

Funding Fundamentals



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NASA SEWP VI Strategic Pause

Teresa Moon

Director of Business Development & Marketing



- Has extensive experience in business development within government contracting, marketing and branding, relationship building and partnership management
- Board Member Board Member on the HUBZone Contractors National Council
- Hosts Parabilis' podcast, "Spilling the Tea on GovCon"



David Huff

CEO

- Has 18 years of experience in federal government business development, across a wide variety of industries, and the military
- Has captured and managed proposals winning over \$3 billion in funded contracts for clients
- Teaches courses at OST's Bid & Proposal Academy and provides free educational webinars



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**What is the SEWP VI
opportunity?**

Solutions for Enterprise-Wide Procurement VI



- SEWP VI is a Government Wide Acquisition Contract (GWAC) with a \$60 Billion ceiling value over the next 10 years
- SEWP V is the current contract that is still active and it's used by every single federal government agency – including the intelligence community
- In 2023, SEWP V saw over \$10.8 Billion in contract transactions and over \$7.5 Billion in contract transactions so far in 2024
- SEWP VI has an expanded scope and includes:
 - Category A: IT Solutions (Products-Information Computer Technology (ICT) and Audio Visual (AV))
 - Category B: Enterprise-Wide Solutions (solutions and services)
 - Category C: IT Professional Services
- SEWP V has become the most desirable contract to have for government contractors – SEWP VI is looking to grow in customers and vendors

Category Scope of Work



Category A: IT Solutions

- 1.IT Computer Systems / Compute Facilities
- 2.IT Storage Systems
- 3.Networking and Communication Equipment
- 4.Imaging Equipment and Supporting Technology
- 5.IT Power and Cabling Equipment
- 6.Audio / Video Equipment
- 7.Security and Sensor Equipment
- 8.Software and Cloud Technology
- 9.Product- based services

Category B: Enterprise-wide IT Solutions

- 1.IT Managed Services
- 2.Enterprise-Wide Network Services
- 3.Enterprise-Wide Innovation Services
- 4.IT Service Management
- 5.Enterprise Service Program Integration
- 6.Enterprise-Wide Information and Data Analytics Services
- 7.Enterprise-Wide Application Services/Software Development
- 8.Enterprise-Wide Cybersecurity Services
- 9.Enterprise-Wide Cloud Services
- 10.Enterprise-Wide Digital Multimedia and Technical Communications Services
- 11.Program Management/Ancillary Services and Supplies

Category C: IT Professional Services

- 1.Network Services
- 2.Innovation Services
- 3.Information and Data Analytics Services (IDAs)
- 4.Application Services/Software Development
- 5.Cybersecurity Services
- 6.Cloud Services
- 7.Digital Multimedia and Technical Communications Services
- 8.IT Operations and Maintenance / Help Desk/Call Center Support
- 9.Database Services
- 10.In-Scope Training
- 11.Program Management/Ancillary Services and Supplies

Category Scope of Work



- With specific regard to professional services and Category C—it's important to note that ongoing need and consistent and growing task orders require a level of financial responsibility that you should be prepared for in advance.
- Is your current lender prepared to assist you with the significant growth that can amass in a successful execution plan?

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**How do you win a SEWP VI
contract?**

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SEWP VI Status and Timeline

- NASA conducted a strategic pause while they work on the answers to 6,000 questions/comments
- NASA will announce an Industry Day when they are ready to un-pause the SEWP VI acquisition
- There is an unknown timeline for restarting but we should expect a 30-day due date after the acquisition goes live again
- This time is a second chance to get your proposals prepared in anticipation of the acquisition restart

Proposal Volumes and Content



Volume 1: Offer Volume Major Requirements

- AbilityOne Commitment Letter
- ISO 9001:2015 (all categories) and CMMI Certification (only for Category B)
- Mandatory Experience/Offerings
 - Category A: complete Exhibit 3a – Category A Solutions Spreadsheet
 - Category B:
 - Other than Small Business: 4 different projects from 4 different technical areas that are minimum \$30m per project
 - Small Business: 3 different projects from 3 different technical areas that are minimum \$5m per project
 - HUBZone, VOSB, SDVOSB, WOSB, EDWOSB, 8(a): 2 different projects from 2 different technical areas that are minimum \$4m per project
 - Category C:
 - Small Businesses: 3 different projects from 3 different technical areas that are minimum \$2 per project
 - HUBZone, VOSB, SDVOSB, WOSB, EDWOSB, 8(a): 2 different projects from 2 different technical areas that are minimum \$4m per project

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In your discussions with your clients pre-RFP, do you inquire on their financial capability to perform?

What are typical small businesses working on the contract doing to maximize their ability to gain access to the greatest award value?

Proposal Volumes and Content



Volume 2: Past Performance Major Requirements

- 10-page limit for all of the past performance narratives
- Minimum of 1 but no more than 3 past performance projects
- Must be complete or ongoing within 3 years of the solicitation release date
- Category A:
 - Small Business: minimum average annual cost incurred of \$150k per project and all projects must cover 3 of the technical areas
 - Other than Small Business: minimum average annual cost incurred of \$2.5m per project and all projects must cover 4 of the technical areas
- Category B:
 - Small Business: minimum average annual cost incurred of \$1m per project and all projects must cover 3 of the technical areas
 - Other than Small Business: minimum average annual cost incurred of \$2.5m per project and all projects must cover 4 of the technical areas
- Category C:
 - Small Business: minimum average annual cost incurred of \$500k per project and all projects must cover 3 of the technical areas

Proposal Volumes and Content



Volume 3: Mission Suitability Volume Major Requirements

- Technical Approach – 15 pages
 - Demonstrate your ability to provide solutions and services for all technical areas
 - Discuss how you will incorporate next-generation technology
- Management Approach – 15 pages
 - Commitment to Supply Chain Risk Management
 - Commitment to Sustainability
 - Commitment to Product and Service Diversity
 - Program Management

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Selection Process

- Meet the mandatory relevant experience requirements, show certification for ISO* and CMMI*, provide accurate NAICS crosswalk
- Achieve a past performance rating of neutral or satisfactory level of confidence
- Achieve a high confidence rating in Mission Suitability Volume
- Everyone who passes these three bullets will receive an award



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**What does it look like after
award?**

Successful GWAC Management



- NASA wants companies who are going to aggressively bid on everything they qualify for
- The Contractor Holders Only Portal (CHOP) will release RFIs/Sources Sought and RFQs on a daily basis
- You will need to actively market your vehicle to your customers, so you'll need to learn how to sell SEWP VI to your prospects
- SEWP has a .36% contract access fee, which is less than half of GSA schedules/GWACs (.75%)
- Many hardware/software orders will require large purchases and delivery before payment will be issued by the Government
- Companies will need either terms from their OEMs/Distributors or a LOC to successfully perform – the same is true for Cat B and C
- Plan for success

Parabilis Line of Credit



- A revolving line of credit is the most straightforward and affordable financial tool to solve cash flow issues
- Unlike factoring an invoice, which requires you to sell entire invoices to get cash, a line of credit allows you to borrow against your invoices and other collateral
- A Parabilis line of credit allows you to **borrow against:**
 - BILLED invoices up to 90%
 - UNBILLED invoices up to 65%
 - DELIVERY ORDERS up to 30%

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Do you believe that an aggressive approach to bidding on everything they qualify for should include a letter of financial capability sharing the level of access the Small Business has to a line of credit?

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What is a typical amount or cost incurred on the contract access fee? Do small businesses ever have trouble with this fee? Does it inhibit some from bidding?

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How far do your services extend into the bidding process? Do you help with the ongoing marketing for your clients?

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Audience Questions

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Connect with Us



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