



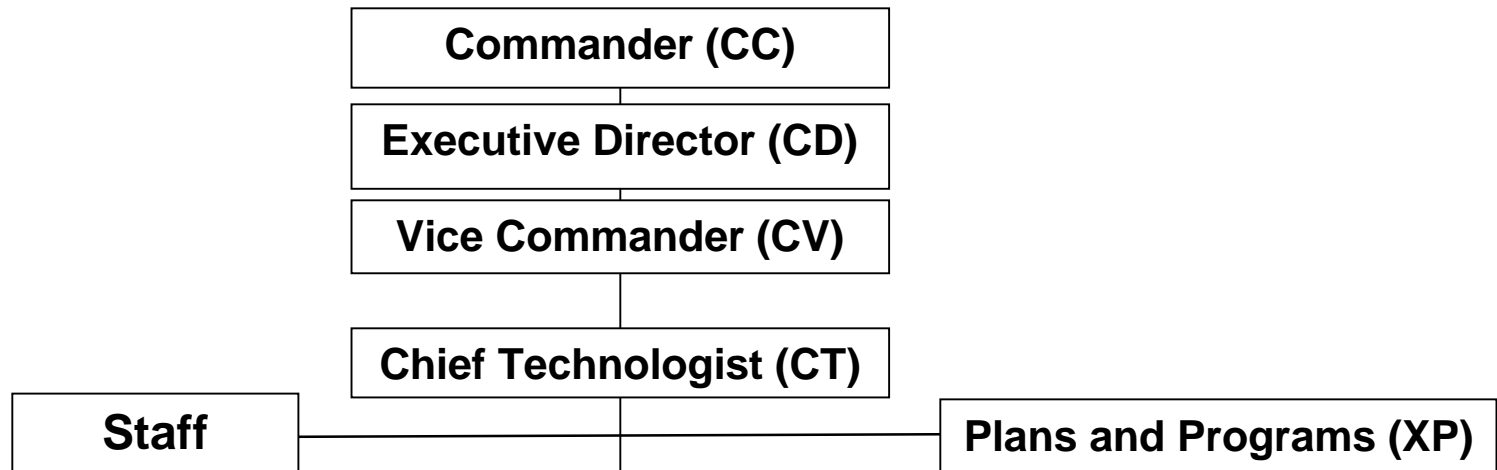
**University of Texas
at El Paso
April 2007**

**JOAN FULKERSON
Director of Small Business
Programs
Air Force Research Laboratory**

Integrity - Service - Excellence



Air Force Research Laboratory Technology Directorates



Propulsion & Power

Information

Munitions

Air Vehicles

Space Vehicles



Directed Energy

Sensors

Human Effectiveness

Materials & Mfg

AFOSR

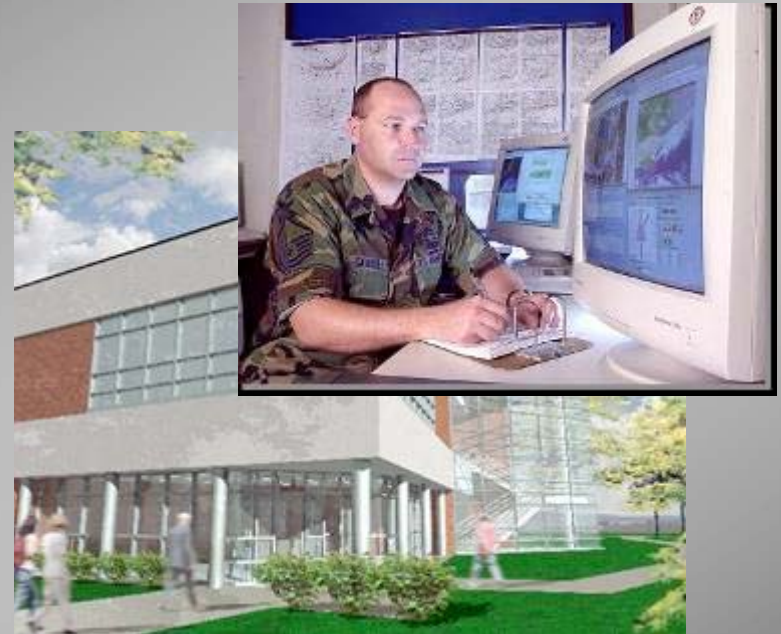




AFRL People & Facilities



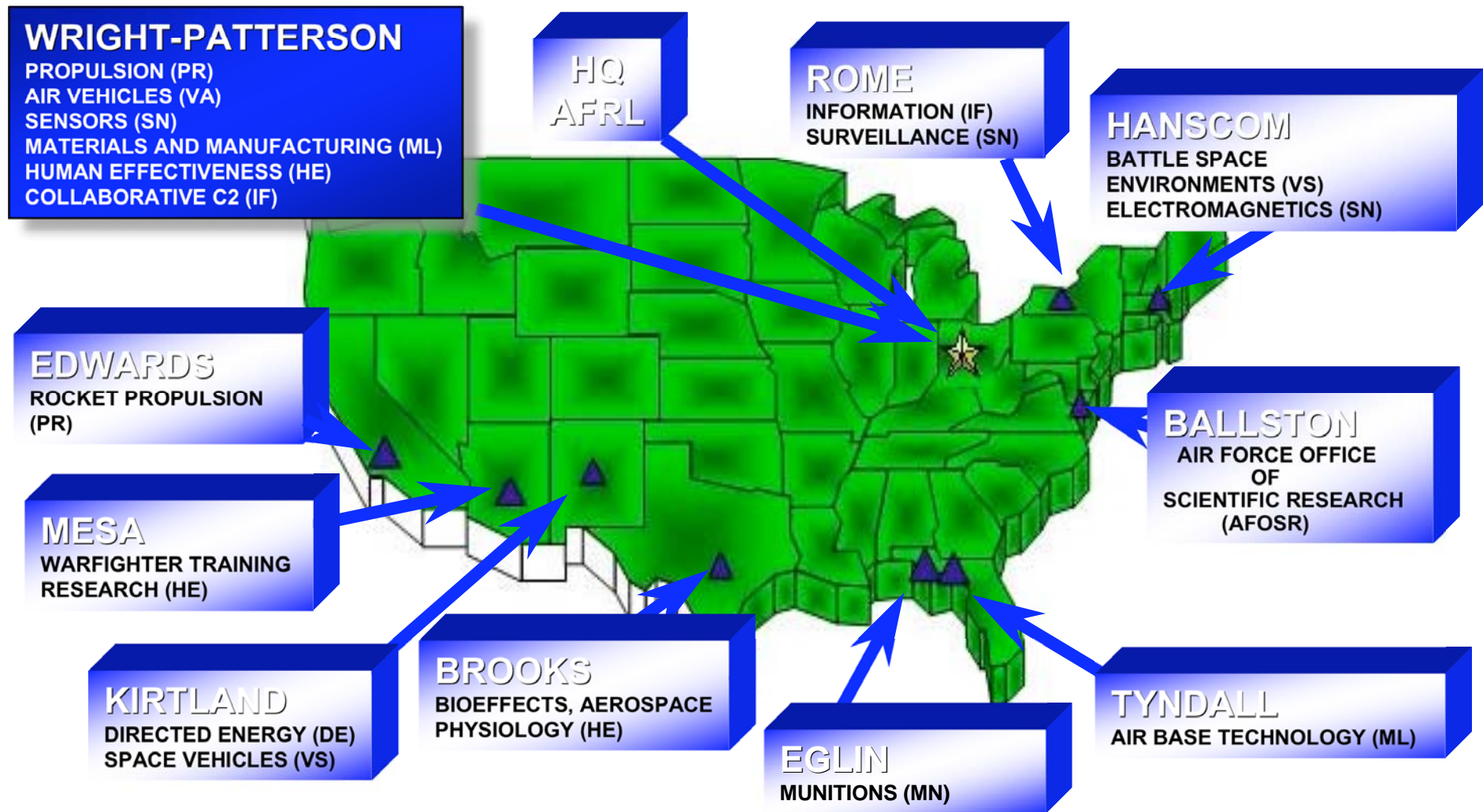
- 5343 Government Employees
- 3798 Onsite Contractors



- 10 Major R&D Sites across US
- Real Property Replacement Value = \$1.8B
- Equipment Property Replacement Value = \$1.7B



AFRL Major Sites





Why market to Government?

- **\$200 Billion spent annually**
- **2,000 buying agencies in the Federal Government**
- **10 Million Government credit card transactions**



Where to Start?

- **Know yourself, your market and your customer:**
 - **Understand your capabilities (superior product, competitive pricing, outstanding customer service)**
 - **Be realistic**
 - **Determine your customer market (geographic, product-specific)**
 - **Know your market (latest technology advances) and your competition (future teaming partners)**



Do Some Homework

- **Socio-economic programs**
 - **How they work**
 - **Do you qualify**
- **Federal Procurement Process**
 - **Who buys what, where, how**

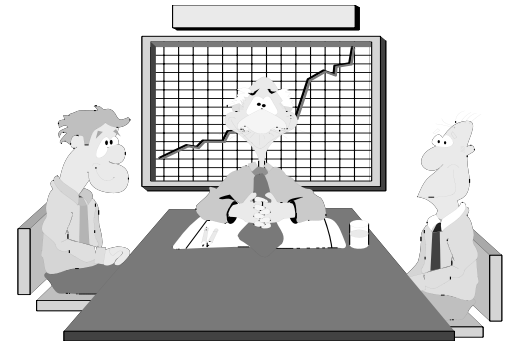


Socio-Economic Programs

Set-asides can be done when there are ***two or more qualified firms*** who have the technical capability or productive capacity to provide the product or service at a ***reasonable price***.

Sole source awards are also available in some programs

- Small Business
- HUBZone
- 8(a) Competition
- HBCU/MI
- Service-disabled Veteran-owned
- Women Owned Business (In progress)



Some programs require formal certification, others are self-certify



Federal Procurement Process

- **The rule book: The Federal Acquisition Regulation (FAR)**
- **Learn the rules**
- **Find out how your product or service is purchased**
 - **Locally (by individual unit or base)**
 - **Centrally (large quantities for entire AF)**



Procurement Process

- If purchased locally, marketing to the AF Small Business Specialist, potential customers, and local contracting offices is necessary
- When marketing to the SBS first call and *make an appointment* to meet with them
- Request product demos or capability presentations



Small Business Specialists

- **Provide contracting information**
 - Explain importance of NAICS codes
 - How best to respond to solicitations
 - Meaning of contract clauses
- **Offer small business advice**
 - Can review your marketing materials
- **Teaming - Provide referrals & networking**
- **Arrange capability demonstrations**
- **Upcoming acquisitions**



Capability Presentations

- **Sell your capabilities and experience**
- **Product demos**
- **Reference material (brochures, pamphlets, line cards)**
- **Helps establish potential customer contact**
- **Get a debrief/feedback**
- **Follow-up**



Finding Opportunities

- Fedbizopps
- [www://selltoairforce.org](http://www.selltoairforce.org)
- Sources sought synopses, Requests for information, Notices of award
- Industry days, pre-solicitation conferences
- Training conferences, outreach events
- ***Build a relationship with the small business specialist***



Keys to Success

- **Research**
- **Market**
- **Demonstrate**
- **Request feedback (debrief)**
- **PERFORM**
- **Be Positive, Passionate, and Persistent**
- **Nurture client relationships**
- **Don't give up!**



Technology Transfer

- Created to assure all AF science and engineering activities promote the transfer or exchange of technology with state and local government, academia, and industry.
- Enhance the economic competitiveness of industry and promote the productivity of state and local governments while leveraging the DoD research and cooperation.
- The end result is a strong industrial base the AF and DoD utilize to supply their capability shortfalls.
- <http://www.wpafb.af.mil/library/factsheets>



Mechanisms to Facilitate Tech Transfer

- **Cooperative Research and Development Agreements (CRADAS), Educational Partnership Agreements (EPAs), Small Business Technology Transfer Program (STTR), and Small Business Innovative Research (SBIR).**
- **Phone (937) 904-9830**
- **E-Mail: T2webmail.afrl.hq.wpafb.af.mil**



Cooperative Research and Development Agreements (CRADAs)

- A written agreement between one or more technical directorates (TD) and one or more non-federal parties under which the TD(s) provides personnel, facilities, equipment or other resources with or without reimbursement (but not funds to non-federal parties).
- The non-federal parties provide funds, people, services, facilities, equipment, or other resources to conduct specific research or development efforts that are consistent with the TD's mission.
- The objective of a CRADA is R&D and can include testing.





Education Partnership Agreements (EPAs)

- Focused on promoting the fields of Science, Math, and Engineering
- Vehicle for Specific Collaboration with Academia and Educational Institutions
- Allows for Sharing of People and Expertise
- Allow for Transfer/Donation of Equipment
 - Scientific Equipment
 - Computers





Air Force STTR Program

\$30 + M per year

Process overview

Phase I

- Concept Feasibility
- ≤ \$100K
- 9 Months

STTR requires teaming between Small Business and research institutions

Phase II

- Concept Development
- ≤ \$750K
- 2 Years

Air Force focuses STTR on basic (6.1) research

Phase III

- Technologies ready for next level of R&D

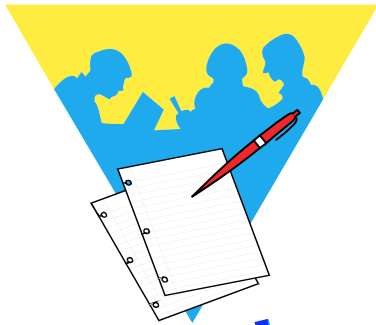


Small Business Innovation Research

\$330 + M per year

Phase I

- Concept Feasibility
- ≤ \$100K
- 9 Months



Phase II Enhancement

- ≤ \$500K matching
- ≤ 1 Year

Phase II

- Concept Development
- ≤ \$750K
- 2 Years

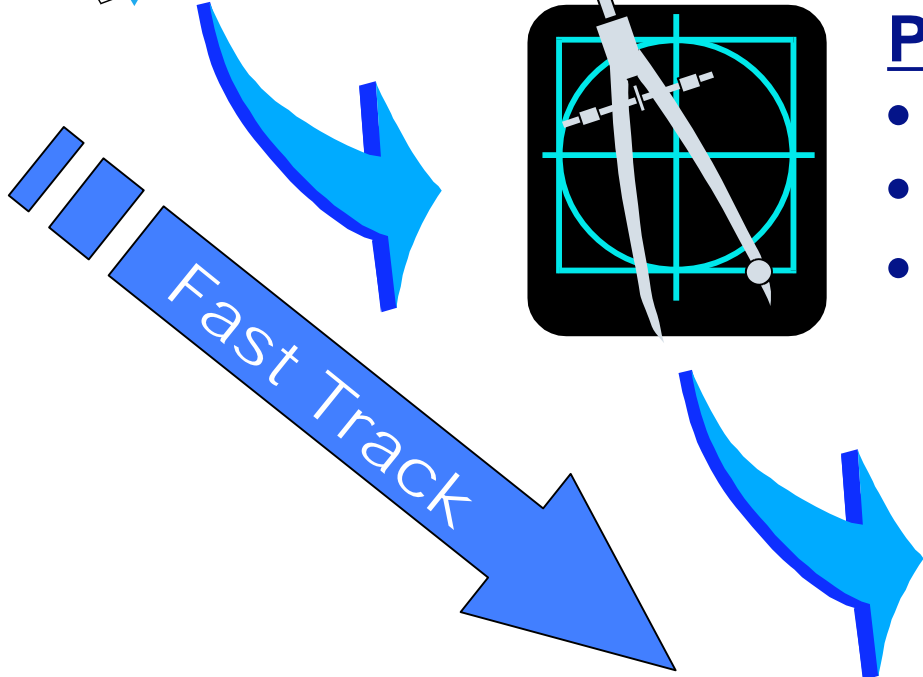


Phase III

- Products ready for insertion
- Not SBIR₂₀



Fast Track





Annual Briefing for Industry 20-22 August 07

- Briefing
 - 10 Directorates of the Air Force Research Lab
 - Technology Transfer Office
 - Small Business Innovative Research
 - Space Development Test Wing
 - Sandia National Laboratory
 - High Energy Laser Joint Technology Office
 - White Sands Missile Range
 - Adv Technology Program/National Institute of Stds and Tech
- Invite HBCU/MI to conduct capability briefings to AFRL Engineers and Large Businesses
- www.pacanm.org



QUESTIONS?