

**ARMY MENTOR-PROTÉGÉ PROGRAM
FY 2016 Proposal Instructions**

I. INTRODUCTION:

(a) Approval Cycles:

The Army Office of Small Business Programs intends to approve and fund Mentor-Protégé agreements in Fiscal Year 2016 over two separate approval cycles.

Round 1 proposals must be received by 15 February 2016, 5:00 P.M., Eastern Time in order to be considered for approval.

Round 2 proposals must be received by 15 June 2016, 5:00 P.M., Eastern Time in order to be considered for approval.

Late proposals will not be considered for approval and will be returned at vendor's expense, if requested. Offerors will be notified by e-mail if the proposal was received after the date and time established for receipt of proposals.

The proposal evaluation and approval process is expected to span over a sixty (60) day period.

(b) How to submit proposals:

1. Proposals submitted for reimbursement or hybrid agreement shall be submitted electronically via the www.sellingtoarmy.info website. Please follow the instructions to upload your proposal.

A confirmation e-mail should be sent to deandria.cumberbatch.ctr@mail.mil upon submittal.

3. Hybrid Proposals may be submitted any time during the year. Proposals shall be submitted to the Department of Army along with an electronic copy to Ms. Sherry Thomas at the Defense Contracting Management Agency shelly.thomas@dcma.mil.

4. Proposals submitted for credit only must be submitted directly to the Defense Contracting Management Agency. Please contact Ms. Sherry Thomas for assistance at (214) 573-2168, or e-mail to shelly.thomas@dcma.mil.

Interested parties are responsible for reviewing the Army OSBP website (www.sellingtoarmy.info) for current information/updates.

II. GOALS and OBJECTIVES: The Army's mission is to fight and win our Nation's wars by providing prompt, sustained land dominance across the full range of military operations and spectrum of conflict in support of combatant commanders. We do this by organizing, equipping, and training forces for the conduct of prompt and sustained combat operations on land. Our goal for the Mentor-Protégé Program is to engage industries to shape and expand the industrial base to support the Army's mission. We are seeking mentor-protégé agreements that will assist

protégés in enhancing their capabilities to provide value-added support to the Army as it transforms itself into a force capable of dominating at every point on the spectrum of operations. This transformation will result in a more responsive, deployable, agile, versatile, lethal, survivable and sustainable force.

The Army Mentor-Protégé Program provides incentives for Army contractors to assist eligible protégés in enhancing their capabilities to satisfy Army requirements, in order to increase the overall participation of eligible protégés in Army acquisitions. “Eligible protégés” is defined as small and disadvantaged businesses (SDB), organizations that hire the severely handicapped, women-owned small businesses, service disabled veteran-owned small businesses (SDVOSB), small businesses located in historically underutilized business zones (HUB Zone SB), Indian-owned small businesses and Native Hawaiian organization-owned small businesses. The Army objective is to help foster the relationship between the mentor and the protégé to increase the industrial supplier base and enable the transition of eligible protégés from subcontractors to prime contractors. An additional intent is to increase subcontract opportunities under the Mentor’s contracts, DoD contracts, other government agency contracts, and commercial contracts, and to promote the establishment of long-term business relationships between eligible protégés, the Mentor and other contractors. Descriptions of the program and eligibility requirements are provided in the Defense Federal Acquisition Regulation Supplement (DFARS) Appendix I (http://www.acq.osd.mil/dpap/dars/dfars/html/current/appendix_i.htm).

The Army intends to approve and fund agreements that have a strong technical component or focus on the innovative transfer of state of the art technology that support the war fighter. Proposals must demonstrate that a comprehensive protégé needs assessment has been performed prior to submittal. The needs assessment should focus on a technical component, or a specific technology to be transferred (e.g. SEI/CMM certifications, ISO 9000 certifications, Green building technology, manufacturing processes, environmental remediation technologies, biometric technology, advanced protective or detection devices, etc.) and the mentor’s ability/commitment to provide for these needs. Proposals consisting primarily of business infrastructure and management assistance will not be considered for approval as reimbursement agreements. Those will only be considered for approval as “credit-only” agreements.

III. ACQUISITION PROCESS

The Army Contracting Command-Redstone (ACC), at Redstone Arsenal, Huntsville, Alabama will execute Firm Fixed Price (FFP) contract(s) resulting from approved Mentor Protégé agreements. The term of a mentor-protégé agreement can be from one to three years. If longer than one year, the period of performance will comprise a base year of twelve (12) months and one or two (12) month option periods. Offerors shall provide proposed costs for the basic year and for each option year. The dollar amount of individual agreements may vary, however agreements are expected to be no more than \$750,000.00 over the life of the agreement. Agreements that afford mentoring in a high technology manufacturing industry may be funded above the \$750,000 range, subject to appropriate approvals.

IV. PROPOSAL PREPARATION INSTRUCTIONS: The contractor shall complete the table of contents template and follow the requirements listed below when submitting proposals:

1. Submit entire proposal electronically to mpproposal@army.mil. The electronic submission should contain separate attachments for the Executive Volume, Technical Volume, and Cost Volume. Additional attachments should be submitted separately.
2. Proposal format shall be—
 - Single-sided 8 1/2” X 11” pages
 - 12-pitch font
 - text must be left justified (refrain from using 2 column page layouts)
 - one (1) inch margins
3. Page limitations are exclusive of tables of contents, appendixes and attachments.
4. Refrain from including photographs or foldouts unless it relates to the technology transfer and offers information or illustrations that are critical to understanding the proposal.

(a) Section One: Executive Volume

1. Executive Summary shall be one (1) page maximum. Briefly identify the mentor, protégé, and the HBCU/MI to participate in the agreement, as well as the purpose of the agreement (specifically the type of developmental assistance and technology transfer to be provided). Proposal should reference whether a reimbursable or hybrid agreement.
2. Mentor Application shall be five (5) pages maximum. If the mentor has not been approved previously, download and complete the template from the Army Mentor-Protégé website <http://www.sellingtoarmy.info>. If a company is an approved DoD mentor, include a copy of the DoD approval letter and copies of most recent Summary Subcontract Report (SSR) (formerly SF 295s). Page limitations are exclusive of the SSR.
3. Mentor and Protégé Past and Present Performance Information shall be two (2) pages maximum. Identify all past, and active mentor-protégé agreements, and proposed agreements under consideration and identify with what agency. Include information on any formal or informal mentor-protégé experience.
4. Evidence of Protégé SDB Certification from SBA or self-certification with supporting documentation.
5. Endorsement Letter. The proposal must be endorsed by an Army program office or technical advisor that is knowledgeable in the technical transfer area of the proposal. For example, if the agreement is related to the Army Unmanned Systems Program (USP) and the developmental assistance provided to the protégé includes subcontracting to the protégé under contracts that support USP, then the program office for USP must endorse the agreement.

The endorsement letter, on Agency letterhead, will provide:

- contact information for the endorsing activity representative and,
- a statement that the developmental assistance proposed is sound and is of benefit to the Army in terms of expanding the industrial base with qualified small disadvantaged business concerns that can support the program referenced by the mentor
- should be signed by a program manager

(b) Section Two: Technical Volume

1. Mentor-Protégé Agreement shall be 20 pages maximum. Download template from the Army Mentor-Protégé website <http://www.sellintoarmy.info>.

TIPS: (Numbers below refer to questions on the Mentor-Protégé Agreement Template.)

-Question 1. Period of Performance: Do not include hard dates. Anticipated start date should say “upon contract award”. Anticipated completion date should be stated as the total number of months after contract award.

-Question 4. Mentor’s information shall include a brief description and background with current number of employees and gross revenues.

-Question 7. Potential subcontracts must be identified and quantifiable. Include types of contracts, description of service or supply, agency/command, estimated dollar value of each potential award, and contract numbers, if available. Potential subcontracts should be commensurate with the total cost of the proposal. Offeror’s may include any new opportunities the mentor and protégé will pursue in addition to the list of potential subcontracts. These opportunities may include either firm as the prime/subcontractor.

Question 10. Detailed Protégé baseline information shall include: Gross revenue for the most recent fiscal year and current fiscal year to date, current staff size in full time equivalent, list current contracts by contract value and contract client, identify IDIQ contracts/GSA Schedules in contract value and dollar amounts awarded. Facilities information: For Protégés in the Services Sector provide number of offices and locations (include on-site government offices); For Protégés in the Manufacturing Sector provide locations and size of shop space. In addition, provide brief details of the protégé’s current line of business and capability level.

Question 12. Describe the current and proposed relationship between the Mentor and Protégé, and a summary of the Protégé’s unique capabilities. Provide examples of prior or existing subcontracting opportunities, if any. Outline the roles of Historically Black Colleges and Universities and/or Minority Institutions in providing mentoring assistance to the protégé.

Question 13. Be as specific as possible in relating the value and relevancy to the war fighter. (Refrain from generic statements).

Question 14. Milestones are evaluated as the Program Plan and must include a detail schedule (Gantt chart in Microsoft Project), program goals and expected posture at the end of the program. Offerors should describe program expectations for all concerned parties. Milestones for the tasks listed in the gantt chart should be reflected by the amount of time (months) required to complete each task. Milestones will be tracked by a percentage of completion method.

Question 25. Provide a statement from both the mentor and protégé firms.

Question 26. Signatures must be by CEO/President/Vice President or other individual who is authorized to bind the firm contractually. This applies to both the mentor and the protégé.

2. Technical Plan shall be 8 pages maximum. The technical plan must address the following:

-The needs assessment conducted on the protégé. Statements that a complete needs assessment will be completed after approval of the agreement is not sufficient. The needs assessment must be conducted prior to submitting a proposal; otherwise the true relevancy of the developmental/technical assistance to both the protégé and the Army cannot adequately be evaluated. Include a copy of the needs assessment that was already performed. A sample is available on the Army OSBP website.

-Identify a strong technical component or specific technology and its application that will be transferred to the protégé through the agreement. Expand in detail how the protégé's enhanced capabilities will directly benefit the warfighter. Offeror's may review the "New Technologies Needed by the Military" document on the Army OSBP website at www.sellingtoarmy.info. (Refrain from generic statements).

-Describe in specific terms how the technology will be transferred, i.e. On-the-job training for protégé employees and interns, classroom training, HBCU/MI, PTAC, SBDC, etc. Note: Hybrid proposals must include language that speaks to the credit portion of the agreement vs. cost reimbursable tasks and training. The level of training provided in the first year must be commensurate with training provided in years 2 and 3.

-Provide a specific description of the expected protégé posture at completion of the agreement.

-Describe in detail how the technological and infrastructure improvements will impact protégé competitiveness.

-Identify how active long-term involvement of HBCUs/MIs will be accomplished. Describe use of school capabilities, facilities, faculty and interns. Describe courses/training and assistance to be provided by the HBCU/MI and explain if course development is tailored to the protégé and school needs and incorporated into the school curriculum. (Note: A full technical and cost proposal from the identified HBCU/MI must be included in the proposal package).

3. Management Plan shall be 5 pages maximum. The management plan will identify the team organization, key personnel qualifications, methods to resolve problems, adherence to reporting requirements and expected program outcomes to include protégé end state. The page limit is inclusive of organization charts, metrics charts, etc.

-Evidence of corporate commitment should be reflected in the proposal, specifically in the management plan, ensuring availability of resources needed for the successful outcome of the Mentor-Protégé Agreement.

(c) **Section Three: Cost Volume**

Mentors costs must be submitted utilizing the template provided at www.sellingtoarmy.info. Reference Appendix I of the Defense Federal Acquisition Regulation Supplement (DFARS) entitled Policy and Procedures for the DoD Pilot Mentor-Protégé Program. Developmental assistance costs eligible for reimbursement include the mentor's labor costs and subcontracts to Small Business Development Centers, Procurement Technical Assistance Centers, and Historically Black Colleges and Universities and Minority Institutions in providing assistance to the protégé. Incidental costs are limited to 10% of the total developmental assistance cost. The 10% incidental costs must be otherwise allowable, allocable and reasonable. Incidental costs may include: supplies, postage, reproduction, travel and per diem expenses. Travel expenses must include a breakdown of travel costs for mentor and a separate breakdown for the protégé, for each year, and must be broken out by trip with justification. Travel expenses must be related to training and not marketing. Costs for consultants or training by an entity outside of those previously listed are not allowable for reimbursement under the DoD Mentor-Protégé Program.

If this is a hybrid proposal, expected costs to be taken as credit, must be identified in the cost template. Identified credits must be allowable, allocable, and reasonable.

The cost volume shall be prepared using Microsoft Excel software (see [Proposal Cost template](#)). The labor categories and task descriptions shown in the template are examples. The actual categories and task descriptions are dependent on the contractor's approach. In addition, this volume shall contain supporting documents for all costs proposed and clearly identify any incidental costs.

The HBCU/MI is considered a subcontractor and a proposal with cost breakdown from the HBCU/MI is required for any proposed costs. ***HBCU/MI costs must include a breakdown of costs for direct labor, supplies, travel for faculty, interns, and use of facilities at the college or university. PTAC and SBDC cost must be broken down in a similar fashion. Please note: A PTAC or SBDC may not be substituted for inclusion of an HBCU/MI. A copy of the technical and cost proposal from the identified HBCU/MI must be included in the offeror's proposal package. All HBCU/MI (or PTAC/SBDC) proposed costs must be incorporated into the cost template under the column titled "Subcontractors" and should remain separate from Mentor's direct labor costs. Pass thru charges to a third party are not allowed.***

If any forward pricing agreements are being used, the offeror should state so in their proposals, and must identify the cognizant DCAA office. The Army ***will not*** pay any profit or fee applied to the cost proposal and contractors are advised to utilize the template as written and ensure that the tasks listed in the milestones clearly carry over to the cost volume with labor and other allowable costs identified.

NOTE: Proposals submitted must be realistic and must strictly adhere to the proposal preparation instructions provided on the Army OSBP website at www.sellingtoarmy.info. The Army MP Office will review proposals upon receipt and will inform the offeror officially of any proposal deficiencies. Examples of proposal deficiencies are; no detailed break-out of cost data for mentor and subcontractors, no back-up data to support detailed costs, no linkage of proposed costs

to technical tasks, missing documents, (e.g. endorsement letters, needs assessments) etc. Failure to correct the deficiencies within a timely manner will preclude the proposal from receiving consideration for contract award. Only one review will be conducted to identify proposal deficiencies

VI. BASIS FOR AWARD

Proposals received will be evaluated against the following evaluation factors listed below in descending order of importance.

- a. Subcontracting and Prime Contractor Opportunities
- b. Technical Approach for Developmental Assistance
- c. Historically Black Colleges and Universities and Minority Institutions (HBCUs/MIs) Involvement
- d. Relevance to Army/DoD programs
- e. Corporate Capability and Commitment
- f. Management Plan
- g. Past and Present Performance

In addition to the above stated criteria, proposals that include protégé's or other small business participation in prior or present OCONUS contract requirements may receive extra consideration.

VII. EVALUATION FACTOR CRITERIA

Mentor-protégé proposals shall be evaluated against the following criteria:

(a) Subcontracting and Prime Contractor Opportunities

Subcontracts from the mentor are a key factor in determining the successful outcome of any mentor-protégé relationship. The mentor shall describe: (a) prior or existing agreements with Protégé to satisfy OCONUS requirements, where applicable, and (b) projects they intend to award to the protégé, with particular emphasis on how that project relates to the type of technology being transferred. The mentor shall also identify and propose contract vehicles to transfer technology through prime contract awards. Information provided shall consist of, types of contracts, contract number if known, a description of the service or supply to be provided by protégé, agency/command, and estimated dollar value of each potential award.

(b) Technical Approach for Developmental Assistance

The mentor shall describe in detail their approach to mentor the protégé. At a minimum, the following technology transfer and infrastructure improvements shall be addressed; (i) Are protégé personnel to be placed with the mentor's organization to work alongside their mentor counterparts, (ii) Will the mentoring be only on-the-job training, or will formal classroom training also be included, (iii) What professional certifications will the protégé firm gain, (iv)

What provisions has the mentor made to offset the protégé's potential loss of productivity and revenue while key personnel are in training, and (v) What business infrastructure improvements and production or management controls will be required to allow the protégé to fully exploit the new technology and realize an enhanced competitive advantage.

(c) **HBCU/MI Involvement**

The mentor shall describe how HBCU/MI's will be used in support of the agreement. Specifically, the HBCU/MI involvement in terms of (i) development of curricula, (ii) classroom instruction, (iii) availability of laboratories, (iv) employment of HBCU/MI students to provide protégé development support, (v) HBCU/MI faculty involvement in technical training, (vi) new technology implementation efforts, (vii) data collection and interpretation services, and (viii) writing of technical papers for publication. The discussion should also include the types of tasks typically assigned to student personnel, i.e., data collection, literature research, drafting, on-the-job training, and other assigned tasks. And finally, how the mentor will coordinate with the HBCU/MI to develop curriculum in support of the mentor-protégé agreement.

(d) **Relevance to Army and DoD Programs**

The war-fighter is intended to be the underlying benefactor of technically enhanced products and services. The mentor shall discuss how their technology transfer approach relates to the overall MP Program objectives and provide supporting evidence as required.

(e) **Corporate Commitment**

The mentor shall address their corporate commitment to provide assistance to the Protégé. At a minimum, the discussion should focus on; (i) the usage of corporate training policies, resources and staff, (ii) the mentor's capabilities to conduct training, (iii) training philosophy, (iv) scope of training, (v) qualifications of trainers and their availability, (vi) availability of classroom/laboratories, (vii) usage of training materials/lesson plans, (viii) approach to "hands on" training and (ix) follow up training (reinforcement) activities.

(f) **Management Plan**

The mentor shall discuss their planned management approach to accomplish mentor-protégé goals. At a minimum, the discussion should focus on (i) the mentor's/ protégé's organizational structure, (ii) roles and responsibilities of key personnel, (iii) level's of management oversight, (iv) problem resolution plan, (v) performance metrics and, (vi) adherence to reporting requirements.

(g) **Past and Present Performance**

The mentor shall discuss any prior experience (preceding 3 years) for same or similar mentor training in the technology area proposed and identify any or all past, and active mentor-protégé agreements, and proposed agreements under consideration, (include name of Agency, POC

name and phone number). Lack of prior or present experience will not result in a favorable or unfavorable rating.

The Government evaluation team will inform the Mentor of any proposal deficiencies or weaknesses.

The Government reserves the right to approve and fund proposals without discussions, but reserves the right to negotiate the terms of each agreement as necessary before contract award.

Proposals lacking any of the documents required pursuant to these instructions, or required number of copies, volumes, etc., may be returned or destroyed without evaluation.

These instructions are provided as a quick overview of the proposal process. For complete information on the Army Mentor Protégé Program and the proposal process, please read the November 2013 Army Mentor Protégé Policies and Procedures Guide.

VIII. POINT'S OF CONTACT: Ms. Deandria Cumberbatch, (703) 693-6172, e-mail: deandria.cumberbatch.ctr@mail.mil or Ms. Pamela Monroe (703) 695-3220, e-mail: Pamela.l.monroe8.civ@mail.mil.