

**INDUSTRY DAY BRIEF  
BROAD AGENCY ANNOUNCEMENT (BAA)  
NUMBER 10-018**

**ENTITLED “Dynamic Command and Control (C2) for Tactical  
Forces and Maritime Operations Center (MOC) FORCEnet  
Enabling Capability”**

**CONTRACTING INFORMATION**

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# Agenda

- **Contract Type and Eligibility**
- **Cost Proposal Outline**
- **Other Important Issues**
- **Submission of Proposals**
- **Most Common Mistakes**
  - **Technical and Cost Proposal Submission**
- **Statement of Work**
- **Guidelines for Writing a Statement of Work**
- **Contracting Questions**

# Contract Type and Eligibility

- **Awards will be issued as contracts**
  - **Average award will typically be in the range of \$1,000,000.00 and \$1,500,000.00**
  - **Lower and higher proposals will be considered**
  - **Awards are subject to the availability of FY 2011 funds**
- **Period of performance**
  - **One (1) to three (3) year period**
  - **Multi-year proposals should include a twelve (12) month base period and one (1) or two (2) twelve (12) month options**
- **Offerors whose technology is considered as having “particular value” to the Navy will be encouraged to submit detailed technical and cost proposals.**

# Contract Type and Eligibility

- **Offerors who receive notification that its technology was not considered as having “particular value” to the Navy, it cannot submit a full proposal.**
- **Full proposals will not be considered under this BAA unless both a white paper was received by the due date specified above and a presentation was made during the Oral Presentation and both are rated as being of “particular value” to the Navy.**

# Cost Proposal Outline

- **Cost proposals will be Volume Two**
- **Cost proposal highlights**
  - **Travel costs breakouts must include purpose, number of trips, origin/destination, airfare, hotel, per diem, other transportation costs, numbers of days, and travelers**
  - **Cost proposal shall be in the format provided by the spreadsheet attached to the BAA**
  - **Subcontractor proposals**
    - **same level of detail as prime and submitted no later than solicitation closing date/time**
  - **Signed consultant agreements showing hours, rates, statement of work and submitted no later than solicitation closing date/time**
  - **Supporting details for any proposed materials**

# Other Important Issues

- **Ensure that current direct labor and indirect rates are on file with the applicable Defense Contract Audit Agency (DCAA) Branch Office**
- **DCAA audits of the accounting, purchasing, and estimating systems must be current (within one (1) year of date of proposal submission)**
- **If current audit results are not available, contact applicable DCAA Branch Office immediately to schedule an audit**

# Submission of Proposals

- **Hard copies of proposals shall be sent via the United States Post Office (USPS) with delivery confirmation, via a commercial carrier or hand delivered to either the Primary or Secondary Technical Point of Contact at the address stated in the solicitation**
- **Ensure commercial carrier or hand delivered proposals include the Primary or Secondary Technical Point of Contract information (name, complete address, and telephone number) on the outside envelope**
- **No fax or e-mail proposal submissions will be accepted**
- **Proposals submitted under this solicitation are expected to be unclassified**

# MOST COMMON MISTAKES

## TECHNICAL AND COST PROPOSAL SUBMISSION



- **Technical Proposal**
  - **Does not contain a cover page with applicable information**
  - **Does not contain a severable Statement of Work (SOW)**
  - **Requirement and deliverable not clearly identified or clearly defined**
  - **Does not provide the destination for the deliverable**
  - **Requirement contain acronyms that are not spelled out**

# Most Common Mistakes

continued

- **Technical Proposal** continued
  - **Assertions of Data Rights are improperly asserted or written too broad**
  - **Does not identify whether or not a DD 254 is required**
  - **Contract Data Requirements List (CDRL) information not provided**

# Most Common Mistakes

continued

- **Cost Proposal**
  - **Does not contain a cover page with the applicable information or signature**
  - **Does not include a detailed (unburdened) proposal from prime and subcontractors**
  - **Does not include the consultant agreements (must be signed)**
  - **Does not contain quote information for items exceeding \$10,000**
  - **Does not contain travel details (number of trips, number of people, destination, reason for trip, per diem, auto rental)**

# Most Common Mistakes

continued

- **Cost Proposal** continued
  - **Does not include the ONR Representation and Certifications**
  - **Does not include a subcontracting plan**
    - **Large businesses are required to submit subcontracting plans for acquisitions over \$550,000.00 or a statement noting that there are no subcontracting opportunities (See FAR 19.702)**

# STATEMENT OF WORK

- **Should be submitted as a severable self-standing document without any company logo or proprietary restrictions that can be made as an attachment to the base contract and the options.**
- **Should include the proposed deliverables. Deliverables should answer what, when, where, and how many items will be delivered. Distinguish between data and hardware deliverables.**

# GUIDELINES FOR WRITING A STATEMENT OF WORK

- **Background**
  - Describe the overall program or the goal that is attempting to accomplish
  - Describe any previous research or accomplishments that form the basis of the research effort to be performed
- **Scope/Objective**
  - Describe the research effort that will be performed
- **Requirement**
  - Describe each task that will be performed (base and each option period)
    - Tasks should be stated so that both parties understand the proposed effort
- **Deliverables**
  - Examples include monthly/quarterly technical and financial progress report; final report; software; or hardware

# CONTRACTING QUESTIONS

