

Marketing and Outreach to Small Business

**Presented at the
DOE/UT-Battelle Day
at Morehouse College**

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How New Small Businesses Market DOE/Labs

- **Conducting Data Mining with Within DOE**
- **Communicate with Small Business Managers**
- **Register on targeted Website**
- **Subcontract with Businesses currently working for DOE**
- **Be prepared to market for one year**
- **Recruit Staff members who have had a relationship with DOE/Labs**
- **Communicate with potential internal customers**

Future Partnership Activities

- **Plan a Mentor-Protégé Seminar for the Battelle Family of Labs**
- **Assist Morehouse College in managing a DOE/other government agencies SB Conference**
- **Assist Morehouse in developing a training class for Small Business managers**

Reaching out to Small Business

- **Conferences/Tradeshows/Exhibitions**
- **Matchmaking events**
- **Featured speaker**
- **On-Site conferences/events**
- **One-on-One office meetings**
- **Teleconferences**
- **Active Website**
- **Networking with federal, state, & local agencies**
- **Email**
- **Various directories and source lists**
 - **CCR,**
 - **Vetbiz.gov**



Our website: www.ornl.gov/smallbusiness

Introduction - Small Business Programs Office - SBPO - Windows Internet Explorer

http://www.ornl.gov/adm/smallbusiness/index.shtml

OAK RIDGE NATIONAL LABORATORY

Small Business Programs Office Information

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Introduction

ORNL Fact Sheet
How to do Business

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Introduction

Welcome to the new Oak Ridge National Laboratory's (ORNL) Small Business Programs Office website! This website is designed to assist small business owners interested in doing business with ORNL. If you are a first time visitor, we encourage you to explore the entire website beginning with the ORNL Fact Sheet for an overview of our Laboratory's mission, history, and leadership. Next, you will find the steps in How to do Business (with ORNL) very useful in making you initial connection with us.

The remaining headings (above and to your left), represent the three primary objectives of the ORNL Small Business Programs Office and this website is structured to meet those objectives.

INFORMATION - This section is to provide you with the roles and responsibilities of the ORNL Small Business Programs Office; as well as other information on business descriptions, our performance in contracting with small businesses, and links to other useful areas of interests. The Announcements link is intended to be used as the primary conduit for communications from our office to the small business community as a whole.

EDUCATION - A well educated and informed staff is a key success factor for any business. This section provides training opportunities in a diverse number of subject/topic areas to help small businesses in their business objectives. All of the training material is offered to

Search

Relevant Links

- AM&SBP Division
- Contracts Division
- ORNL Home
- DOE ORO
- DOE HQ
- DOE OSDBU
- eSRS
- FAR
- PTAC
- SBA
- SCORE
- TNECD
- Visitor Information
- Other DOE-SB Contacts

Local intranet 100%

Steps in Doing Business with ORNL

- Register your business in the Central Contractor Registration (CCR) database at www.ccr.gov.
- Visit the ORNL Small Business web site at www.ornl.gov/smallbusiness.
- Register your business in the Supplier Information Database in the website.
- Send your capability documents to the Small Business Office.



Steps in Doing Business with ORNL - continued

- **Make an appointment to visit the Small Business Office (optional).**
- **Visit our web site for Upcoming Subcontracting Opportunities.**
- **Keep in touch with the ORNL Small Business Programs Manager.**



Business opportunities: Support services

Upcoming procurements	RFP	Estimated value	Contact
Community and Regional Resilience Initiative	February 2008	\$3M-\$4.5M	Becky Wagner 865-576-1406 wagnerba@ornl.gov
Engineering and Technical Support to the Nuclear Nonproliferation Office	February 2008	\$20M	Jack Liles 865-576-1525 lilesm@ornl.gov
IT Support for Microsoft Products (Vendor must be Microsoft certified)	Summer 2008	<\$1M	Jo Ann Fitzpatrick 865-576-1543 fitzpatricja@ornl.gov
Technical, analytical, and programmatic assistance for conduct of energy efficiency, renewable energy, electricity delivery and energy reliability R&D programs	January 2007	\$1M	Shannon Bridges 865-576-1426 bridgesse@ornl.gov

Top Ten Reasons Proposals Don't Win

- **Didn't follow the proposal instructions**
- **Didn't return the requested forms**
- **Didn't address the Evaluation Criteria as described in the Proposal Format**
- **Technical proposal just regurgitated SOW**
- **Didn't adhere to page limit; too wordy**

- **Didn't state the assumptions or the basis for the proposed costs**
- **Poor safety record**
- **Lack of understanding regarding the work**
- **Lack of documented past performance**
- **Cost/Price**

ORNL Mentor/Protégé Program



The ORNL Mentor-Protégé Program is a Department of Energy (DOE) initiative and is designed to assist energy related firms in an effort to enhance their capability to perform contracts and subcontracts for ORNL and DOE facilities.

Eligibility

- ✓ Small Disadvantaged 8(a) Business, Women-Owned Small Business, Service Disabled Veteran Small Business, HBCUs/MEIs
- ✓ Eligible to receive government contracts
- ✓ In business for at least two years prior to applying
- ✓ Certify as a small business for the NAICS Code for services to be provided
- ✓ Have one or more current subcontracts with ORNL

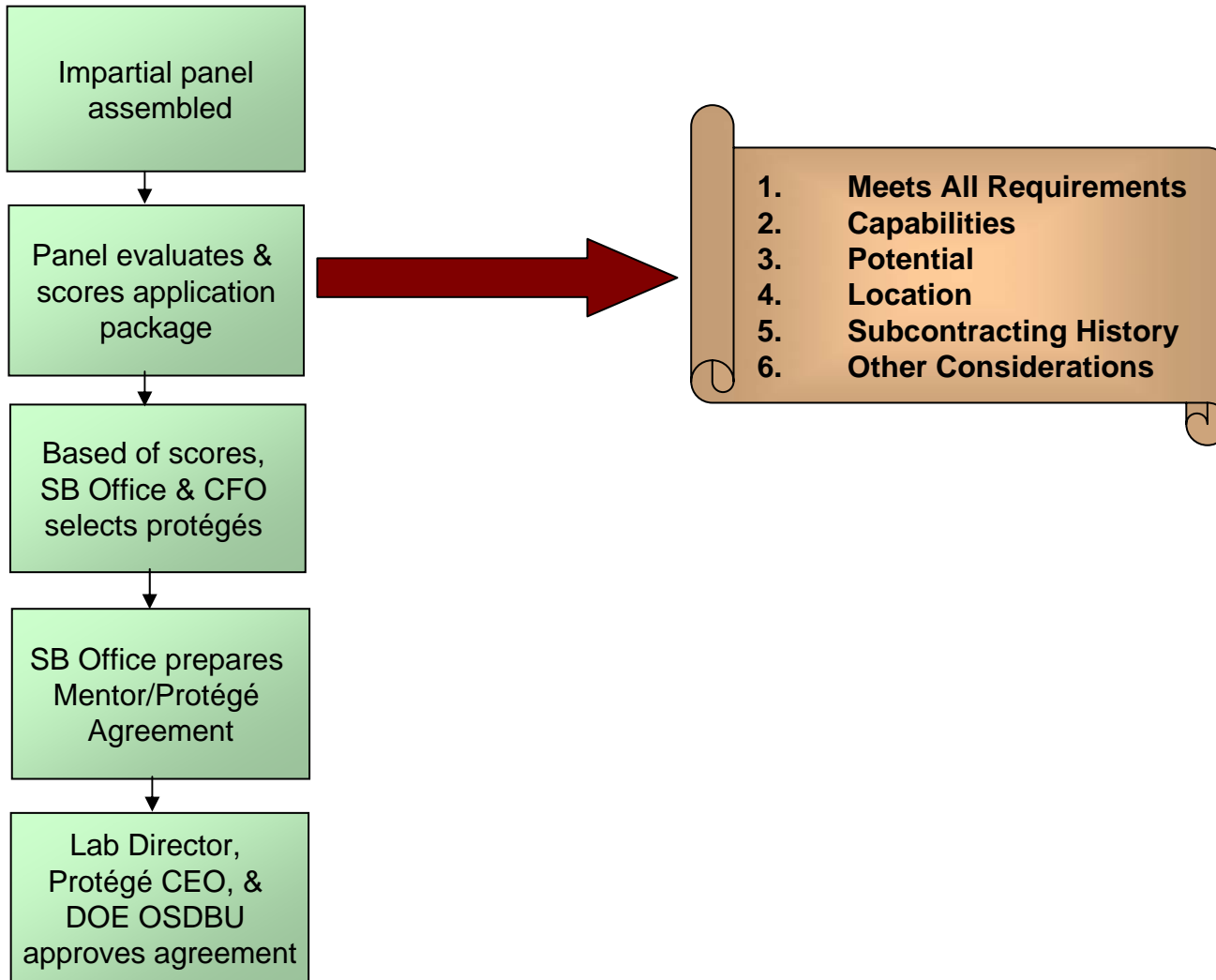


Application

- **A detailed letter of interest that addresses the applicant's capabilities, potential, subcontracting history, and potential matching to ORNL's needs**
- **A nomination letter by two or more internal ORNL champions who will support the protégé during their participation in the program**

- **A capabilities package:**
 - **Proof of eligibility**
 - **Capability Statement**
 - **List of directors/management**
 - **Statement of how applicant will benefit from program**
 - **List of work applicant wants to pursue**
 - **List of subcontracts currently held**
 - **List of subcontracts issued within past year**
 - **Any other pertinent information/data applicant believes important**

Protégé Selection Process



Contents of the Mentor/Protégé Agreement

- **Contact information of Mentor and Protégé**
- **Voluntary termination procedures**
- **Description of Developmental Assistance Program**
- **Number & types of subcontracts to be awarded**
- **Term of the Agreement**
- **DOE termination procedures**
- **Lessons Learned evaluation**
- **Description of how Developmental assistance will benefit**
- **Provision for program evaluation briefings**
- **Recognition that developmental costs are allowable**
- **Other terms and conditions, as appropriate**

Next Step: Document the Developmental Assistance Schedule

- **Developed after DOE approves the Agreement**
- **Developed by the internal champions, protégé management, and the Small Business Programs Manager**
- **Identifies actions/milestones to be accomplished to help facilitate program success**
- **Establishes performance status of used for required periodic reporting to DOE**

Developmental Assistance Schedule

Oak Ridge National Laboratory
MENTOR-PROTÉGÉ AGREEMENT – SCHEDULE OF MENTORING ACTIVITIES
Protégé: BRANDAN ENTERPRISES, INC.
August 23, 2006 to August 23 2008

Task	Title	Action No.	Deliverable/Action	Resp.	Planned Completion Date	Actual Completion Date	Comments
1	Technical Assistance	1a	Evaluate BRANDAN ENTERPRISES technical capabilities	Champions	12/31/2006		
		1b	Assess BRANDAN ENTERPRISES strengths and areas of opportunities	Champions	12/31/2006		
		1c	Provide semiannual report to the ORNL SB Office which provides a program critique that identifies areas needing improvement, recommendations for improvement, partnership success and potential subcontracting opportunities.	Champions	3/15/2007		
		1d	Conduct bi-monthly meetings with BRANDAN ENTERPRISES to discuss progress, identify opportunities, and provide general advice and guidance	Champions	10/15/2006 (initial)		

Expectations/Benefits of Mentor/Protégé Program

- **Protégé will develop long-term relationship with ORNL and other DOE prime contractors**
- **Developmental assistance may enable protégé to qualify for and better compete for larger, more complex procurements**
- **Protégé will enhance its opportunities to increase its subcontracts**
- **Protégé may also increase its employee base, revenues, and long-term profitability**
- **ORNL will benefit by having a competent, highly skilled small business that can provide technical services in critical areas**

2006/2007 Recognition for Small Business Support

SBA's Francis Perkins Vanguard Award



DOE FMC Small Business Innovation Award



Oak Ridge National Laboratory: Ready for the next generation of great science

