

Breakout Session 6: Doing Business with DARPA

Ms. Kristen Fuller
Assistant Director, Program Management
Defense Sciences Office

DSO Proposers Day

June 22-23, 2016





Doing Business with DARPA - Overview



- Understanding Broad Agency Announcements (BAAs)
- Communicating your ideas
- Defining terms in the DSO Office-wide BAA
- Proposing to the DSO Office-wide BAA
- Important take-aways





Understanding Broad Agency Announcements (BAAs)



What is a BAA?



- BAAs
 - Are a competitive means of soliciting basic and applied research and some development efforts directed toward advancing the state-of-the-art and/or increasing knowledge and understanding
 - Describe a problem or general research area(s) of interest rather than provide a common work statement
 - Are used when varying scientific/technical approaches are anticipated
- Proposals under DARPA BAAs
 - Undergo a scientific/technical review
 - Are evaluated on their own merits, i.e., are not compared to other proposals
 - Have no predetermined overall funding level, planned dollar value per award, or anticipated number of awards





How does DARPA use BAAs?



DARPA issues two types of BAAs

1. Program-specific BAAs

- Solicit targeted ideas that help the DARPA Program Manager realize his/her vision for advancing a specific technology or research area

2. Office-wide BAAs

- Seed completely new ideas for which there is no current program

Find current DARPA BAAs at

<http://www.darpa.mil/work-with-us/opportunities>

- BAAs are also available at FBO.gov and grants.gov
- DSO's current office-wide BAA is DARPA-BAA-16-46



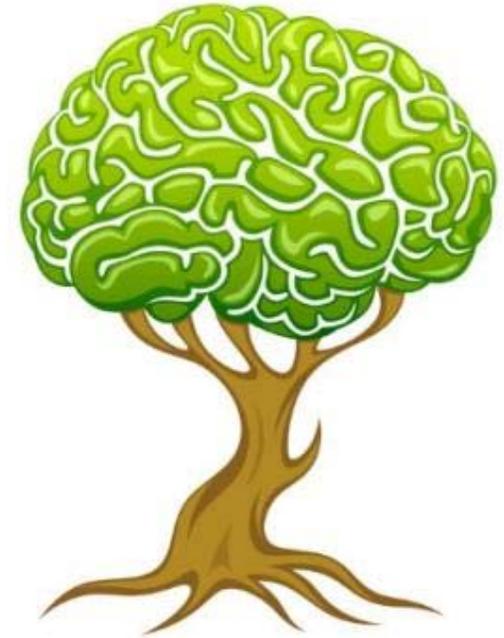
DARPA is interested in revolutionary ideas that advance DoD's mission



What is a Seedling?



- Seedlings
 - Turn “disbelief” into “mere doubt”
 - Are typically 3-9 month projects
 - Answer a specific question
 - Involve a limited number of personnel
 - Lead to the next generation of program ideas



However, not all seedlings become DARPA programs



Communicating Your Ideas



When may I communicate with a DARPA PM?



- You may contact a DARPA PM any time prior to submission of a proposal
- E-mails, phone calls, or face-to-face meetings with a PM help you explore concepts and ideas and translate them into a proposal
- Find DSO PM bios, program information, and contact PMs at <https://www.darpa.mil/about-us/offices/dso>
 - If you have a question related to a specific BAA, contact the PM via the email address listed in that BAA

DARPA Program Managers participate in the selection of all research awarded by DARPA





What are the Heilmeyer Questions?



1. What are you trying to do? Articulate your objectives using absolutely no jargon.
2. How is it done today, and what are the limits of current practice?
3. What's new in your approach, and why do you think it will be successful?
4. Who cares? If you're successful, what difference will it make?
5. What are the risks and the payoffs?
6. How much will it cost? How long will it take?
7. What are the midterm and final "exams" to check for success?



Also, be prepared to answer –
Why DARPA?
Why DSO?
Why now?



Focus on First Four Heilmeier Questions

- 1. What are you trying to do? Articulate your objectives using absolutely no jargon.**
- 2. How is it done today, and what are the limits of current practice?**
- 3. What's new in your approach, and why do you think it will be successful?**
- 4. Who cares? If you're successful, what difference will it make?**



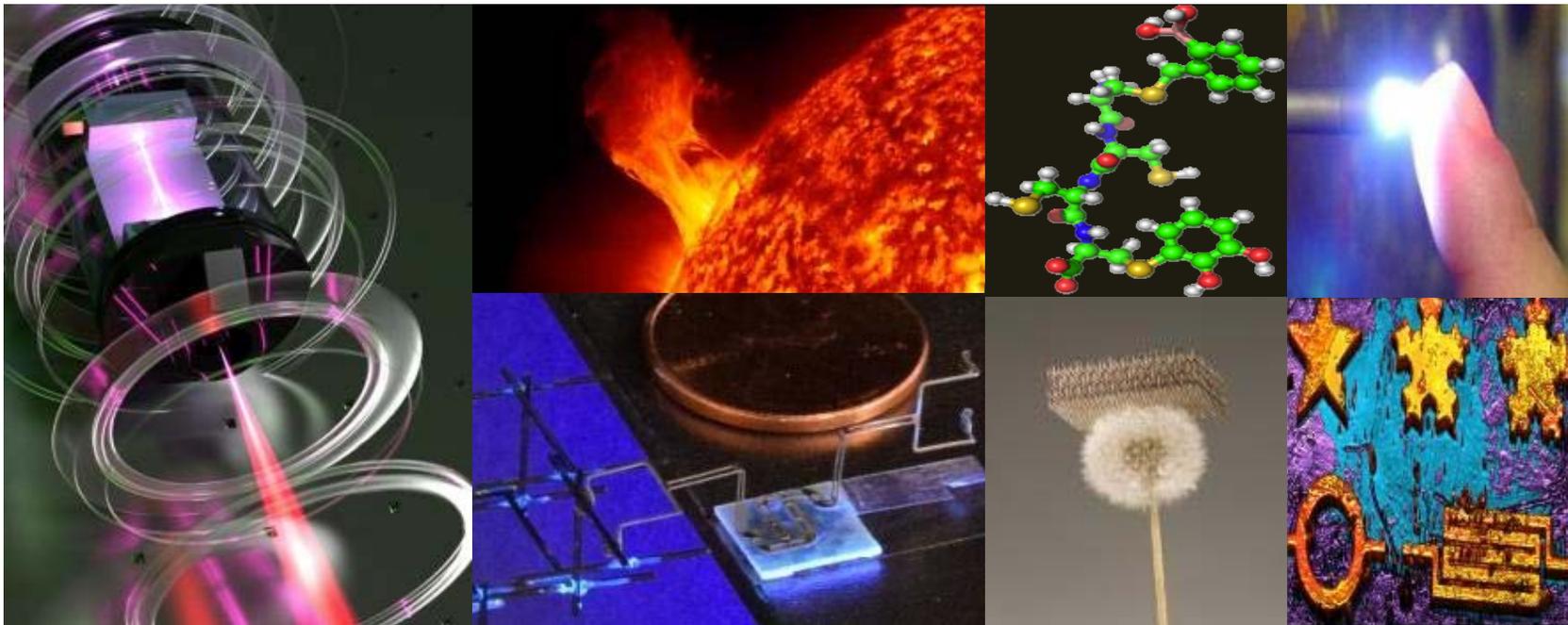
Defining Terms in the DSO Office-wide BAA



What are DSO's Research Interests?



- Mathematics, Modeling and Design
- Physical Systems
- Human-Machine Systems
- Social Systems





What is an Executive Summary? What is an Abstract?



- An executive summary is a brief (1 page + cover) outline of the proposed research idea
 - Responses are limited to a statement of interest (or lack thereof)
- An abstract is a slightly more detailed (5 page) synopsis of the proposed research idea
 - Responses will encourage or discourage submission of a full proposal
 - High-level feedback is provided to discouraged submitters



- Submission of executive summaries and abstracts allows proposers to –
 - Quickly ascertain whether the proposed concept is of interest to DSO
 - Save bid and proposal costs

If your proposal was not encouraged, it is less likely to receive funding



Proposing to the DSO Office-wide BAA



How do I write a Successful Full Proposal?



- Follow ALL directions in the BAA
 - Each DARPA BAA has content/formatting/submission requirements specific to that BAA
 - Non-conforming proposals will not be reviewed and will not be eligible for award
- Include a straightforward, concise description of the technical solution and a fully supported cost proposal
- Ensure your proposal responds to the Heilmeyer Questions





What are the Evaluation Criteria and Relative Importance?



- The evaluation criteria in descending order of importance are:
 - Overall Scientific and Technical Merit
 - Potential Contribution and Relevance to the DARPA Mission
 - Cost Realism
- Cost or price is rarely, if ever, the deciding selection factor
- Proposals contain unique solutions - they are not compared one to another





How do I send My Submission to DARPA?



- Unclassified submission portals
 - Contracts and Other Transaction proposals: <https://baa.darpa.mil>
 - Grants or Cooperative Agreements proposals: www.grants.gov
 - All executive summaries and abstracts: <https://baa.darpa.mil>
 - Mail/Hand-carry submission: See instructions in the BAA





Important Deadlines



- DARPA-BAA-16-46 closing dates:
 - Executive Summaries: **May 2, 2017**
 - Abstracts: **May 23, 2017**
 - Full Proposals: **June 22, 2017**
 - Time associated with all deadlines is **4:00 p.m. Eastern**





How can I get Answers to Questions about the BAA?



- All questions (technical, contractual, administrative) about the BAA should be emailed to DARPA-BAA-16-46@darpa.mil
- FAQs will be posted under the BAA at <http://www.darpa.mil/work-with-us/opportunities> (filter by "Defense Sciences Office")





What Happens Next?



Once proposal evaluations are complete, proposers will be notified whether or not their proposal was selected for award negotiation

- Successful proposers will be contacted by a contracting officer to begin negotiations
- Proposals may be selected for partial funding
- Types of awards may include grants, cooperative agreements, contracts or other transactions
- Award is subject to successful negotiation and availability of funds
- You may request informal feedback from the PM regarding your proposal





Concluding Remarks



What are the Most Important Take-aways?



- Read the BAA and follow the instructions therein
- Communicate with a PM
- Answer the Heilmeyer Questions
- Start with an Executive Summary
- Follow up with an Abstract
- Finally, submit a Full Proposal
 - Ensure proposal is “conforming”
 - Be concise, but include details to substantiate revolutionary nature of the research
- Ask questions if you don’t understand something





www.darpa.mil

Breakout Session 6: Doing Business with DARPA - Security Briefing

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Security Requirements



- For general Security information and guidance:

- Single most important thing you can do—

READ THE BAA

- Second most important thing you can do—

FOLLOW THE INSTRUCTIONS IN THE BAA

- Now that we've stated the obvious...



Common Security Questions



- Basic/Fundamental Research – Are there security restrictions?
 - No security clearance requirements
 - No publication restrictions
 - No US citizenship requirements
 - Not export controlled
 - NOTE: You will be required to identify if your work crosses ITAR thresholds
 - If it does, then publication and citizenship requirements may apply
- Can non US citizens work on DARPA contracts?
 - For basic/fundamental research, yes
 - For work that is not ITAR controlled or otherwise sensitive, yes
 - For ITAR or sensitive but unclassified work (i.e., FOUO), you should contact us for instructions
 - For classified work, no



Common Security Questions



- Does our work require pre-publication review?
 - For basic/fundamental research, no
 - For all other work, yes
- I think my work might be classified. What do I do?
 - Specific instructions will be in the BAA
 - Provisionally mark it at the level you believe it will be classified at and protect accordingly
- Our relevant past performance is classified by someone else. Can I include it in my proposal?
 - In order to submit to DARPA you need permission from the data owner
 - If the information is SAP or SCI special conditions apply. Contact us before transmitting for instructions



Security Philosophy



- Our priority is ensuring information is protected at the right level
 - Sometimes that means no protection (i.e., open and releasable without restriction)
 - It can mean the application of ITAR controls to specific information or technology
 - Unclassified sensitive information (e.g. FOUO) that requires handling and protection above that afforded other unclassified information
 - At times it can mean classification, and some programs may have additional caveats associated with them (e.g., SCI or SAP)
 - Protection levels may change as a program matures (up or down)
 - Bottom line: We want to enable performers work to be done while achieving an appropriate protection profile
- We also want to ensure *your* information is protected
 - We understand how important your IP is to you
 - DARPA federal employees are automatically bound by statute to protect your IP
 - DARPA SETAs complete legally binding Non Disclosure Agreements (NDAs)
 - Mark your IP as Proprietary or Intellectual Property. **DO NOT** mark it Confidential – That translates as “Classified” within DoD!



DSO Security Team



- Our Team
 - 1 Government Program Security Officer (PSO) – Dave Stiffler
 - 2 Program Security Representatives (PSR) – James Persons and Erin Olson
 - 1 Security Administrator (SA) – Kevin McAfee
- PSRs provide dedicated support to each DSO Program Manager
 - They're your first stop for security related issues and questions
- The PSO has great latitude in implementing security for DSO programs
 - Flexibility allows us to find creative solutions
 - It means trying to find a pathway to yes instead of "no!"
- Bottom line – we're here to integrate security (when necessary) into programs in a way that protects what needs to be protected without hindering the program



Your Turn



Questions?