

# Marshall Small Business Alliance Meeting



**February 19, 2015**

**Mr. Lee Rosenberg**  
**Director**

**Missile Defense Agency Office of Small Business Programs**

**256-450-2872**

**[outreach@mda.mil](mailto:outreach@mda.mil)**

Approved for Public Release  
14-MDA-8055 (25 November 14)



# Missile Defense Agency Mission

## **Develop and field an integrated, layered Ballistic Missile Defense System (BMDS):**

- **To defend the United States, its deployed forces, friends and allies**
- **From enemy ballistic missiles of all ranges**
- **Capable of engaging them in all phases of flight**



# MDA Office of Small Business Programs (OSBP)

## Mission/Vision

- The **Mission** of the Office of Small Business Programs (OSBP) is to enable the Missile Defense Agency to gain access to the efficiency, innovation, and creativity offered by small businesses
- OSBP has a **Vision** to remain an integral player and value added advisor in the development of MDA acquisition strategies to ensure compliance with laws, directives, goals, and objectives related to small business initiatives; to serve as a facilitator for accessing untapped small business resources; and to serve as an advocate for small business in MDA procurements



# MDA Small Business Marketplace

## 4 Major MDA Marketplaces for Small Businesses

- **Subcontracting Opportunities With Our Large System Prime Contractors**
- **Advisory and Assistance Services (MiDAESS)**
- **Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Programs**
- **Infrastructure Support**



# MDA Small Business Marketplace (cont.)

## Advisory and Assistance Services (A&AS)

- **Types of services include:**
  - Systems Engineering and Technical Assistance (SETA) Support
  - Test Planning Support
  - Acquisition and Contracting Advisory Services
  - Business and Financial Management Services
  - Administrative Support Services
  - Warfighter Support and Infrastructure Planning Services
  - Quality Assurance Support Services
  - Security and Intelligence Support Services
- **MiDAESS Program covers all our A&AS Services**
  - Provides both prime and subcontracting opportunities for Small Businesses (38% set-aside for Small Business)
  - Possible teaming opportunities with awardees



# MDA Upcoming Requirements

- **Security Operations Contract (SOC)**
- **Integrated Research & Development of Enterprise Solutions (IRES)**
  - **Follow-on to JRDC**
- **Technical, Engineering, Advisory and Management Services (TEAMS)**
  - **Formerly MiDAESS Follow-on**
- **Long range Discrimination Radar (LRDR)**
- **Re-engineered Kill Vehicle (RKV)**
- **Small Business Innovative Research (SBIR) May 2015**
- **Advanced Technology Innovation (ATI) Broad Agency Announcement (BAA)**
- **MDA Contract Writing System (MCWS)**



**IRES** (Formerly JRDC)

**I**negrated

**R**esearch & Development

**E**nterprise

**S**olutions

**JRDC Follow-on**



# **TEAMS** (Formerly MiDAESS)

**T**echnical

**E**ngineering

**A**dvisory

**M**anagement

**S**ervices

**Formerly MiDAESS Follow-on**





# Marketing to MDA

- **Register in the MDA Small Business Directory ([www.mda.mil](http://www.mda.mil))**
- **Meet with the MDA OSBP first before other offices in the Agency**
- **No “one size fits all” – tailor your marketing literature to the prospective customer**
- **Target your market within the Agency and do your homework (mission/environment/ “landmines”/ “hot buttons”) of prospective customer**
- **Differentiators count (what separates you from other great performers?)**
- **Don’t try to be everything to everybody- never promise more than you can deliver**
- **Respond to sources sought and “answer the mail”**
- **You translate the relevancy of your Past Performance-don’t expect your prospective customer to do it**
- **Don’t discount the value of subcontracting opportunities- they can get you in the front door**
- **Nothing sells like great performance!**



# MDA OSBP Websites

www.mda.mil

**MISSILE DEFENSE AGENCY**  
U. S. DEPARTMENT OF DEFENSE

FAQs | Contact Us |

Search mda.mil

ABOUT US | THE SYSTEM | NEWS & RESOURCES | BUSINESS OPPORTUNITIES | CAREERS

### MDANEWS

- » **March 4, 2014**  
[United States and Israel Sign Agreement on Iron Dome Weapon System](#)
- » **March 4, 2014**  
[Missile Defense Agency 2015 Budget Request Overview \[Video\]](#)
- » **Jan. 31, 2014**  
[Sites Announced for Environmental Impact](#)

October 4, 2013: Standard Missile-3 (SM-3) Block 1B guided missile is launched from the USS Lake Erie, and successfully intercepted a medium-range ballistic missile target off the coast of Kauai, Hawaii

More than 25 years ago, President Ronald Reagan challenged the U.S. scientific community to develop antiballistic missile technologies that would improve our national security and reduce our reliance on nuclear weapons. Today, the Missile Defense Agency, or MDA, is answering that challenge.

The MDA has fielded an initial capability to protect the U.S. and our allies against limited ballistic missile attack. The Ballistic Missile Defense System (BMDS) is becoming more integrated, robust, and global every day.

**About MDA**  
[MDA Leadership]  
[Diversity]  
[STEM Outreach] >>

**MDA THE SYSTEM**  
[The Threat]  
[System Elements] >>

**MDA NEWS**  
[Media Library]  
[Historical Resources] >>

**Business with MDA**  
[Small Business Programs]  
[Acquisition] >>

**MDA CAREERS**  
[Search Jobs]  
[Benefits]  
[Refer A Friend] >>



# MDA OSBP Websites

MISSILE DEFENSE AGENCY  
U.S. DEPARTMENT OF DEFENSE

Home | FAQs | Contact Us |

ABOUT US | THE SYSTEM | NEWS & RESOURCES | **BUSINESS OPPORTUNITIES** | CAREERS

**Business Opportunities**

- Acquisition Center
- Office of Small Business Programs
  - Areas of Opportunity Programs & Set Asides
  - Subcontracting Oversight
- Small Business Resources
- Advanced Research

## OFFICE OF SMALL BUSINESS PROGRAMS

The Missile Defense Agency (MDA) Office of Small Business Programs (OSBP) is responsible for all aspects of the MDA Small Business and Small Disadvantaged Business Utilization Programs.

The OSBP enables the MDA to gain access to the efficiency, innovation, and creativity offered by small businesses. OSBP is an integral player and value-added advisor in the development of agency acquisition strategies to ensure compliance with laws, directives, goals, and objectives related to small business initiatives. We facilitate accessing untapped small business resources. Most importantly, the OSBP serves as an advocate for small businesses, providing guidance and technical assistance to advance the growth and development of small businesses in becoming competitive contractors.

We sincerely welcome your questions and requests for information. We also hope your marketing endeavors with the MDA will be a mutually rewarding experience.

If you have additional questions, feel free to contact the MDA OSBP by emailing [Outreach@mda.mil](mailto:Outreach@mda.mil).

**Quick Links for Small Businesses**

- [Understanding How to do Business with MDA](#)
- [Checklist for Doing Business with MDA](#)
- [Marketing to the Missile Defense Agency](#)
- [Calendar of Events](#)

[ top of page ]

It is the policy of the United States to deploy as soon as is technologically possible an effective National Missile Defense system capable of defending the territory of the United States against limited ballistic missile attack (whether accidental, unauthorized, or deliberate) with funding subject to the annual authorization of appropriations and the annual appropriation of funds for National

SMALL BUSINESS RESOURCES

MATCHMAKING MARKETPLACES

OSBP DIRECTORY

MIDAESS AWARDS



Approved for Public Release  
14-MDA-8055 (25 November 14)