



Proposal Preparation: How Can I Win?

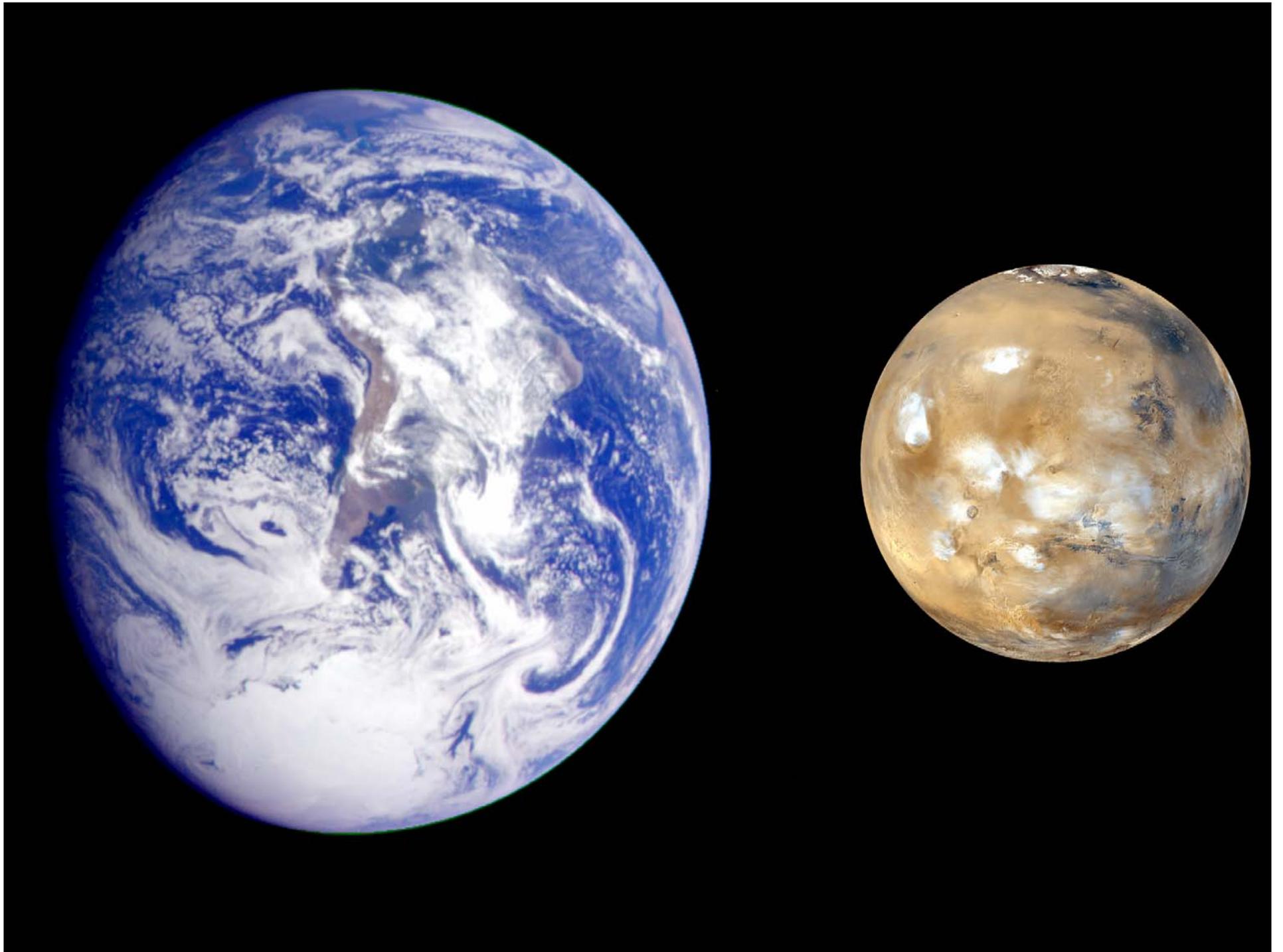
JPL

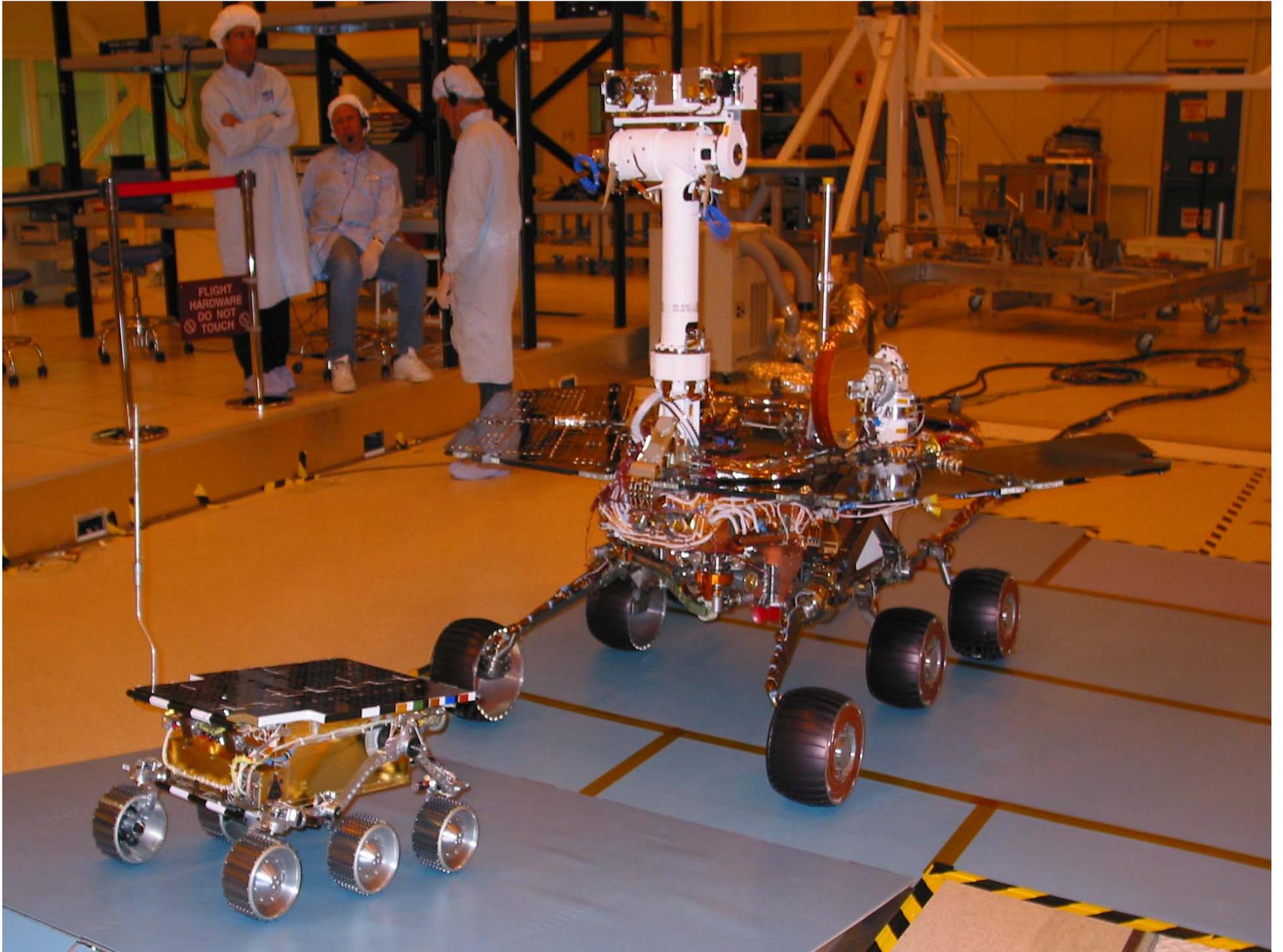
**California Institute of Technology
National Aeronautics and Space Administration**

Presentation will be available at:

<http://acquisition.jpl.nasa.gov/boo>













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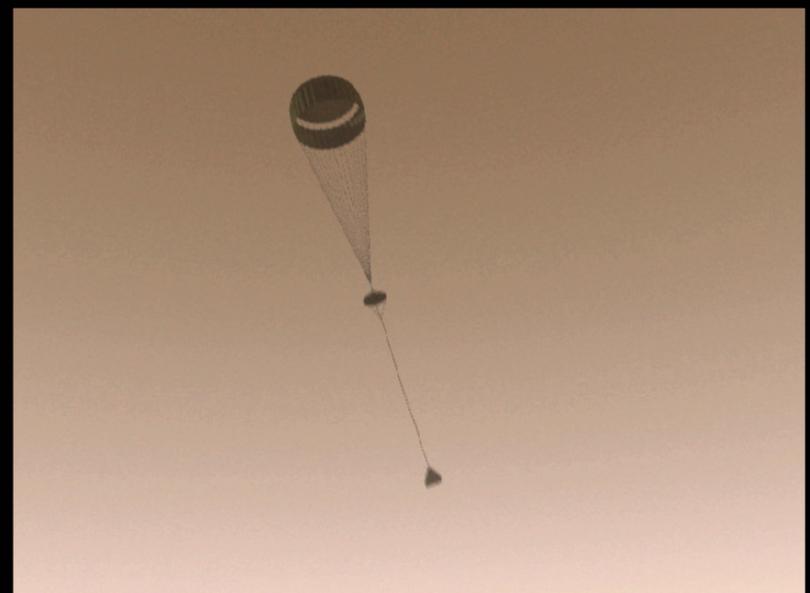
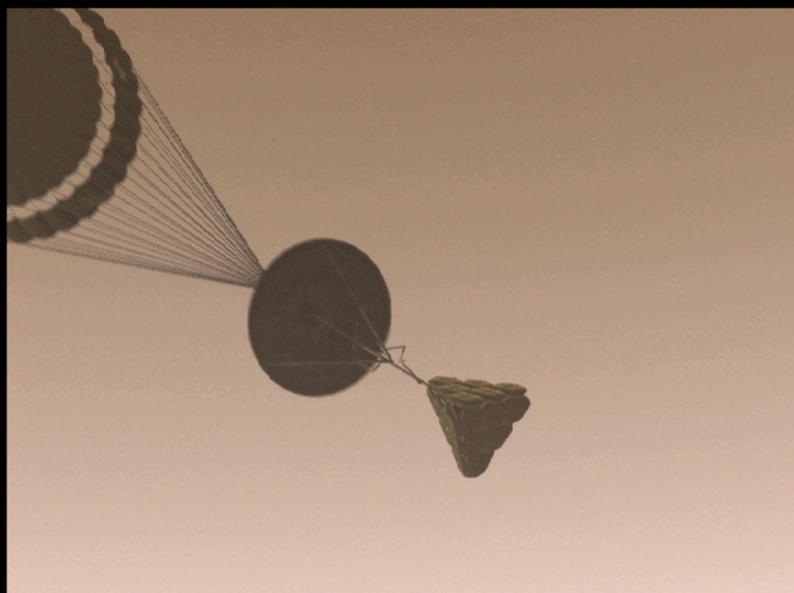
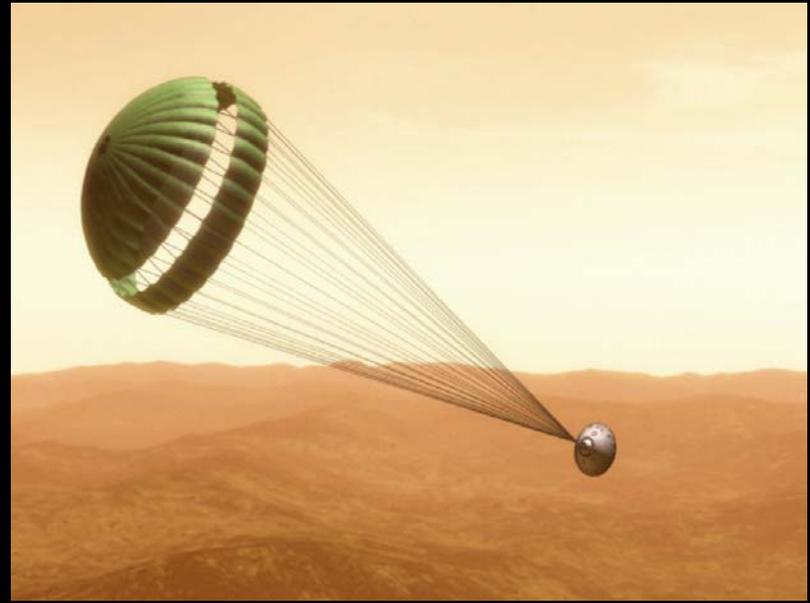
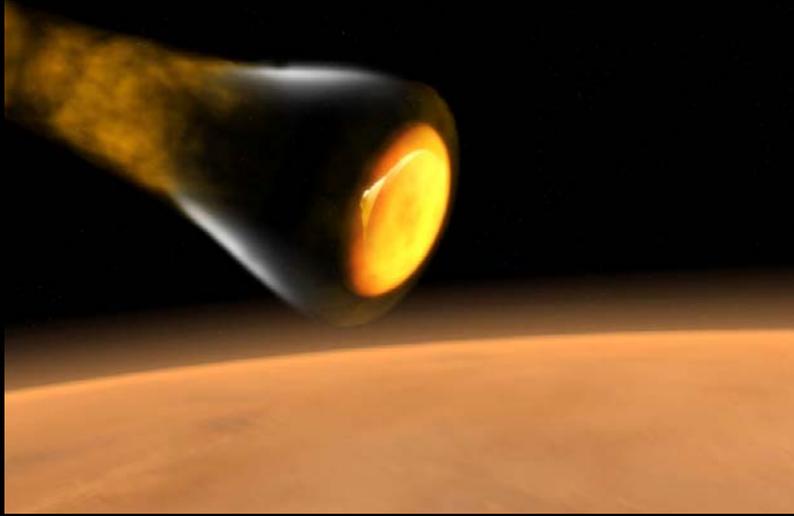




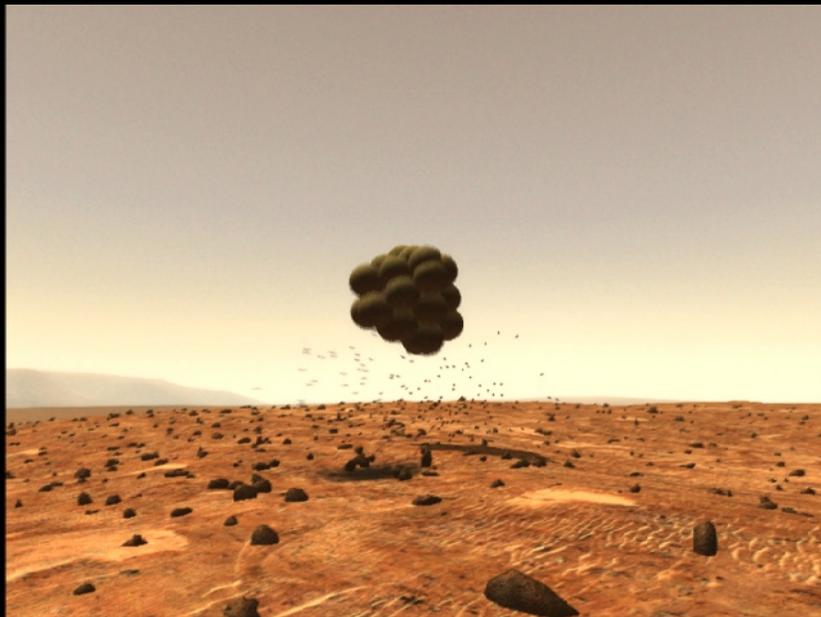
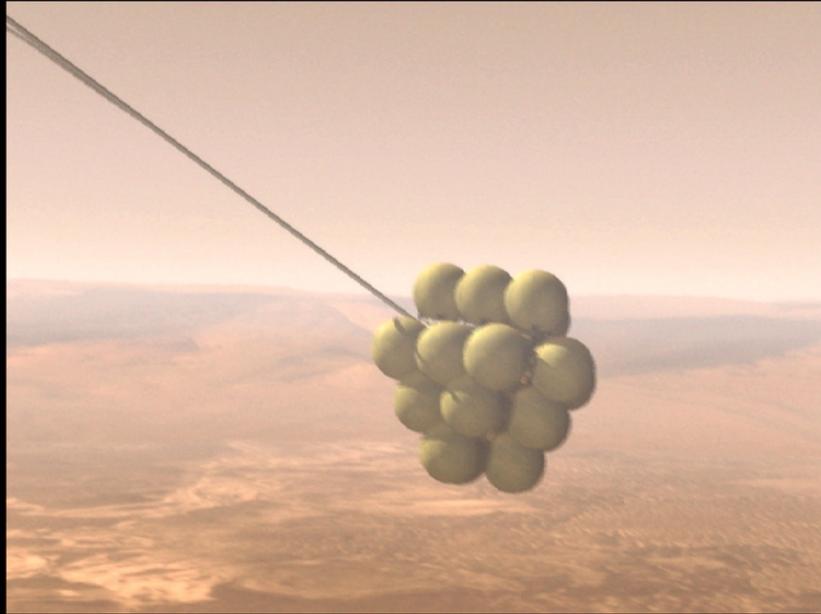
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Entry and Descent



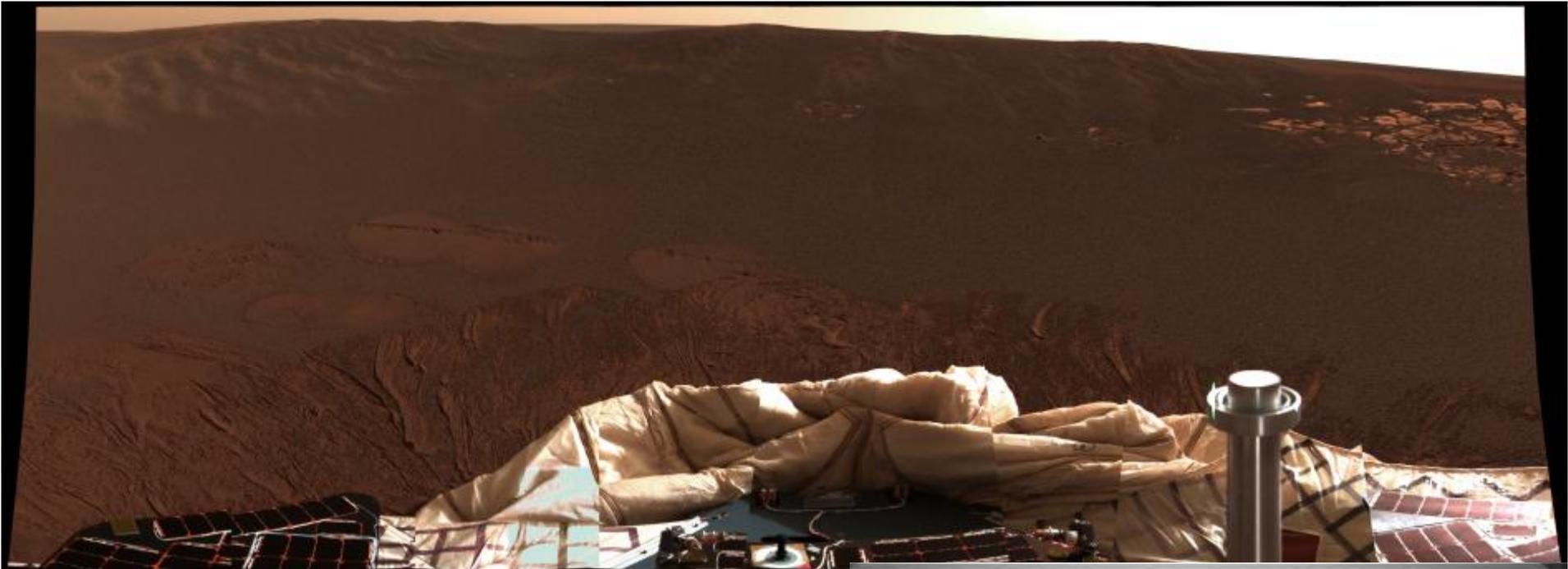
Landing





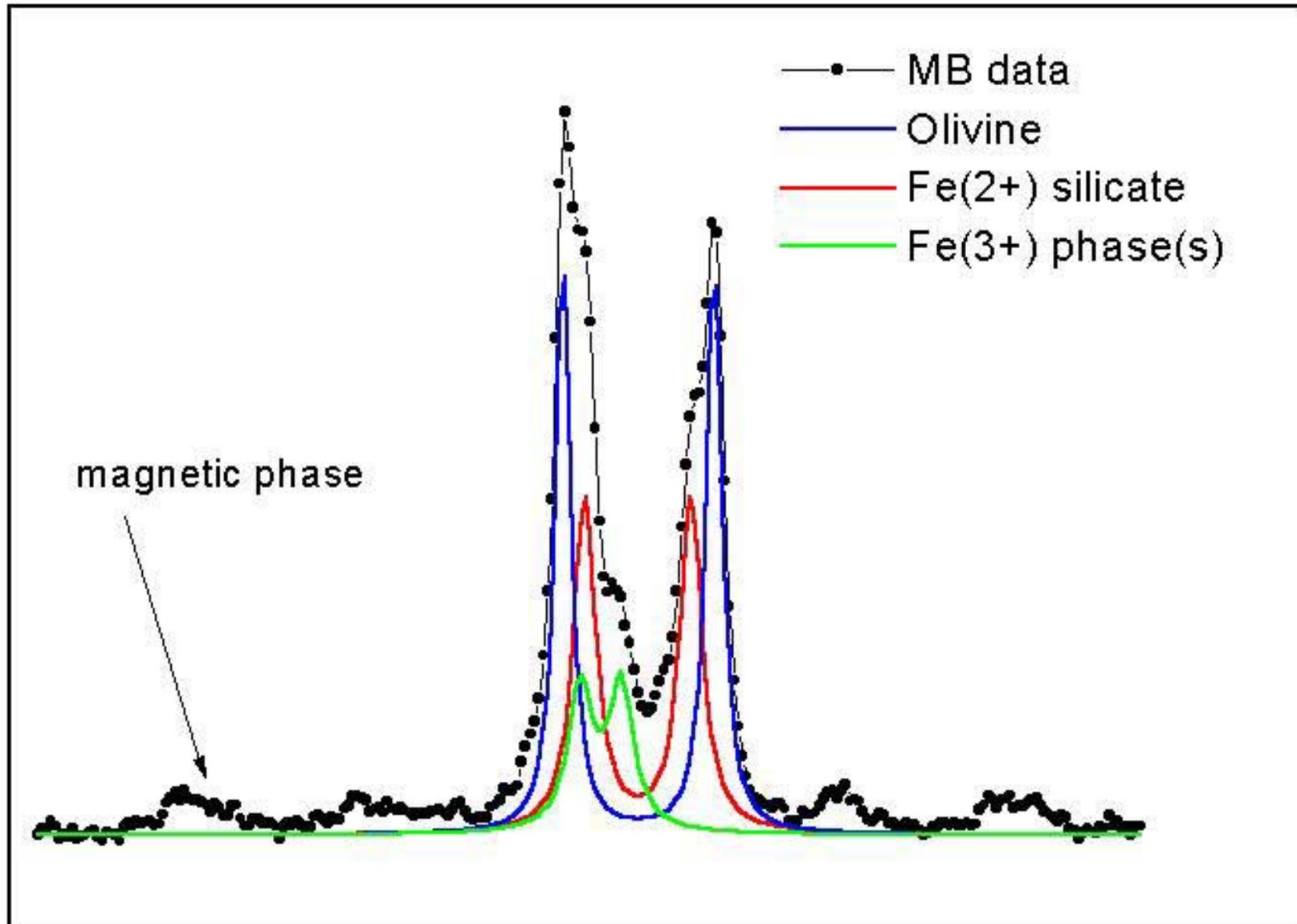
tection

EDL Flight Director





Mössbauer spectrum on Martian soil.
Meridiani Planum, Sol 11.





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President Bush congratulates MER team on *Spirit* landing



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ABOUT JPL

+ ROVER EVENTS ON NASA TV/WEBCAST

Subject to change

Jan. 8, 2004

+ Spirit rover briefing
(9:00 am PST)

Jan. 9, 2004

+ Spirit rover briefing
(12:00 pm PST)

Jan. 24, 2004 PST (Jan. 25 EST)

+ Opportunity rover lands on Mars

+ LATEST IMAGES FROM SPIRIT (updated Jan 7, 9:30am PST)

- + Mars in 3-D
- + Airbag trails
- + Columbia memorial
- + All of latest images



President Commends Mars Exploration Rover Team

Jubilant faces filled a mission support conference room at NASA's Jet Propulsion Laboratory as President George W. Bush and NASA Administrator Sean O'Keefe called 8 a.m. Tuesday to congratulate the Mars Exploration Rover team. The president was highly complimentary of the team, calling their efforts a "reconfirmation of the American spirit of exploration." Team members said it meant a great deal to know the country was behind them on the mission. (Jan. 7)







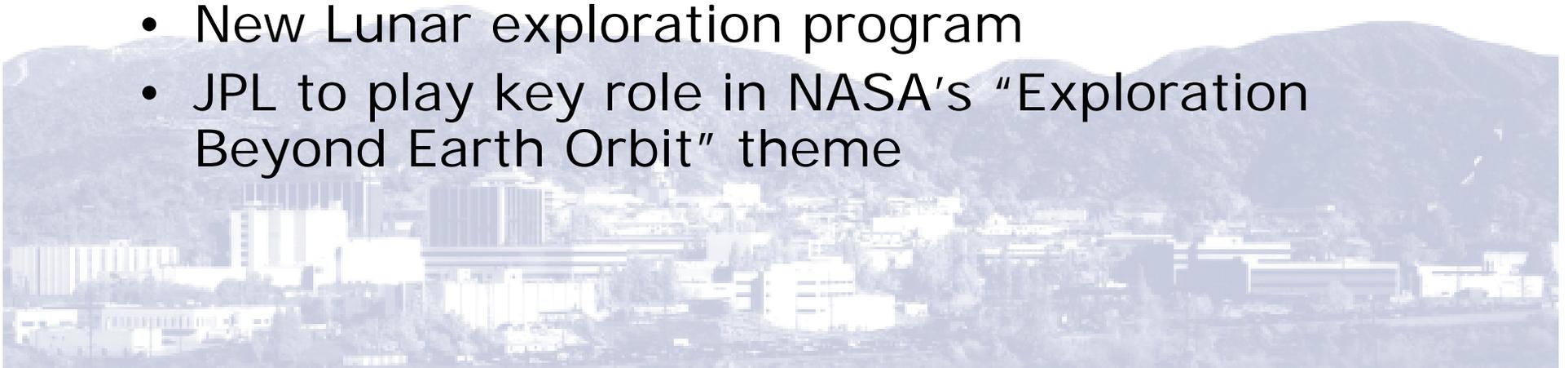
NASA FY'05 Budget

- President's proposed budget calls for 1-2% growth in non-defense discretionary spending
- NASA would see about 5% growth in FY'05, \$16.2B, \$900M increase over FY'04
- Projected to reach \$18B by FY'09



What it means to JPL

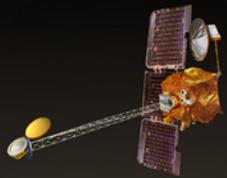
- Space science and robotic exploration projected to grow to ~\$6B by the end of the decade, 50% higher than FY'05 request of \$4B
- Includes an expanded and bold Mars program
- Project Prometheus, NASA's initiative that includes investments in:
 - Space nuclear power
 - Electric propulsion
- New Lunar exploration program
- JPL to play key role in NASA's "Exploration Beyond Earth Orbit" theme



Mars Exploration Program

Launch Year

2001



NASA
Mars Odyssey

2003



ESA
Mars Express



Japanese
Nozomi Orbiter

2005



NASA Mars
Reconnaissance
Orbiter

2007

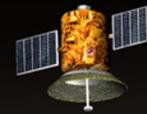


Italian G. Marconi
Telecom Orbiter



French PREMIER-07
Science Orbiter

2009



Italian / NASA
Science Orbiter



NASA Competed
Scout Mission

...Next Decade

SAR recon orbiter

More Recon

More MSR?

Get samples

First MSR

Explore local
diversity

Multi-scout
Orbiter & Landers

Life inference

Smart lander
with life inference

Get to
subsurface

Deep drilling lab

Sample return

Science pathways
responsive to discovery

NASA Mars
Exploration
Rovers

French-led
Netlanders

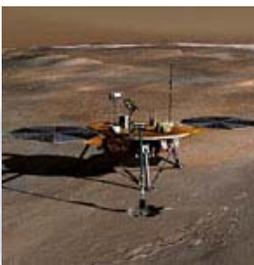
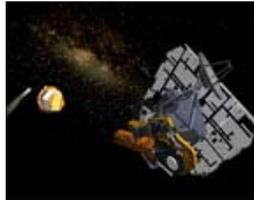
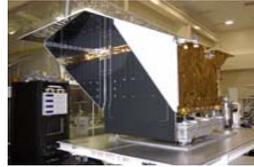
NASA
Smart Lander
& Rover

Major Events

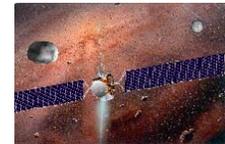
April 28, 2003	Galaxy Evolution Explorer (GALEX) launched
June 10, 2003	Mars Exploration Rover (MER) <i>Spirit</i> launched
July 7, 2003	MER <i>Opportunity</i> launched
August 25, 2003	Spitzer Space Telescope launched
January 2, 2004	Stardust encounter with comet Wild-2
January 4, 2004	MER <i>Spirit</i> landing
January 25, 2004	MER <i>Opportunity</i> landing
June 20, 2004	Microwave Limb Sounder (MLS) and Tropospheric Emission Spectrometer (TES) launch on EOS-AURA
July 1, 2004	Cassini Saturn orbit insertion
September 8, 2004	Genesis solar wind sample return
October 26, 2004	First Cassini images of Titan surface
November 12, 2005	Cloudsat launch
January 14, 2005	Huygens probe Titan atmospheric entry
January 15, 2005	Deep Impact launch

JPL missions and major instrument launches in the next decade

- MLS/TES on EOS-AURA (6/04)
- Deep Impact (12/04): comet material analysis
- Cloudsat (4/05): cloud monitoring
- Mars Reconnaissance Orbiter (MRO) (8/05)
- Actuated Hybrid Mirror/X-Sat with NRO (2/06)
- Dawn (5/06): study asteroids Ceres and Vesta
- ST7 Disturbance Reduction System(7/06)
- Herschel/Planck (4/07)
- Orbiting Carbon Observatory (8/07)
- Phoenix polar lander (9/07)
- Ocean Surface Topography Mission (10/07)
- Kepler (10/07): Extra-solar planet transits
- Primary Atomic Clocks in Space (PARCS)(1/08)

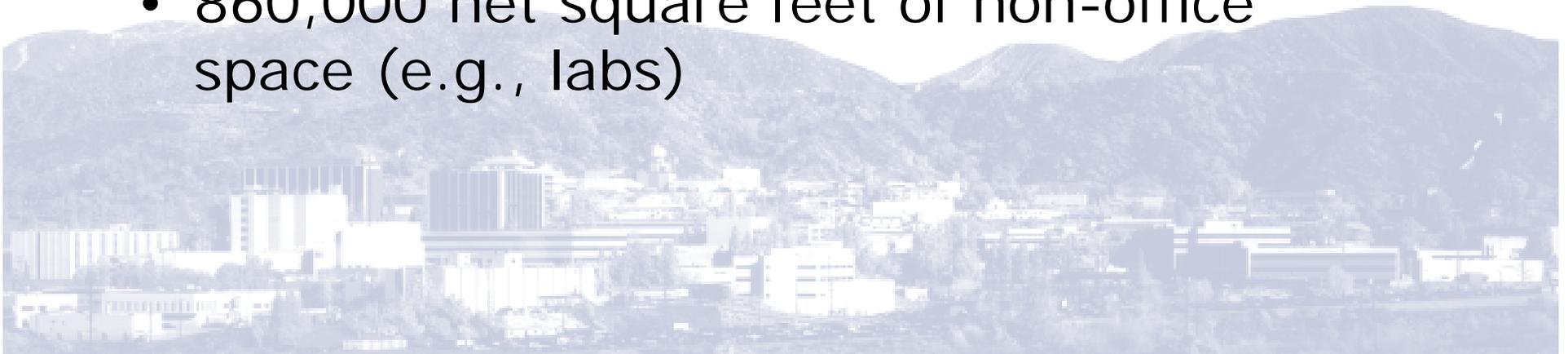


- Wide-field Infrared Explorer (WISE) (4/08)
- Aquarius (9/08): Ocean salt for heat transfer
- Mars Telesat (10/09)
- Mars Science Laboratory (MSL) (10/09)
- Space Interferometry Mission (SIM) (12/09)
- Hydros (09): Soil moisture
- Lunar lander (09)
- New Frontier I (09)
- Mars lander (11)
- Mid-infrared instrument (MIRI) on the James Webb Space Telescope payload (6/11)
- New Frontier II (12)
- Mars sample return (13)
- Jupiter Icy Moons Orbiter (13)
- Laser Interferometer Space Antenna (LISA) (13)
- Terrestrial Planet Finder (15)



JPL Business Summary

- FY'03 \$1.4B business base
- 5400 employees and contractors
- 177 acres
- 134 buildings and 57 trailers
- 670,000 net square feet of office space
- 860,000 net square feet of non-office space (e.g., labs)



JPL Business Summary

1995-2003 Awards to small businesses:

- Small Businesses: \$2.227B
- Small Disadvantaged: \$872M
- Women-owned: \$258M



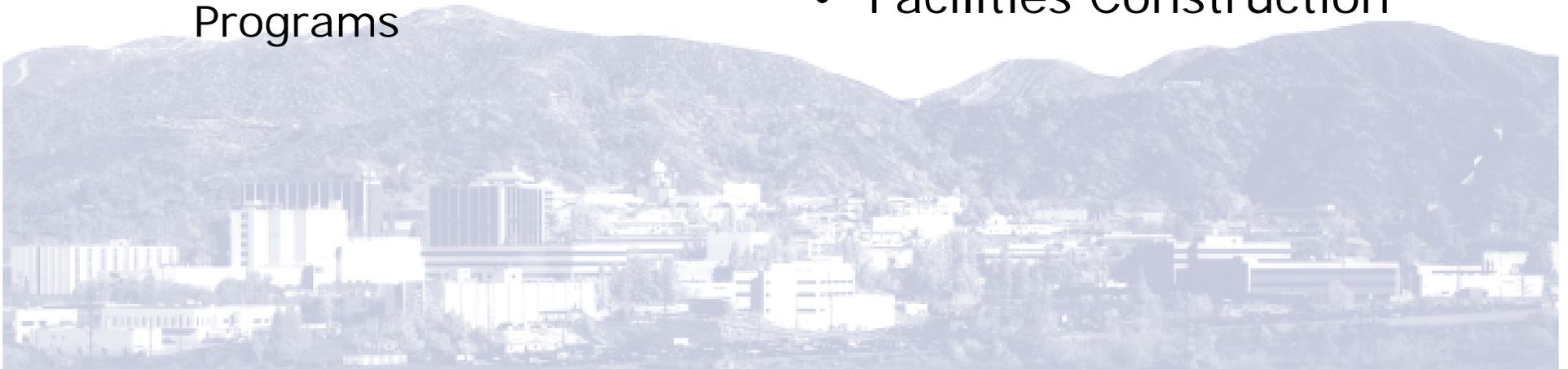
JPL Business Summary

MER Awards

Business Type	Dollars Encumbered	
Small Business (B)	48,499,703.73	
Small Disadvantaged (C)	2,248,499.32	
Small Disadvantaged Women (D)	362,279.38	
HBCU OMI (F)	67,571.00	0.04%
Total SDB Business (CDF)	2,678,349.70	1.4%
Small Business Women (E)	1,288,978.76	
Total Small Women (DE)	1,651,258.14	0.9%
Socioeconomic Business (CDEF)	3,967,328.46	2.1%
Total Small (BCDEF)	52,467,032.19	28.3%
Large Business	132,629,077.20	71.7%
Total Business	185,096,109.39	

What do we buy?

- Spacecraft
- Spacecraft Subsystems & Assemblies
- Spacecraft Instruments & Science Investigations
- R&D Studies/Hardware
- Technology & Application Programs
- Commodities of all types
- Computer hardware/software
- Subcontracted Support Services
- Facilities Construction



How do we buy it?

- Letter of Interest/Request for Information
- RFQs/RFPs
- Unsolicited Proposals
- Low bid
- Evaluated selection
- P-Cards
- Commercial Items/Service Purchase Orders
- Blanket Agreements
- GSA Schedules
- E-Commerce/LIT
- Wide Range of Subcontracts:
 - Labor Hour/T&M
 - Fixed-Price
 - Cost-Reimbursable
- Fixed Fee, Award Fee, Incentive Fee, Award Term

Where do you go?

- On-line resources
 - National Aeronautics and Space Administration
 - <http://www.nasa.gov>
 - *Organizational Information*
 - *Mission Information*
 - *Scientific/Technical Information*
 - *Links to Other Centers*



Where do you go?

- On-line resources
 - Jet Propulsion Laboratory

<http://www.jpl.nasa.gov>

- *Organizational Information*
- *Mission Information*
- *Scientific/Technical Information*



Where do you go?

JPL Organization

100 – Office of the Director

200 – Business Operations/Human Resources

300 – Engineering and Science

310 – Systems

320 – Earth and Space Sciences

330 – Telecommunications Science and Engineering

340 – Avionic Systems and Technology

350 – Mechanical Systems Engineering and Research

360 – Information Technology and Software Systems

380 – Observational Systems

400 – Planetary Flight Projects

500 – Office of Safety and Mission Success

600 – Solar System Exploration Programs

700 – Astronomy and Physics

800 – Earth Sciences and Technology

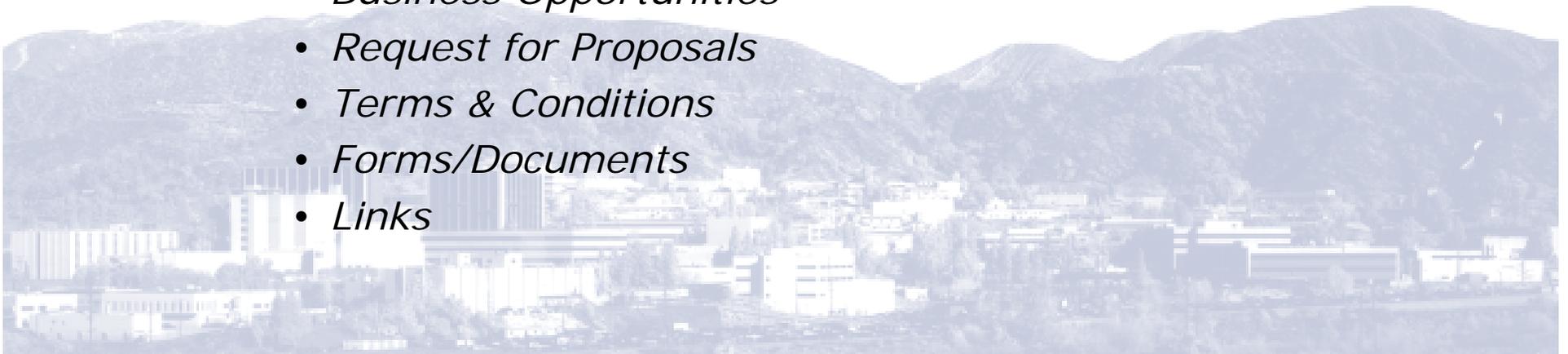
900 – Interplanetary Network

Where do you go?

- On-line resources
 - Acquisition Division

<http://acquisition.jpl.nasa.gov/default.htm>

- *Organization/Contacts*
- *Business Opportunities*
- *Request for Proposals*
- *Terms & Conditions*
- *Forms/Documents*
- *Links*



Acquisition Organization

Welcome To The Acquisition Division Of JPL - Netscape

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http://acquisition.jpl.nasa.gov/organization.htm

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Acquisition Division

Organization - Contacts
Business Opportunities
Request for Proposals
Terms and Conditions
Forms - Documents
Links

Acquisition Division 260 Stan Jankowski, Manager
[Organization Chart](#)

Procurement Service Center Section 262
Stuart Imaii, Manager (Acting)

- Processing purchase order, **Just-in-Time (JIT)** and **Purchase Card (P-Card)** requirements in support of the Laboratory's tasks, projects, and institutional needs
- Maintaining an adequate inventory of stores items needed to support the Laboratory's tasks, projects and administrative operations

Acquisition Planning and Compliance Office 263
Ray Lemus, Manager

- Ensuring that the acquisition procedures and processes are compliant with Prime Contract and Caltech requirements, as well as applicable Federal, State and local laws & regulations

Business Opportunities Office Section 264 ([web site](#))
Tom May, Manager

- The **Business Opportunities Office** ensures opportunities are available through socio-economic outreach activities, providing assistance to Small, Small Disadvantaged and Woman Owned businesses in dealing with JPL

Acquisition Business Systems Office 265
Ashley Collins, Manager

- Provides Systems analysis, training and IT support for the Division and NBS system in the modules associated with Acquisition, as well as IT support for bolt-ons such as CWWA, SEPA, and Subcontract Wizard

Services & Institutional Support Subcontracts Section 266
Amanda Beckman, Manager

- Processing subcontract requirements in support of the Laboratory's tasks, Labor Services, Construction, Facilities, IPN-ISD (9X) and Non-Flight R&D (3X) **TSEP - Technical Support Effort Personnel Contract**

Flight Project and Program Subcontracts Section 267

Done

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Business Opportunities Forecast Page

JPL Business Opportunities Forecast - Netscape

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http://acquisition.jpl.nasa.gov/boo/forecast2000.htm

Estimated value: \$1.0 to \$2.0M Est. RFP Release: 07/03

Estimated Contract Date: 07/03 Contact Duration: TBD

Technical Contact: A. Sehic 818-393-2732

Procurement Contact: Ken Biggs 818-354-1417

Cognizant Organization: 351, Measurement, Test, & Engineering Support Control No: 350-02

Title: CAE Tools/Computer-Aided Engineering Holding Account

Description: Miscellaneous Small Purchase Orders for Computer-Aided Engineering Tools

Estimated Value: \$500K Est. RFP Release: TBD

Estimated Contract Date: TBD Contact Duration: Throughout the Year

Technical Contact: Melissa English 818-354-2650

Procurement Contact: TBD TBD

Cognizant Organization: 505, Reliability Engineering Office Control No: 500-01

Title: Reliability Engineering Support Services

Description: This Procurement is a Small Business Set Aside (for small businesses only) A service contract supporting reliability, thermal dynamics, natural space and electromagnetic environmental design engineering, and perform test requirements, problem failure reporting, worst case analysis, and parts stress analysis.

Estimated Value: \$ 8.0 to \$16.0M Est. RFP Release: TBD

Estimated Contract Date: TBD Contact Duration: 48 to 60 Mos.

Technical Contact: Herald Christian 818-393-0006

Procurement Contact: Alicia Dangerfield-Benn 818-354-0783

home

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Request for Proposals Page

Organization - Contacts
 Business Opportunities
 Request for Proposals
 Terms and Conditions
 Forms - Documents
 Links

Title	RFP Number	Date Published	Date Due	Subcontract Negotiator
Current RFPs				
Jupiter Icy Moon Orbiter Memory Development Effort	011204	1/30/04	3/5/04	Geoffrey Pomeroy
Recent Solicitations				
TPF Development of Technologies	JYC-572383	5/15/2003	6/27/2003	Jean Cheng
Current Technology Announcements (TAs)				
Recent Technology Announcements (TAs)				
Technology Demonstration Mirror	WDK-559480	6/13/2002	7/11/2002	William D. Kert
Advanced Cryocooler Technology Development Program	WDK-550780	11/30/2001	1/25/2002	William D. Kert
Recent RFPs				
Cryogenics and Compressed Gas Management Program Utilizing JPL's Electronic Data Interchange (EDI) and Just-In-Time (JIT)	KDH565736	11/14/03	12/12/03	Keith Hardy
Mars Science Laboratory (MSL) Subsonic Parachute Technology Task (SPTT)	SPTT-102403	10/23/03	11/24/03	Ginny Trester
JIT UNIX Scientific & Engineering Workstations & Servers	JITUNIX568587	10/10/03	12/2/03	Dana Howard
Mars Science Laboratory (MSL) Antenna Array RFP	MSL-71702	8/15/03	9/12/03	Lise Lee

Business Opportunities

- Explore all options
 - Prime
 - Subcontractor
 - Mentor Protégé
 - Team Member
- Get on bidders list
- Give a product demonstration
- Schedule a meeting with potential customer
- Get a buyers list by commodity



Should I Propose?

- Thoroughly review and analyze the Request for Quotation/Proposal (RFQ/RFP)
 - Are there minimum/mandatory requirements?
 - Don't bid if you can't meet the minimum requirements
 - Identify requirement challenges. Can you successfully perform the job? If you need more information, ***ask questions!***
 - Do you have any concerns meeting:
 - Work scope
 - Delivery Schedule
 - Budget Constraints
 - Terms & Conditions

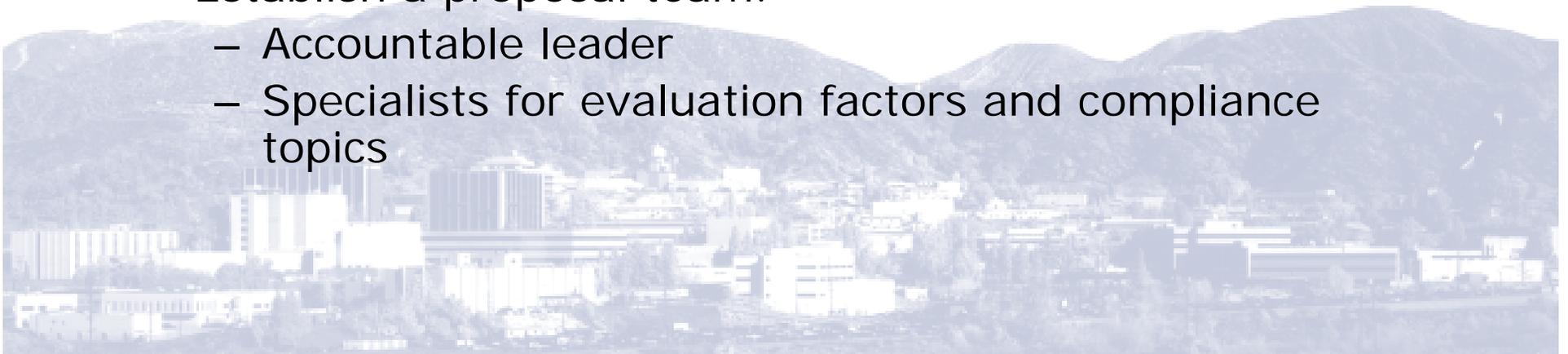


Should I Propose?

- Can you offer a competitive price/cost?
- Any past performance issues?
- Assess your potential competition
- Understand the evaluation factors and their relative importance:
 - Technical
 - Management
 - Cost or price
 - Financial capability
 - Past performance
- Attend the pre-proposal conference. May include:
 - Q&A sessions
 - Job Walk
 - Observation of on-going operations
 - Overview of the Project

Successful Proposal Preparation

- Review proposal instructions *carefully*.
- Establish a schedule. Allow time for:
 - Graphics, printing, reproduction, shipment
 - Revision of cost/price to reflect technical/management changes
 - Vendor/subcontractor quotes & proposals
 - Management/legal review
- Identify critical requirements and brainstorm cost-effective solutions.
- Establish a proposal team:
 - Accountable leader
 - Specialists for evaluation factors and compliance topics

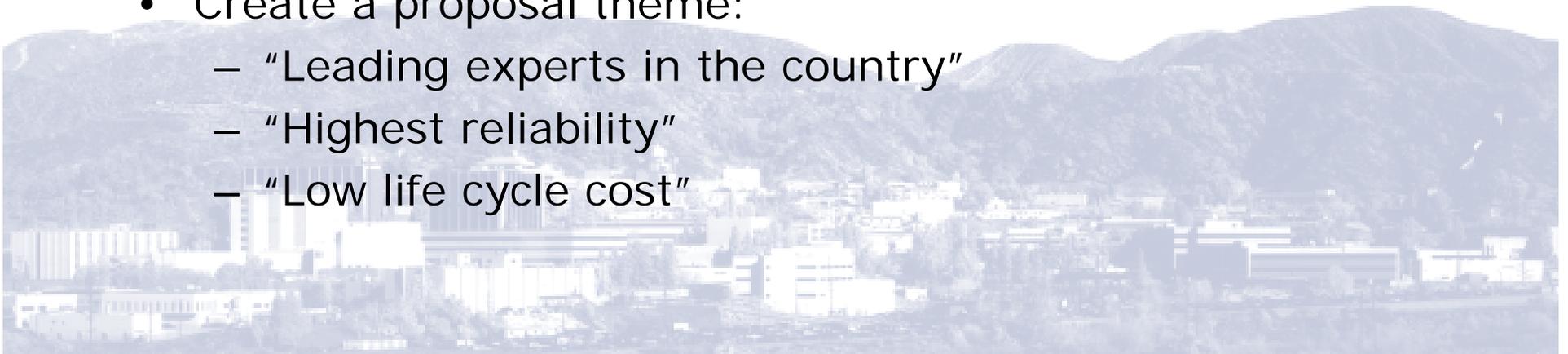


Successful Proposal Preparation

- Create a “compliance matrix” listing every requirement in statement of work and specification. Do you exceed, meet, or fail to meet any requirement?
 - Don’t meet=Don’t bid
 - If you exceed, does the cost of exceeding make sense

Example: “The proposer failed to provide a compliance matrix that would demonstrate a understanding of the performance requirements.”

- Create a proposal theme:
 - “Leading experts in the country”
 - “Highest reliability”
 - “Low life cycle cost”



Successful Proposal Preparation

- Format the proposal to match the proposal instructions.
 - Include Table of Contents
 - Put the material in the volume/section specified
 - Comply with page limitations
 - Compliance matrices should cross-reference the WBS, paragraphs in the specification, etc.
- Control solicitation period communications
 - Single point of contact
 - Clear paper trail
- Respond to every instruction and requirement
- Support your assertions

Example: "The design approach for external leakage was not substantiated for the specified operating temperature range."
- Don't forget boilerplate/fine print
 - Often includes critical information
- Identify key personnel as well as roles/responsibilities
- Identify areas that offer you a competitive advantage.

How to Lose a Competition

- Deliver proposal late
- Too expensive
- Critical weakness
- Throw something together last minute
- Fail to understand what the customer wants
- Take exception to requirements
- Fail to comply with the requirements
- Fail to provide all requested information
- Fail to substantiate your assertions
- Put responses where evaluators can't find them
- Unrealistic schedules, pricing or technological advances
- Assume you can get well later
- Don't take advantage of debriefing process

How to Win a Competition

- Have the lowest price/cost
- Have the best value with a reasonable price
- Meet the requirements of the sponsor
- Be organized
- Write a clear and concise quote/proposal
- Include all required information
 - All proposal volumes
 - Forms
 - Certifications
- Solid financial responsibility
- Propose a strong/experienced/available team
- Strong past performance



- Win more jobs
- Perform them well and profitably
- Continue the cycle!

