OST GLOBAL SOLUTIONS

MDA's Scalable Homeland Innovative Enterprise Layered Defense (SHIELD) Webinar

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About OST

OST GLOBAL SOLUTIONS

WE'VE WON OUR CLIENTS OVER $28 BILLION IN GOVERNMENT CONTRACTS SINCE 2005

BUSINESS DEVELOPMENT, CAPTURE, AND PROPOSAL CONSULTING

Build Portfolio of Indefinite Delivery Vehicles	Develop Opportunity Pipelines	Capture Opportunities	Win Proposals	Optimize Your Processes

REGISTERED APPRENTICESHIP IN GOVERNMENT BUSINESS DEVELOPMENT; 18 COURSES IN ALL ASPECTS OF FEDERAL BUSINESS DEVELOPMENT

Certified Business Developer	Certified Capture Manager	Certified Proposal Manager	Certified Proposal Coordinator	Certified Proposal Writer

SBIR/STTR Proposal Lab for Maryland and Alabama SBA FAST Grant

GovCon Incubator

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Draft RFP Overview

Proposal Organization

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Volume	Title	Submission	Page Limit
I	(L-2.0) Administrative Submissions		
	(L-2.1) Administrative Information	Signed SF33, the content required per FAR 52.215-1 (c) (2) paragraphs (i) thru (v), and L-2.1 paragraphs c through g. To be developed by the offeror using the format provided in L-1.4.	N/A
	(L-2.3.1) Representations and Certifications	Fill-ins from Section K of the solicitation that require contractor input. No limit HQ085925RE001 Page 114 of 127	N/A
	(L-2.3.3.1) Bankruptcy/Adverse Information	To be developed by the offeror using the format provided in L-1.4.	1
	(L-2.3.3.2) Proof Of Financial Capability and Stability	Contractor documentation is acceptable. Not restricted by L-1.4.	N/A
	(L-2.3.3.3) Foreign Ownership	SF 328, Attachment L-02	8
	(L-2.3.3.4) Conflict of Interest	To be developed by the offeror using the format provided in L-1.4.	1
	(L-2.4) Small Business Subcontracting Plan (Other Than Small Businesses Only)	To be developed by the offeror using the format provided in L-1.4.	N/A
II	**(L-3.0) Technical**		
	(L-3.0) Factor I - Corporate Experience	Offeror Response Template, Attachment L-03	6

Evaluation Criteria

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- Awards will be given to all qualified offerors
- A qualified offeror:
  - A responsible source
  - Submits a technically acceptable proposal
  - Will offer fair and reasonable pricing
- Price is not evaluated at the ID/IQ level
- Acceptable/Unacceptable rating for Factor 1 Corporate Experience

Rating	Description
Acceptable	The offeror has demonstrated recent and relevant corporate experience in at least two IDIQ Section C scope of work areas.
Unacceptable	The offeror has NOT demonstrated recent and relevant corporate experience in at least two IDIQ Section C scope of work areas.

Volume II - Technical

- **Recency:** Performed within 5 years from the date of this solicitation

- **Relevancy:** The offeror's corporate experience involves some of the scope that would be under the Section C scope description's comparable areas and the offeror's corporate experience, in a **missile defense** or **similarly related application**

- Provide experience in a **minimum of 2** but **no more than 3** of the work areas at the prime or subcontractor level

- For an offeror's corporate experience to be acceptable it must demonstrate recent and relevant corporate experience in **more than one of the Section C work areas**

Scope Areas

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Section C Work Areas

2.1 Science and Technology (S&T)	2.11 Integration and Assembly
2.2 Research and Development (R&D)	2.12 Production and Fielding
2.3 Prototyping	2.13 Test and Evaluation (T&E)
2.4 Studies, Demonstrations, Testing of Prototypes	2.14 Operation and Sustainment
2.5 Disruptive Technologies	2.15 Modernization
2.6 Experimentation	2.16 Hardware and Software Modifications
2.7 Architecture Development	2.17 Data Mining/Collection/Analysis
2.8 Modeling, Simulation, and Analysis	2.18 Minor Facilities Engineering/Construction
2.9 Systems Engineering	2.19 Cybersecurity
2.10 Weapon Design and Development	

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What is Not in Scope

- Not for Advisory or Assistance or for Systems Engineering and Technical Assistance
- All advisory and assistance services are classified in one of the following definitional subdivisions:
  - Management and professional support services
  - Studies, analyses, and evaluations
  - Engineering and technical services
- All systems engineering and technical assistance are classified in one of the following definitional subdivisions:
  - Systems engineering
  - Technical assistance
  - Systems engineering and technical assistance

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Att. L-03: Corporate Experience Form

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- Offerors must provide examples of contracts that cover at least 2 of the Work Ares.

- The experience provided must be from a missile defense or similarly related application.

- Ensure no "Out of Scope" language is used in your write ups.

CORPORATE EXPERIENCE NUMBER A

List the scope area(s) from paragraph 2 of Section C of the solicitation:

1. Experience for: ☐ Offeror for this Solicitation   ☐ Other (Identify below, e.g.: Joint Venture Member, Corporate affiliate, Subcontractor, etc.)

_____

Name of entity that performed services for this Project:

_____

Fill in the fields below as applicable.

Entity CAGE: _____   Entity UEI: _____   Entity EIN: _____

2. Entity role in project: ☐ Prime Contractor   ☐ Joint Venture Member

   ☐ Other (Identify): _____

Percent of project work performed by entity listed in Box 1: _____

Percent of project work subcontracted: _____

3. Contract Number: _____

Delivery/Task Order Number (if applicable): _____

Title: _____   Location: _____

Client Point of Contact: _____   Client Phone Number: _____

Att. L-03: Corporate Experience Form

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- Only **600 characters** to describe your experience and relevancy.

- This template must be signed in the applicable fields by the cognizant contracting officer or private sector equivalent such as a company official who is authorized to contractually bind their organization.

- In lieu of a signature, the offeror may choose to provide a Federal Procurement Data System (FPDS) record of the contract; a signature is not required for this option

Missile Defense or Simliar Application – Where to Draw the Line?

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- **Same kill-chain, different badge.** "Similar application" means the work still closes the detect-decide-defeat loop against aerial or missile threats—even if the threat class, operating domain, or sponsoring Service changes.
  - Integrated Air & Missile Defense upgrades (e.g., Army Patriot + Integrated Battle-Command System).
  - Space-based missile-warning / tracking (SBIRS, Hypersonic & Ballistic Tracking Space Sensor).
  - Glide-phase / counter-hypersonic interceptor R&D.
  - Battle-management software spirals for Aegis BMD or C2BMC.
  - Directed-energy or kinetic interceptors for cruise-missile or UAS defeat technologies.
  - High-fidelity M&S environments that replicate threat flight & interceptor performance.

- **System-of-Systems (SoS).** SHIELD's C.2.7 (Architecture Development), C.2.9 (Systems Engineering), & C.2.11 (Integration & Assembly) presuppose cross-Service sensor fusion and joint weapon orchestration.

- **Senior leaders echo the need:** Gen Guetlein told Congress the Space Force is "providing commanders with space integration and synchronization assets they need to conduct all-domain operations." (gen guetlein witness statement.pdf)

3 Similiarity Questions

1. **Mission Tread:** Does it support the "Kill Chain" (Detect –> Track >– Engage)?
2. **Technical DNA:** Does it include the same disciplines (sensors, interceptors, C2, AI/ML, cyber-hardening, digital engineering)?
3. **Operational Context:** Was it fielded for DoD users in a high-reliability or classified environment?

If you can answer yes to all three, then you're good to go.

If the work is advisory, budgetary, or back-office IT, then it won't count.

Relevant vs. Not Relevant Examples

Topic	In Scope	Looks Similar but Out of Scope
Sensor & Track Integration	Integrated the Army Lower Tier Air and Missile Defense Sensor (LTAMDS) and the Navy AN/SPY-6(V)1 radars into the Command and Control, Battle Management, and Communications (C2BMC) system, cutting track latency by 40 ms (Scope 2.7 + 2.11)	Wrote a radar-roadmap white paper for the Office of the Under Secretary of Defense for Research and Engineering (OUSD(R&E)) —an Advisory & Assistance Services (A&AS) study
C2 / Battle-Management Software	Delivered an AI-enabled fire-control algorithm for Aegis Ballistic Missile Defense (BMD) Baseline 10 (Scope 2.8 + 2.9)	Ran a help desk and applied routine patches for Battle Management, Command, Control & Communications (BM/C3) servers—enterprise IT sustainment with no kill-chain impact
Interceptor / Weapon Dev.	Built a glide-phase-interceptor seeker prototype and completed flight tests (Scope 2.1 + 2.10)	Performed Independent Verification & Validation (IV&V) compliance reviews of a prime's Patriot software—technical assistance (A&AS)
Test & Evaluation	Planned and executed a live-fire pairing of Terminal High Altitude Area Defense (THAAD) with the Standard Missile-6 (SM-6), collecting multi-sensor telemetry (Scope 2.4 + 2.13)	Drafted generic test requirements and chaired readiness reviews for an MDA PMO—Systems-Engineering & Technical Assistance (SETA)
Data, AI & Digital Engineering	Fused Overhead Persistent Infrared (OPIR) satellite tracks with radio-frequency data, boosting engage-on-remote probability 15 % (Scope 2.17)	Ran Monte-Carlo cost models for the Five-Year Defense Program (FYDP) budget drills—analysis support
Facilities / Infrastructure	Built a hardened, classified ground station for the Space-Based Infrared System (SBIRS) Follow-On constellation (Scope 2.18 + 2.14)	Managed an office-space renovation at Redstone Arsenal HQ unrelated to mission systems

Need to be Specific – Don't Leave Anything to Chance

Past Work	Why it's Borderline	Tie Experience to a Missle Defense System or Similar Application
Enterprise cloud migration for a Service HQ	Generic IT lift-and-shift	• Emphasize cyber-hardening of BM/C3 enclaves (Scope 2.19) • Show how zero-downtime cut-over preserved real-time missile-tracking feeds • Quantify data-throughput or latency gains benefiting C2BMC operators
Big-data lakehouse for logistics analytics	Focused on supply chain	• Re-frame as predictive sustainment for THAAD/Aegis components (Scope 2.14) • Highlight AI models that forecast interceptor part failures, boosting readiness
SOC-as-a-Service for a CONUS base	Looks like routine cyber MSSP work	• Identify if the SOC monitored Ground-based Midcourse Defense (GMD) or SBIRS networks • Stress threat-hunting rules that detect kill-chain disruption attempts (Scope 2.19)
Model-based systems-engineering (MBSE) tool rollout	Could be enterprise process consulting	• Link to digital thread for Hypersonic Glide Vehicle interceptor (Scope 2.8, 2.9) • Show how MBSE cut design-to-prototype cycle by X %
Joint all-domain C2 (JADC2) data fabric prototype	Too broad—could be anything	• Pin down the portion that routes OPIR & RF tracks to shooters. • Cite latency benchmarks that enable engage-on-remote shots (Scope 2.7)
DevSecOps pipeline for a Navy software factory	Generic software enablement	• Note container-hardening baseline now used on Aegis BMD Baseline 10 builds • Tie to rapid push of fire-control patches (Scope 2.16)

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Recommendations
Next Steps
& Resources

Capture Recommendations

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- Read the Draft RFP documents

- Industry Day is tomorrow, August 8th in Huntsville, AL

- Questions to consider:
  - Would the gov't provide examples of similar programs that are in scope?
  - Will system of system support experience from other branches be considered full relevancy?
  - What is the bright line between disallowed 'technical assistance' and allowed 'integration & assembly'?
  - Is there a required *number* of scope areas each corporate experience write up must map to?
  - Will MDA run annual on-ramps, and will newcomers compete on the same baseline?

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Next Steps & Resources

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- Schedule a call for a review of your past performance or to discuss our lisencing offer

- We provide market analysis, BD strategy, pipeline management, opportunity qualification, and other capture support.

- Schedule time to discuss your business development needs:
  - https://calendly.com/ostglobalsolutions/bdconsulting?month=2023-09

- Upload your capabilities for opportunities in our subcontractor portal:
  - https://www.ostglobalsolutions.com/teaming-partner-match-portal/

- We regularly publish updates to major contracts through our newsletter and blog:
  - Blog: https://www.ostglobalsolutions.com/blog/
  - Newsletter sign up: https://www.ostglobalsolutions.com/tag/email/

Sign up an appointment

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