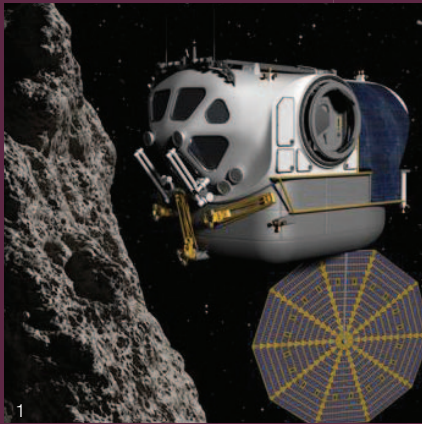


NASA OFFICE OF SMALL BUSINESS PROGRAMS

Small Business Program Guide



WHERE SMALL BUSINESS MAKES A BIG DIFFERENCE



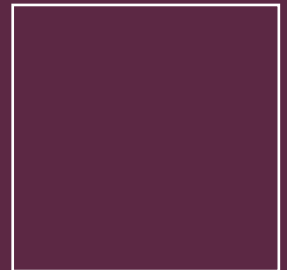
A galactic spectacle. (X-ray: NASA/CXC/SAO/J. DePasquale; Infrared: NASA/JPL-Caltech; Optical: NASA/STScI)

Vision

The vision of the Office of Small Business Programs (OSBP) at NASA Headquarters is to promote and integrate all small businesses into the competitive base of contractors that pioneer the future of space exploration, scientific discovery, and aeronautics research.

Mission

- To advise the Administrator on all matters related to small business.
- To promote the development and management of NASA programs that assist all categories of small business.
- To develop small businesses in high-tech areas including technology transfer and the commercialization of technology.
- To provide small businesses with the maximum practicable opportunities to participate in NASA prime contracts and subcontracts.





Glenn A. Delgado (NASA)



Letter from the Associate Administrator

NASA is committed to providing small businesses with opportunities to participate in both NASA prime contracts and subcontracts. The NASA Office of Small Business Programs is here to facilitate open and effective communication between our Centers and small businesses worldwide to make that commitment a reality. This brochure includes invaluable information regarding how to do business with NASA, its Centers, and the Mentor-Protégé Program (MPP) while focusing on the socioeconomic small business categories. If you'd like to learn more, additional information is available 24/7 at the NASA OSBP Web site, <http://osbp.nasa.gov/>.



Glenn A. Delgado
Associate Administrator
Office of Small Business Programs

How To Do Business with NASA

1

Identify Your Product or Service

- Know the Federal Supply Class or Service (FSC/SVC) codes (<http://www.hq.nasa.gov/office/procurement/regs/FSCCodes.doc>) and the North American Industry Classification System (NAICS) codes (<http://www.census.gov/naics/>) for your products or services.
- Prepare a capability brief in both printed and electronic versions with an emphasis on Government work.

2

Register Your Business

- Obtain a Data Universal Numbering System (DUNS) number (<http://www.dandb.com/fedgov/>).
- Register with the System for Award Management (SAM) (<http://www.sam.gov>).
- Register with the NASA Vendor Data Base (NVDB) (https://vendors.nvdb.nasa.gov/index.cfm?fuseaction=Vendor.challenge_screen).

3

Identify Your Target Market Within NASA

- Identify what each NASA Center (<http://osbp.nasa.gov/about.html>) procures by reviewing its top NAICS code and the NASA Acquisition Forecast (<http://prod.nais.nasa.gov/cgi-bin/nais/forecast.cgi>).
- Review the NASA Web site (<http://www.nasa.gov>), the OSBP Newsletter (<http://osbp.nasa.gov/newsletter.html>), and industry publications such as *Space News*, *Aviation Weekly*, and *Physics Today*.
- Contact the Small Business Specialists (SBSs) (<http://osbp.nasa.gov/contacts.html>) located at each NASA Center for assistance on how to do business with that particular NASA Center.

4

Identify Current NASA Procurement Opportunities

- Identify current procurement opportunities in your product or service area by checking the Federal Business Opportunities Web site (<https://www.fbo.gov>) or the NASA Procurement Web site (http://prod.nais.nasa.gov/cgi-bin/nais/link_syp.cgi), which can assist you in identifying NASA requirements and send you e-mail notifications of released requirements.

5

Familiarize Yourself with NASA Contracting Procedures

- Be familiar with the Federal Acquisition Regulations (FAR) (<http://farsite.hill.af.mil>) and the NASA Federal Acquisition Regulation Supplement (<http://www.hq.nasa.gov/office/procurement/regs/nfstoc.htm>).

6

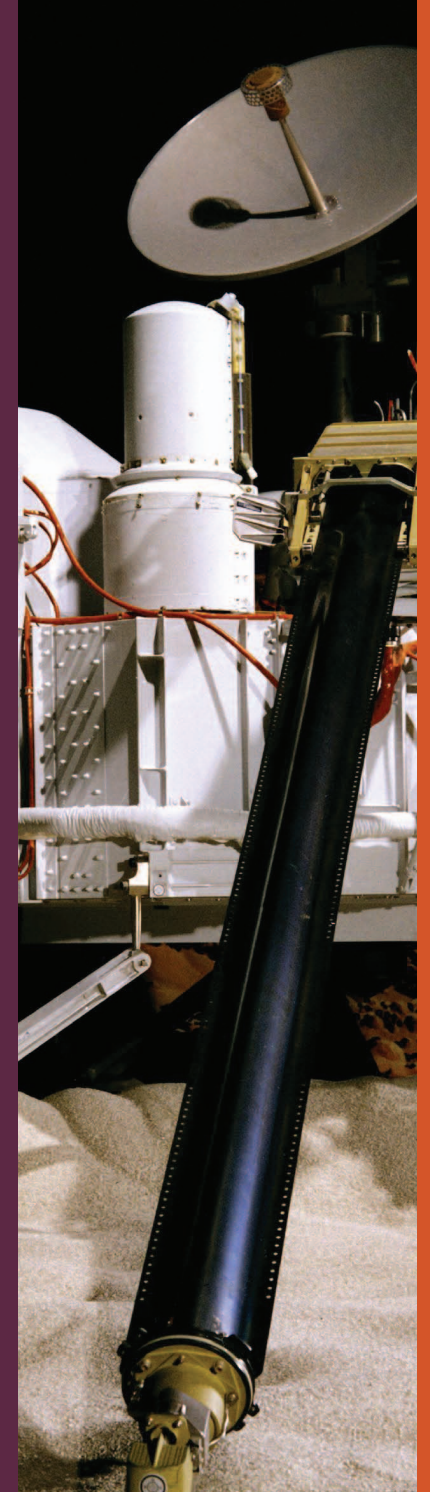
Investigate Federal Supply Schedule (FSS) Contracts

- Contact the U.S. General Services Administration (GSA) (<http://www.gsa.gov/portal/category/100611>) for information on how to obtain a Federal Supply Schedule contract. Many NASA purchases are, in fact, orders on FSS contracts.

7

Seek Additional Assistance as Needed

- Request training and counseling on marketing, financial, and contracting issues at minimal or no cost from Procurement Technical Assistance Centers (PTACs) (<http://www.dla.mil/SmallBusiness/Pages/ProcurementTechnicalAssistanceCenters.aspx>). PTACs are located in most states and are partially funded by the U.S. Department of Defense (DOD) to provide small business concerns with information on how to do business with DOD and other Government agencies.
- Consult with the SBA's Procurement Center Representatives (PCRs) (<http://www.sba.gov/content/procurement-center-representatives>) and the SBA Business Development Centers (<http://www.sba.gov/content/small-business-development-centers-sbdcs>). The SBA provides each NASA Center with a liaison.
- Get free and confidential mentoring by former CEOs through SCORE (<http://www.score.org>).



8

Explore Subcontracting Opportunities

- Obtain information on subcontracting opportunities through the SBA's *SUB-Net* (<http://web.sba.gov/subnet/search/index.cfm>) or Subcontracting Opportunities Directory (<http://www.sba.gov/category/navigation-structure/contracting/contracting-opportunities/subcontracting/subcontracting-opportunities-directory>). Solicitations or notices are posted by prime contractors. NASA's list of prime vendors is located on the NASA Marshall Space Flight Center's Web site (http://ec.msfc.nasa.gov/doing_business/).

9

Investigate NASA Small Business Programs

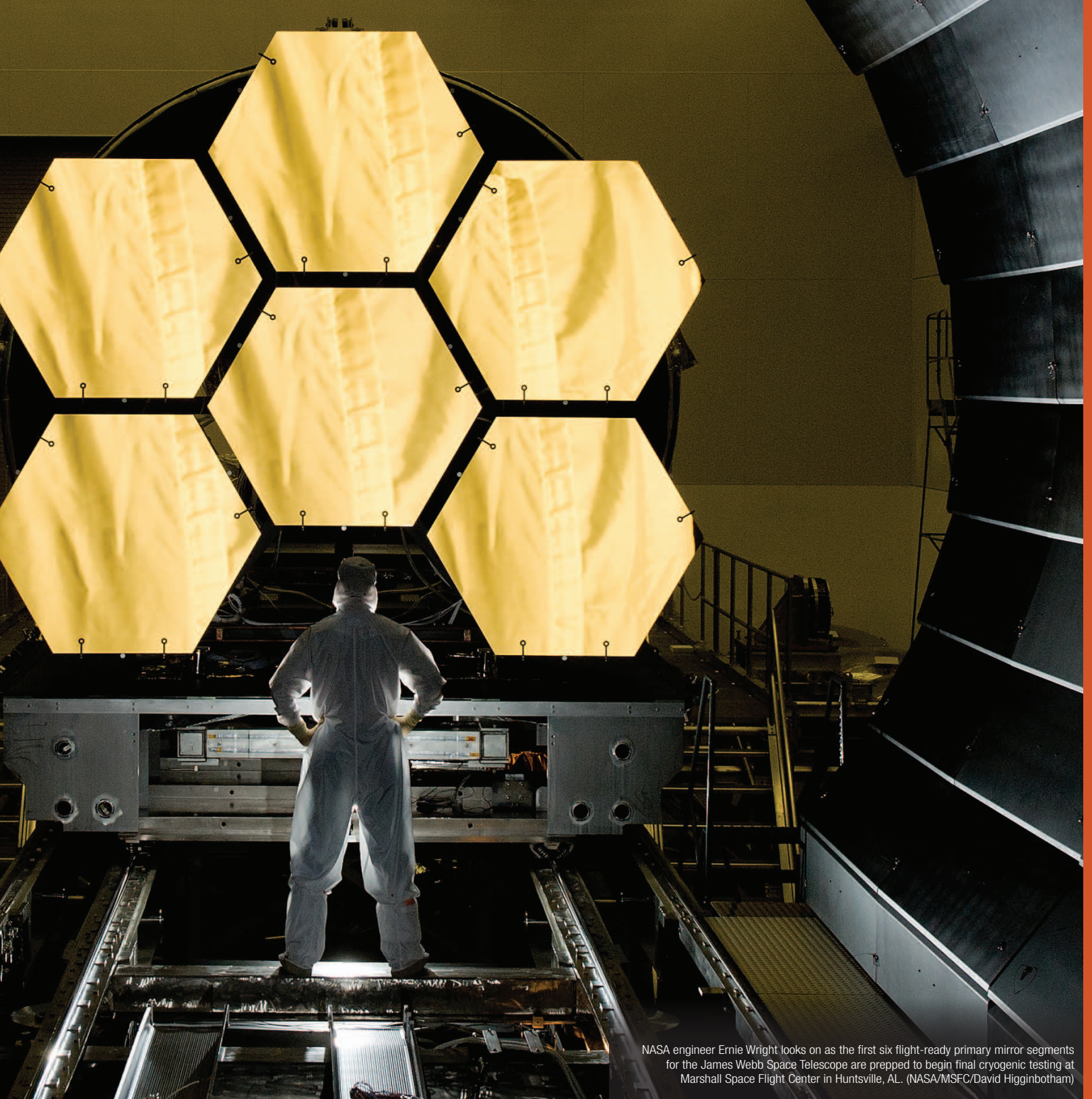
- Explore other small business programs, such as the NASA Mentor-Protégé Program (<http://osbp.nasa.gov/mentor.html>), the Small Business Innovation Research Program (<http://sbir.gsfc.nasa.gov/SBIR/SBIR.html>), and the Historically Black Colleges and Universities and Minority-Serving Institutions Program. Information on these and other programs is available on the NASA Office of Small Business Programs Web site (<http://osbp.nasa.gov>).

10

Market Your Firm Well!!!

- After you have identified your customers, researched their requirements, and familiarized yourself with NASA procurement regulations and strategies, it is time to market your product or service. Present your capabilities directly to the NASA Centers that buy your products or services. Realize that, as with yours, their time is valuable. If the match is a good one, you can provide them with a cost-effective, quality solution to their requirements. Good luck!





NASA engineer Ernie Wright looks on as the first six flight-ready primary mirror segments for the James Webb Space Telescope are prepped to begin final cryogenic testing at Marshall Space Flight Center in Huntsville, AL. (NASA/MSFC/David Higginbotham)

Historically Underutilized Business Zone (HUBZone)

Eligibility Requirements

- Must be a small business.
- Must be at least 51 percent owned and controlled by **U.S. citizens**.¹
- Must have its **principal office**² located in a HUBZone.
- Must have at least 35 percent of its employees reside in a HUBZone.
 1. Or owned by an Alaska Native Corporation (ANC), an Indian Tribal Government, a Small Agricultural Cooperative, or a Community Development Corporation.
 2. Defined as the location where the greatest number of employees perform the majority of their work.

Certification Requirement

- The Small Business Administration conducts the HUBZone certification.

Procurement Incentives

- Currently, there is authority in the Federal Acquisition Regulation for HUBZone small business set-asides and HUBZone Price Evaluation preferences.

Authority/References

- Title VI of the Small Business Reauthorization Act (1997) (15 U.S.C. 631)
- FAR 19.13

Procurement Incentives

- A Federal Government-wide statute established goals of 3 percent of the total contract and subcontract value.
- NASA goals are 3 percent of the total prime and subcontract value.

More information on HUBZone small businesses can be found at <http://www.sba.gov/hubzone/>.

Purpose

It is NASA policy to provide the maximum practicable number of acquisition opportunities to HUBZone small businesses.



An artist's concept of future space technology, (NASA)

HUBZone Small Business Goals

- Increase the number of annual contract actions and contract dollar value to HUBZone small businesses.
- Increase the number of HUBZone small businesses in high-tech areas by expanding the Mentor-Protégé Program.
- Monitor the performance of HUBZone small business subcontracting through the use of Individual Subcontract Reports (ISRs) at each Center.
- Monitor the Agency's annual HUBZone small business subcontracting dollars through the Summary Subcontract Report (SSR).
- Provide outreach to HUBZone small businesses through small business events and matchmaking opportunity outreach events.
- Increase communication with HUBZone small businesses through the use of the OSBP Web site.
- Include training for the NASA acquisition workforce on HUBZone small businesses.
- Monitor the Federal databases to ensure that all data are entered accurately and reviewed regularly.
- Require NASA Centers to report initiatives in support of HUBZone small businesses on a semiannual basis.
- Use an enterprise model to execute these goals and track accomplishments.

Contact Information

- Web site: <http://www.osbp.nasa.gov>
- Telephone: 202-358-2088
- E-mail: smallbusiness@nasa.gov (include "HUBZone" in the subject line)



Women-Owned Small Business (WOSB)

Eligibility Requirements

- Must be at least 51 percent owned by at least one woman; or, if a publicly owned business, at least 51 percent of the stock must be owned by at least one woman.
- Must have management and daily business operations controlled by at least one woman.

Certification Requirement

- Women-Owned Small Businesses may self-certify.

Procurement Incentives

- There is currently no authority in the Federal Acquisition Regulations for sole-source contracts to Women-Owned Small Businesses.

Authority/References

- Executive Order 12138 (1979) created the National Women's Business Enterprise Policy and established the Women-Owned Business Program.
- The Federal Acquisition Streamlining Act of 1994 (P.L. 103-355) (enacted October 10, 1994) established the annual Government-wide goal for Women-Owned Small Business concerns at 5 percent of the total value of all prime contract and subcontract awards.

Procurement Incentives

- NASA goals are 5 percent of the total prime and subcontract value.
- More information on Women-Owned Small Businesses can be found at <http://www.osbp.nasa.gov> and <http://www.womenbiz.gov>.

Women-Owned Small Business Goals

- Increase the number of annual contract actions and contract dollar values to Women-Owned Small Businesses.
- Increase the number of Women-Owned Small Businesses in high-tech areas by expanding the Mentor-Protégé Program.
- Monitor the performance of Women-Owned Small Businesses subcontracting through the use of Individual Subcontract Reports at each Center.
- Monitor the Agency's annual Women-Owned Small Business subcontracting dollars through the Summary Subcontract Report.

- Provide outreach to Women-Owned Small Businesses by participating in U.S. Women's Chamber of Commerce events and attending other conferences.
- Increase communication to Women-Owned Small Businesses through greater use of the OSBP Web site.
- Include training for the NASA acquisition workforce on Women-Owned Small Businesses.
- Monitor the Federal databases to ensure that all data are entered accurately and reviewed regularly.
- Require NASA Centers to report initiatives in support of Women-Owned Small Businesses on a semiannual basis.
- Use an enterprise model to execute these goals and track accomplishments.

Women-Owned Small Business Federal Contract Program

- The U.S. Small Business Administration revised the WOSB contracting program, effective April 1, 2011, with the aim of expanding Federal contracting opportunities to WOSBs and Economically Disadvantaged Women-Owned Small Businesses (EDWOSBs).
- The program allows contracting officers to set aside specific Federal contracts for WOSBs and EDWOSBs in certain NAICS codes (under \$4 million for services and \$6.5 million for manufacturing).
- For further information on the WOSB program, including the complete list of eligible NAICS codes and certification information, please visit <http://www.sba.gov/content/contracting-opportunities-women-owned-small-businesses>.

Contact Information

- Web site: <http://www.osbp.nasa.gov>
- Telephone: 202-358-2088
- E-mail: smallbusiness@nasa.gov (include "WOSB" in the subject line)



A test engineer works in Glenn Research Center's 8 × 6 Foot Supersonic Wind Tunnel. (NASA)



Technicians position microphones around the Orion Multi-Purpose Crew Vehicle and the Launch Abort System in preparation for a second round of acoustic-chamber testing. (Lockheed Martin)

Veteran-Owned Small Business (VOSB)/ Service-Disabled Veteran–Owned Small Business (SDVOSB)

Eligibility Requirements

Veteran-Owned Small Business (VOSB)

- Must be a small business, as determined by the U.S. Small Business Administration.
- Must be at least 51 percent owned by at least one veteran, as defined in 38 U.S.C. 101(2); or, if a publicly owned business, at least 51 percent of the stock must be owned by at least one veteran.
- Must have management and daily operations controlled by at least one veteran.

Certification Requirement

- Veteran status may be self-certified in accordance with FAR 52-219-1.

Procurement Incentives

- There is no set-aside program for Veteran-Owned Small Businesses.

Eligibility Requirements

Service-Disabled Veteran–Owned Small Business (SDVOSB)

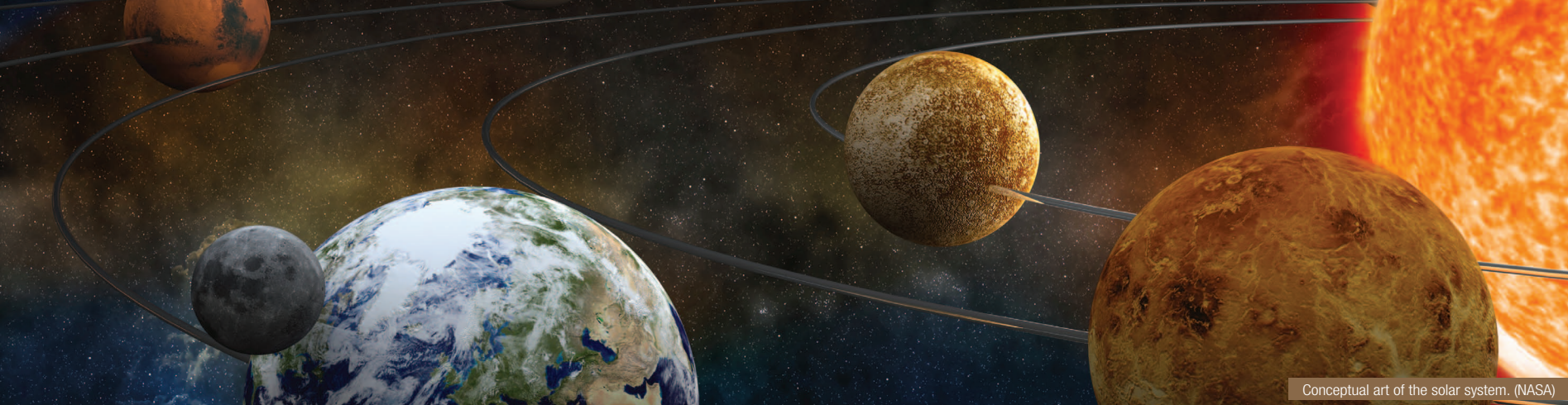
- Must be a small business, as determined by the SBA.
- Must be at least 51 percent owned by at least one service-disabled veteran, as defined in 38 U.S.C. 101(16); or, if a publicly owned business, at least 51 percent of the stock must be owned by at least one service-disabled veteran.
- Management and daily operations must be controlled by at least one service-disabled veteran or by the spouse or permanent caregiver of the service-disabled veteran if such veteran has a permanent and severe disability.

Certification Requirement

- Veteran status may be self-certified in accordance with FAR 52-219-1.

Procurement Incentives

- Set-aside opportunities may apply.
- 8(a) Program eligibility may apply on a case-by-case basis if the SBA determines that a service-disabled veteran is also disadvantaged.
- For more information, please visit <http://www.osbp.nasa.gov>, <http://www.va.gov/osdbu>, and <http://www.vetbiz.gov>.



Conceptual art of the solar system. (NASA)

Purpose

In accordance with Section 2(a) of Presidential Executive Order 13360, NASA has published a 2-year strategic plan to focus the Agency's effort on providing service-disabled veterans with the maximum practicable number of contracting and subcontracting opportunities.

Veteran Goals

- Increase the number of annual contract actions and contract dollar value to veteran-owned small businesses.
- Increase the number of Veteran-Owned Small Businesses in high-tech areas by expanding the Mentor-Protégé Program.
- Monitor the performance of Veteran-Owned Small Business subcontracting through the use of Individual Subcontract Reports at each Center.
- Monitor the Agency's annual Veteran-Owned Small Business subcontracting dollars through the Summary Subcontract Report.
- Provide outreach to Veteran-Owned Small Businesses by participating in small business events and attending other conferences.
- Increase communication to Veteran-Owned Small Businesses through increased use of the OSBP Web site.

- Include training for the NASA acquisition workforce on Veteran-Owned Small Businesses.
- Monitor the Federal databases to ensure that all veteran-owned data are entered accurately and reviewed regularly.
- Require NASA Centers to report initiatives in support of veteran programs on a semiannual basis.
- Use an enterprise model to execute these goals and track accomplishments.

Contact Information

- Web site: <http://www.osbp.nasa.gov>
- Telephone: 202-358-2088
- E-mail: smallbusiness@nasa.gov (include "SDVOSB/VOSB" in the subject line)

Mentor-Protégé Program (MPP)

Eligibility Requirements

To be eligible as a mentor, an entity

- must be a large prime contractor performing under NASA contracts with at least one active and approved subcontracting plan, as required by FAR 19.7;
- must be eligible to receive Federal contracting awards; and
- must apply and be approved as a mentor by the NASA Office of Small Business Programs. Mentors must establish initial eligibility by submitting their mentor application for approval. A template for the mentor application may be accessed electronically at <http://www.osbp.nasa.gov>.

To be eligible as a protégé, an entity must be one of the following:

- A Small Disadvantaged Business (SDB),
- A Woman-Owned Small Business (WOSB),
- A Historically Black College or University (HBCU),
- A Minority-Serving Institution (MSI),
- A Veteran-Owned Small Business (VOSB),
- A Service-Disabled Veteran–Owned Small Business (SDVOSB),
- A Historically Underutilized Business Zone (HUBZone) Concern,
- A small business with an active NASA Small Business Innovation Research (SBIR) Phase II contract, or
- A company participating in the AbilityOne program.

Purpose

The NASA Mentor-Protégé Program encourages NASA prime contractors to assist eligible protégés, thereby enhancing the protégés' capabilities to perform NASA contracts and subcontracts, fostering the establishment of long-term business relationships between these entities and NASA prime contractors, and increasing the overall number of these entities that receive NASA contract and subcontract awards.

Types of Agreements

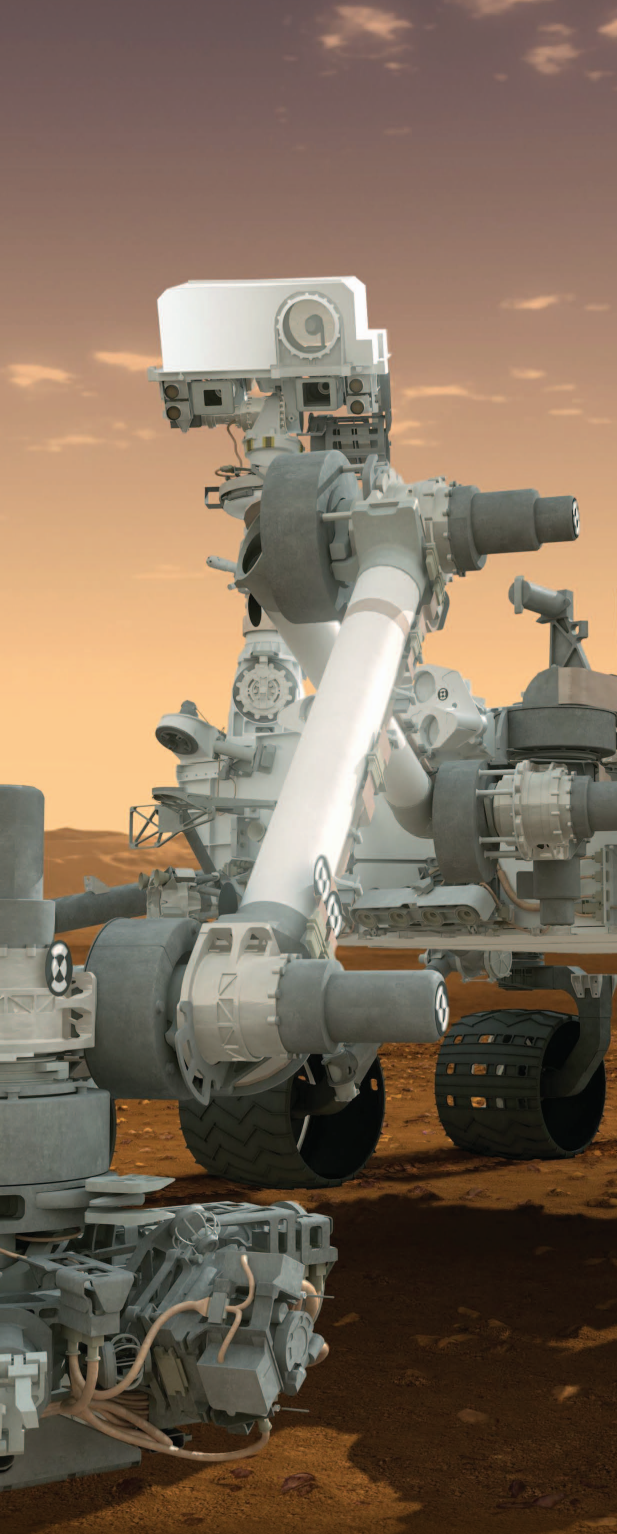
Credit Agreements

- In a credit-based mentor-protégé agreement, a mentor receives credit on a one-to-one basis toward its subcontracting goals. The credit is reported on the Individual Subcontract Report (ISR) for the specific contract, as identified prior to the approval of the agreement.

Award Fee Pilot Program

- Under the Award Fee Pilot Program, a mentor is eligible to receive an award fee at the end of the agreement period based upon the mentor's performance of providing developmental assistance to its protégé. During the pilot program, only NASA SBIR Phase II protégés are eligible to participate with mentors.





NASA Responsibilities

- NASA Center Small Business Specialists are responsible for the overall administration and management of the mentor-protégé agreements submitted to their Centers. The NASA Center small business office will ensure that the requirements of NASA FAR Supplement 1819.72 and the NASA Mentor-Protégé Program guidance are met and will coordinate the agreement's requirements with NASA OSBP.
- NASA contracting officers are responsible for adding mentor-protégé agreements to existing contracts through contract modification. A letter endorsing their support of the mentor-protégé agreement must be added to the agreement package before submission to NASA OSBP.
- The NASA Office of Small Business Programs is responsible for the administration, policy, and oversight of the NASA Mentor-Protégé Program. OSBP will approve all mentor applications and conduct annual performance reviews of the progress and accomplishments realized under approved mentor-protégé agreements.

How To Participate

Below, you will find the basic steps necessary to establish a NASA mentor-protégé agreement. For a more detailed explanation, please visit our Web site at <http://www.osbp.nasa.gov>.

1. **Locate a partner**—Mentors and protégés are required to establish their own counterparts. Each company has its own internal processes and procedures for locating partners. These processes are not mandated by NASA.
2. **Determine developmental assistance to be provided**—Prior to filling out the agreement template, the mentor must perform a needs assessment of the protégé to determine what type of developmental assistance is required. Typical examples of developmental assistance may be related to technical transfer or business infrastructure. The dollar value associated with the technical transfer tasks should be approximately 70 percent of the proposed hours and cost. The remaining 30 percent may be related to business development tasks.
3. **Submit agreement for approval**—The agreements are submitted to one of the NASA Centers for review and endorsement.

If the agreement is endorsed at the Center level, it will be forwarded to the OSBP at NASA Headquarters for final review and approval within 3 weeks of receipt. The agreement officially begins on the date of the incorporation of the agreement into a contractual vehicle via a contract modification signed by the contracting officer. Once the agreement begins, the mentor may start providing the developmental assistance outlined and reporting credit is received.

4. **Fulfill all reporting requirements**—The reporting requirements for the NASA MPP include the following:
 - Semiannual reports
 - Annual reviews
 - Protégé post-agreement reports



Proposal Evaluation

The evaluation of all proposed agreements will be based on the following criteria:

- Merit of the developmental assistance to the protégé
- Perceived benefit and/or value of the agreement to NASA
- Percentage of hours associated with the technical transfer
- Subcontracting opportunities available to the protégé
- Utilization of HBCU/MSIs, PTACs, and SBA Business Development Centers (SBDCs)
- Proposed cost

Benefits of Participation

The MPP has the ability to uniquely transform a small business or minority-serving institution and enhance its capabilities to win contracts and subcontracts as a direct result of its participation. Some of the potential benefits of the program include the following:

For Mentors:

- Develop long-term business relationships with small business concerns
- Develop a qualified small business subcontracting base
- Accrue credit toward small business subcontracting goals

For Protégés:

- Receive relevant technical and developmental assistance
- Qualify for sole-source contracts from mentors

For All Participants:

- Cultivate teaming opportunities with their partners to win new contracts and/or subcontracts
- Engage the MPP as a marketing tool
- Foster networking opportunities

Contact Information

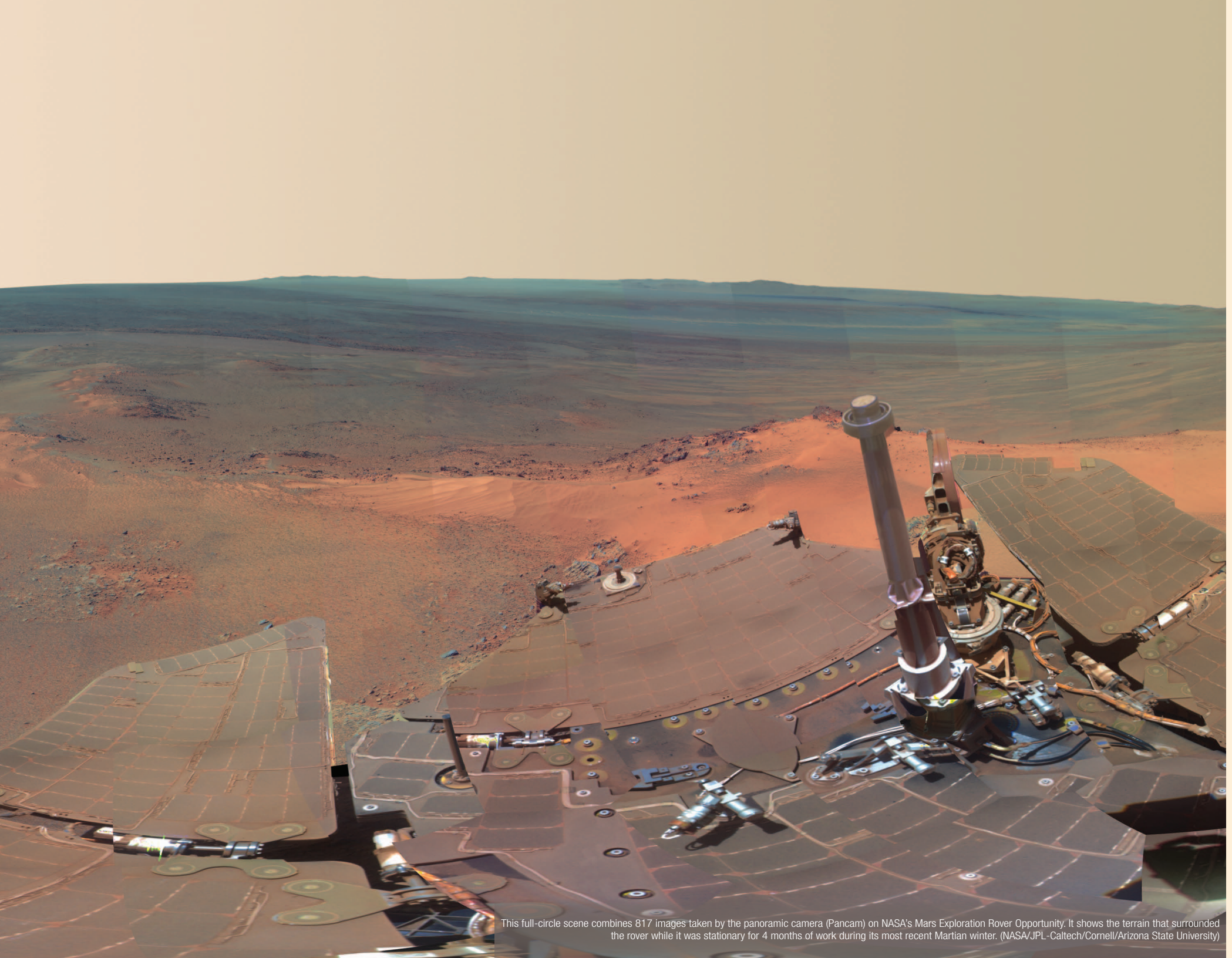
- Web site: <http://www.osbp.nasa.gov>
- Telephone: 202-358-2088
- E-mail: smallbusiness@nasa.gov (include "Mentor-Protégé Program" in the subject line)



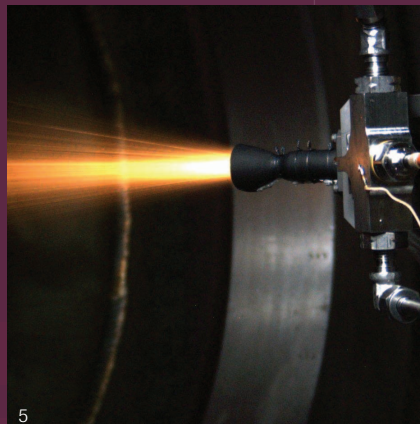
Inspecting the Mighty Eagle lander prototype. (NASA/MSFC/Fred Deaton)

Important Web Sites

- NASA Main Web Site: <http://www.nasa.gov>
- NASA Office of Small Business Programs: <http://osbp.nasa.gov>
- NASA Vendor Data Base: <http://vendors.nvdb.nasa.gov>
- NASA Procurement Web Site: <http://www.hq.nasa.gov/office/procurement>
- NASA Acquisition Forecast: <http://osbp.nasa.gov> (Click on **Acquisition Forecast**)
- Federal Supply Class: <http://www.dlfs.dla.mil/h2>
- North American Industry Classification System: <http://www.census.gov/eos/www/naics>
- System for Award Management: <http://www.sam.gov>
- Federal Business Opportunities: <https://www.fbo.gov>
- Federal Acquisition Regulations: <http://farsite.hill.af.mil>
- General Services Administration: <http://www.gsa.gov>
- Procurement Technical Assistance Centers: <http://www.dla.mil/SmallBusiness/Pages/ProcurementTechnicalAssistanceCenters.aspx>
- Federal Procurement Data System—Next Generation: <https://www.fpds.gov>
- Electronic Subcontracting Reporting System: <http://www.esrs.gov>
- Past Performance Information Retrieval System: <http://www.ppirs.gov>
- Subcontracting Opportunities (Sub-Net): <http://web.sba.gov/subnet>
- Department of Defense Office of Small Business Programs: <http://www.acq.osd.mil/osbp>



This full-circle scene combines 817 images taken by the panoramic camera (Pancam) on NASA's Mars Exploration Rover Opportunity. It shows the terrain that surrounded the rover while it was stationary for 4 months of work during its most recent Martian winter. (NASA/JPL-Caltech/Cornell/Arizona State University)



National Aeronautics and Space Administration

NASA Headquarters

300 E Street SW
Washington, DC 20546

www.nasa.gov

1. An artist's concept of a space exploration vehicle. (NASA)
2. One of Orion's main parachutes from the Capsule Parachute Assembly System, or CPAS, is lowered into the water at the Neutral Buoyancy Lab (NBL) at the Johnson Space Center in Houston. (NASA/James Blair)
3. Inside the Space Station Processing Facility at NASA's Kennedy Space Center in Florida. (NASA)
4. An astronaut reenters the International Space Station after completing a spacewalk. (NASA)
5. The Divert Attitude Control System thruster is fired under vacuum conditions to simulate operation in a space environment. (NASA)
6. New research is being performed at NASA's Glenn Research Center in Cleveland, OH, that could help alleviate the sonic boom produced by supersonic aircraft. (NASA/Bridget R. Caswell)