.

None of these things alone will win you any contract with any DoD or Government agency, but what it can do is ensure SBs are given the maximum opportunity to provide input into our Agency's acquisitions.

Remember our job in the OSBP is to advocate for the innovation and creativity that small businesses bring to the table. Once the opportunity you are interested is released, it's now your job to WOW us with not just what you do, but the creative ways of HOW you plan on doing it. Answer the mail, get creative and apply that passion that prompted you to start your business to your proposal and help us help the warfighter defend our freedoms and our nation.

Genna Wooten

SBA Launches Certification Website

The Federal Government is the largest buyer of products and services in the US. A visit to the MDA Office of Small Business Programs can help you understand how to do business with the Missile Defense Agency and can help you determine if your business is eligible for one of the following Small Business Administration (SBA) contracting programs: The 8(a) Business Development (BD) Program, The Women-Owned Small Business (WOSB) Federal Contract Program or The Historically Underutilized Business Zone (HUBzone) Program. If you are unable to travel to our office in Huntsville, AL, it may benefit you to know that the SBA has launched a website aimed at simplifying the application process for small businesses seeking to work with the government.

The new certify.sba.gov website presently only accepts electronic completion of certification forms, including third-party certifications, from Women-Owned Small Businesses (WOSBs), but soon will be adding other SBA programs, including 8(a) Business Development and Historically Underutilized Business Zone (HUBZone) programs.

On the website, the "Am I Eligible?" section allows a small business to quickly determine program eligibility by answering simple questions, and checklists help businesses apply to the WOSB, 8(a) Business Development, and HUBZone programs.

Source Articles:

SBA Launches New Website for America's Small Businesses and Entrepreneurs [Source: Small Business Administration, Publication Date: 8/9/2016]

SBA gives stamp of approval to online certification aid [Source: Federal News Radio, Publication Date: 8/9/2016]

Jerrol Sullivan

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1. Unequal access to non-public information. That is, because of the job you are doing you have access to information that is non-public and may very well give you a distinct advantage in any particular acquisition.
2. Biased ground rules. That is, because of your work in shaping the requirements or evaluation factors of any given acquisition, you produce requirements that are skewed to give your company an advantage in subsequent procurements over those that are competing against you.
3. Impaired objectivity. That is, in the job you are doing, you have the ability, through rendering advice and assistance to the Government, to skew the outcomes of that advice favorably towards your business.

What is particularly important to understand regarding OCI is that your intentions may have nothing to do with whether an OCI is created. In fact, most OCIs are not created for nefarious reasons by someone who is intentionally trying to gain an advantage over their competitors. Rather, most OCI situations revolve around an appearance of a conflict and not an actual conflict or a conflict set up to intentionally give one company an advantage over another. Again, when we're dealing with public perception of how taxpayer dollars are spent, perceptions are equally important in maintaining public confidence in the Government's procurement process. Regardless of the type of OCI or whether it is an actual OCI or just gives an appearance of a conflict, getting caught in an OCI situation may create severe problems for a small business.

To make it simple, there are two sides of the fence you can play on: the Government side where you provide advisory and assistance services to the Government to assist it in doing its job, and the Contractor side where you provide products and services that provide solutions to the Government's needs which were developed on the Government side. One side is not better than the other and which side you play on depends largely on your business and what you provide in the way of products or services. The problem comes in when you try and play on both sides of the fence. While it is not impossible to do so, it is becoming difficult to play on both sides, particularly for service providers and the consequences of getting caught up in OCI are more and more costly.

Many of us have recently seen very large businesses divesting themselves of part of their businesses operating on one side of the fence in order to devote their energies to maximizing their business on the other side of the fence. In most instances, small businesses don't have this luxury, yet getting caught in an OCI situation may create a situation where you have to divest some of your business to gain other business. In the "good ole days" it was easy to throw up a "firewall" and go about playing both sides. As mentioned previously, the current OCI landscape has changed appreciably. Some of what used to be "mitigatable" in the past is no longer. The worst situation you could find yourself in, as a small business, is to put a lot of energy and expense into a winning proposal, banking on setting up a firewall to mitigate identified OCI issues, only to find out you can't mitigate the OCI and have to

divest your company of other lucrative business in order to receive the new contract.

So, what's my advice? Stay as "OCI pure" as you can. You have enough to do as a small business in just complying with all the requirements of the process to play in the game of Government contracting. You certainly don't need to be expending all the resources it takes to constantly look over your shoulder and worry that something you are doing on one contract will impact your ability to win or perform on another. Pick one side of the fence where you think your business will generate the most revenue and stick with it. Again, which side of the fence you're on doesn't matter as long as it's the right one for your business. Straddling that fence always brings the risk that you will slip and, well, that is not a pretty sight and can be very painful as well.

As you can see from the above the OCI landscape hasn't changed much from when I first wrote the article. OCI is serious business and something to which you should definitely pay attention. If you have questions about any possible OCIs you may have between your current work and any prospective acquisition you want to pursue, I would recommend contacting the cognizant contracting officers and have the discussion. At MDA, on certain acquisitions, we set up a formal process for doing this wherein you can receive an advisory opinion about your OCI situation based on the information you provide us. I would encourage you to take advantage of this service when it's provided. Regardless of how you approach OCI, pay attention to it. It could save you a lot of problems down the road.

Small Business Administration Learning Center

Are you aware of the free training provided by the Small Business Administration's (SBA) Learning Center? This free training service is provided courtesy of the SBA and offers electronic training in a variety of topics to include financing, Government contracting, managing a business, marketing, and starting a business. There are over 60 classes available on the website. It is important to take advantage of all the services offered by the Small Business Administration including the training offered by the SBA Learning Center. See <https://www.sba.gov/tools/sba-learning-center/search/training> for additional information.

Other tools available for Small Businesses outside of the SBA include the Procurement Technical Assistance Centers (PTAC), the Small Business Development Centers (SBDC), Women's Business Centers (WBC) and a host of other federally funded resources that can help your small business succeed. If you would like a complete list of resources available to you, please see our website at www.mda.mil or email us at outreach@mda.mil

Becky Martin



LEGEND		Anticipated	Draft RFP OR Final RFP	RFP Closed	Awarded	
ALL DATES NO EARLIER THAN:						
Solicitation	Contract Number	TEAMS Schedule Update Valid as of 2/17/2017	Draft RFP	Final RFP	Proposal Due Date	Awarded
HQ0147-16-R-0018		SBSA - Specialty Engineering (Directed Energy, Space, and CTTO)	10/3/2016	TBD	TBD	
HQ0147-16-R-0015		SBSA - Information Technology Management and Analysis	7/8/2016	TBD	TBD	
HQ0147-17-R-0001		F&O - Facilities Life Cycle Management	9/28/2016	11/22/2016	1/11/2017	
HQ0147-16-R-0008		F&O - BMDs CSM/CND	10/7/2015 & 1/15/2016	10/17/2016	12/6/2016	
HQ0147-16-R-0017		F&O - Agency Advisory & Analytical Support	8/15/2016	9/30/2016	12/13/2016	
HQ0147-16-R-0002		SBSA - Predictive BMDs Engineering	8/5/2016	9/7/2016	10/24/2016	
HQ0147-16-R-0009		F&O - BMD Systems Engineering (including M&S)	6/28/2016	9/14/2016	10/27/2016	
HQ0147-16-R-0005		SBSA - Cybersecurity Compliance and Risk Management	5/23/2016	8/29/2016	10/18/2016	
HQ0147-16-R-0016		SBSA - International Engineering	5/16/2016	7/21/2016	8/23/2016	
HQ0147-15-R-0017		SDVOSB - Facilities, Logistics and Space Management	8/13/2015	9/2/2015	10/5/2015	
HQ0147-16-R-0012		SBSA - Protocol and Public Affairs	8/3/2015	1/6/2016	2/23/2016	
HQ0147-15-R-0055		SBSA - Business Operations	TBD	TBD	TBD	
HQ0147-16-R-0006		SBSA - VIPC	TBD	TBD	TBD	
HQ0147-15-R-0007	HQ0147-16-C-0013	SBSA - Quality and Mission Assurance	Awarded To:	a.i. solutions Inc.		12/9/2015
HQ0147-15-R-0008	HQ0147-16-C-0015	SBSA - Safety	Awarded To:	A-P-T Research Inc.		1/5/2016
HQ0147-15-R-0011	HQ0147-16-C-0030	F&O - Warfighter Integration	Awarded To:	Parsons Government Services Inc.		3/31/2016
HQ0147-15-R-0014	HQ0147-16-C-0024	SBSA - Environmental Management	Awarded To:	Mabbett & Associates Inc.		4/22/2016
HQ0147-15-R-0027	HQ0147-16-C-0034	SBSA - Test Exercise, and Wargames	Awarded To:	Millennium Engineering and Integration		4/29/2016
HQ0147-15-R-0032	HQ0147-16-C-0033	SDVOSB - Office Administration	Awarded To:	Yorktown Systems Group, Inc.		5/3/2016
HQ0147-15-R-0012	HQ0147-16-C-0036	F&O - Counterintelligence	Awarded To:	ManTech Advanced Systems International, Inc.		5/10/2016
HQ0147-15-R-0009	HQ0147-16-C-0037	F&O - Security Programs	Awarded To:	Booz Allen Hamilton		5/10/2016
HQ0147-15-R-0016	HQ0147-16-C-0038	F&O - Intelligence Program	Awarded To:	Booz Allen Hamilton		5/19/2016
HQ0147-15-R-0022	HQ0147-16-C-0040	SBSA - Cybersecurity Engineering	Awarded To:	nou Systems, Inc.		5/26/2016
HQ0147-15-R-0021	HQ0147-16-C-0041	SBSA - Logistics	Awarded To:	Venturi Inc.		6/13/2016
HQ0147-15-R-0013	HQ0147-16-C-0047	SBSA - Acquisition	Awarded To:	BCF Solutions, Inc.		6/17/2016
HQ0147-16-R-0003	HQ0147-16-C-0042	F&O - Weapons and Missile Engineering	Awarded To:	Parsons Government Services Inc.		6/30/2016
HQ0147-16-R-0014	HQ0147-16-C-0057	SDVOSB - Strategic Planning	Awarded To:	Strategic Alliance Business Group		7/7/2016
HQ0147-16-R-0004	HQ0147-16-C-0070	F&O - C3BM Engineering	Awarded To:	Parsons Government Services Inc.		8/3/2016
HQ0147-16-R-0011	HQ0147-16-C-0077	SBSA - Test Provisioning	Awarded To:	Torch Technologies		9/22/2016
HQ0147-15-R-0024	HQ0147-17-C-0007	SBSA - International Affairs	Awarded To:	Allied Associates International, Inc.		11/8/2016
HQ0147-16-R-0010	HQ0147-17-C-0013	SBSA - Human Resources	Awarded To:	Beshenich Muir & Associates, LLC		2/13/2017

All information valid as of 17 February 2017



CURRENT AND UPCOMING MDA REQUIREMENTS (OTHER THAN TEAMS)

SOLICITATIONS ISSUED					
(ALL DATES NO EARLIER THAN)					
Solicitation	NAICS/ Size Standard	Schedule Update Valid as of 2/13/2017	Draft RFP	Final RFP	Proposal Due Date
HQ0147-16-R-0022	541511 / \$27.5M	SBSA - Modeling and Simulation Contract (MASC)	4/29/2016	TBD	TBD
HQ0147-15-R-0047	541511 / \$27.5M	F&O - Modeling and Simulation Contract (MASC)	4/29/2016	TBD	TBD
HQ0147-15-ATI-BAA	541712 / 1,250	Advanced Technology Innovation (ATI) Broad Agency Announcement (BAA) for the Missile Defense Agency (MDA) Advanced Technology	2/26/2015	3/2/2015	3/1/2017 EST
HQ0147-17-MSTAR-BAA	541712 / 1,250	Missile Defense Agency Science and Technology Advanced Research (MSTAR) Broad Agency Announcement (BAA)	N/A	10/1/2016	9/30/2018
HQ0147-16-R-0051	541330 / 38.5M	Radar Test Contract (RTC)	11/17/2016	TBD	TBD
HQ0796-17-R-0001	541513 / \$27.5M	Research and Development Enterprise Collaboration Services (RECS)	11/16/2016	TBD	TBD
HQ0147-17-R-0002	541712 / 1,250	Modified Ballistic Re-entry Vehicles (MBRV) and Re-Entry Vehicle Separation Modules (RVSM)	11/30/2016	TBD	TBD
Source Sought / RFIs Issued - RFPs Anticipated					
Solicitation	NAICS/ Size Standard	Announcement	RFI Issued	Estimated Draft RFP Date	
16-MDA-8779	541330 / \$38.5M	MDA THAAD - Development, Product Support, and Sustaining and Engineering Services	9/22/2016	TBD	
HQ0276-AA-PMRF-RFI-1	541712 / 1,250	Pacific Missile Range Facility (PMRF) Maintainers	10/19/2016	TBD	
HQ0147-17-MISTIC	541712 / 1,250	Modeling, Interfacing, and Simulation Tool for Integrated Configurations (MISTIC)	12/1/2016	TBD	
MDA16DACNSN01	336415 / 1,250	GMD-Development, Operations and Sustainment, and Production (DOSP)	1/3/2017	TBD	
MDA17DERFI01	541712 / 1,250	Advanced Threat Missile Defense (ATMD) Weapon	1/4/2017	TBD	
MDA17DTRFI01	517919 / \$32.5M	Operation and Maintenance of MDA Owned Sensor and Communications Instrumentation	1/4/2017	TBD	
HQ0147-17-R-0013	541712 / 1,250	Israeli System Architecture and Integration (ISA&I)	1/30/2017	TBD	
MDA17DERFI02	336414 / 1,250	BMDS Space Sensor Architecture	2/6/2017	TBD	
SOLE SOURCE					
Solicitation	NAICS/ Size Standard	Announcement	Announcement Date		
HQ0147-16-R-0024	336414 / 1,250	Solicitation Announcement for THAAD Lot 9 Interceptors, One Shot Devices - Lockheed Martin	6/1/2016		
HQ0147-17-R-0026	541712 / 1,250	Analytical services in support of the Director of Engineering's Quick Response Team-SAIC	11/29/2016		
HQ0147-18-R-0001	811219 / \$20.5M	Sensors Directorate (SN) Contractor Logistics Support-Raytheon	10/25/2016		

All information valid as of 13 February 2017

Why is the Electronic Subcontracting Reporting System (eSRS) Important?

As part of the President's Management Agenda for Electronic Government (E-Gov), the Small Business Administration (SBA), the Integrated Acquisition Environment (IAE) and a number of agency partners collaborated to develop the next generation of tools to collect subcontracting accomplishments. This system is known as the Electronic Subcontracting Reporting System (eSRS). eSRS provides the government with insight as to how its contracting dollars are being distributed among small businesses. This authoritative source of subcontracting information provides government users the ability to generate reports and creates higher visibility and increased transparency into subcontracting accomplishments across the government. eSRS reports must be submitted and approved in a timely manner. It is imperative that large businesses comply with the submission deadlines April 30th for the March 31st reporting period and October 30th for the September 30th reporting period. Once reports are submitted by the contractor they should be acknowledged within 30 days. The Missile Defense Agency is required to submit an eSRS status report outlining the results of the reporting activities for the preceding reporting period to the Office of the Secretary of Defense (OSD) in June and December of each year. If there are any issues they should be resolved prior to the reporting deadlines. These reports enable the agency to monitor small business utilization and forecast future small business efforts. All DoD organizations submitting unclassified contract action reports to the Federal Procurement Data System – Next Generation (FPDS-NG) should now be using

eSRS. The SBA uses Summary Subcontracting Report (SSR) data to report achievements to Congress. Furthermore, data from Individual Subcontracting Reports (ISR) will be used to set goals for DoD organizations. Knowledge of eSRS will be beneficial as your small business potentially grows into a large business.

Benefits of eSRS

- Allows electronic submission, acceptance, rejection, reporting and analysis of subcontracting data in a real-time paperless environment
- Eliminates the need for paper submissions and processing of Standard Form (SF) 294 and 295s
- ISR replaces the SF 294
- SSR replaces the SF 295
- Easily accessible Web-based system
- Improves accuracy, timeliness and integrity of data exchanged
- Provides a live interface with Central Contractor Registration (CCR) that automatically populates basic vendor information based on the DUNS
- Provides a live interface with Federal Procurement Data System - Next Generation (FPDS-NG) that automatically populates contract data

Ruth Dailey





eSBIE Registration Steps

Have the following information ready:

1. 9-digit DUNS number
2. Company contact information
3. Company socioeconomic categories
4. Up to 10 VALID 2012 NAICS codes
5. Company facility clearance
6. Two points of contact

How to Register:

1. Go to http://www.mda.mil/business/smallbus_programs.html
2. Click on the 'OSBP Directory' button on the right side of the page
3. Click on the 'Register' button at the top of the page and enter the information you collected earlier
4. Click on the 'Submit' button and stand by while we review your application for authenticity



Having issues? Have questions?
Please contact Outreach@mda.mil

Missile Defense Agency (MDA) How to do business with MDA?

- Send the MDA Office of Small Business Programs (OSBP) an email requesting a meeting or teleconference) to: nancy.hamilton.ctr@mda.mil
- Attach your company capability statement, briefing or overview with your initial request. You will be sent a reply with several dates and times that are available on the OSBP Directors calendar and the option to choose one that will work with your schedule.
- For face-to-face meetings our office can provide access to Redstone Arsenal by way of a visitor pass. You will be provided with directions and a map to our location in Von Braun III, Bldg. 5224.
- For teleconferences our office can provide multiple call-in lines if required.
- All small business capability briefings are scheduled for one hour in duration.

Having issues? Have questions?
Please contact Outreach@mda.mil

2017 Calendar of Events

■ **January 25, National Small Business Contracting Summit, Jacksonville, FL**

■ **February 6, National 8(a) Conference Orlando, FL**

■ **February 9, Winter TRIAD -- TBD Orlando, FL**

■ **February 20, USNI West Conference San Diego, CA**

■ **February 21, Gulf Coast Procurement Matchmaker, Mobile, AL**

■ **February 28, Air Warfare Symposium and Technology Expo, Orlando, FL**

■ **March 5, Navy SB Contracting Summit Jacksonville, FL**

■ **March 15, Birmingham PTAC, Birmingham, AL**

Save the Date

■ **June 21-22, MDA Small Business Programs Conference at VBCC, Huntsville, AL**



OSBP Staff

Lee Rosenberg, Director

Genna Wooten, Deputy Director

Jerrold Sullivan, Subcontracting Program Manager

Becky Martin, eSRS Manager

Ruth Dailey, Mentor-Protégé Manager

Nancy Hamilton, Sr. Administrative Assistant - Yorktown Systems Group

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For additional information regarding Subcontracting activities at MDA, please email us at subcontracting-oversight@mda.mil.

For additional information regarding Outreach activities at MDA, please email us at outreach@mda.mil.

Websites of Interest

MDA Office of Small Business Programs
www.mda.mil

MDA Marketplaces and Directory
www.mda.mil/business/smallbus_programs.html

MDA Business Acquisition Center
www.mda.mil/business/acquisition_center.html

MDA SBIR/STTR Programs
www.mdasbir.com

Fed Biz Opps
www.fbo.gov

Electronic Subcontracting Reporting System (eSRS)
www.esrs.gov

MDA Small Business Advocacy Council
www.mda.mil/business/bus_mdasbac.html

MDA Unsolicited Proposal Guide
www.mda.mil/global/documents/pdf/MDA_Unsolicited_Proposal_Guide.pdf