

WRIGHT STATE APPLIED RESEARCH CORPORATION

Date: December 5, 2019
To: Prospective Offerors
From: Wright State Applied Research Corporation
4035 Colonel Glenn Highway
Beavercreek, OH 45431
Subject: Request for Proposal (RFP), WSARC-RFP 11175-002, entitled The Dayton Metro Plan for Economic Diversity (DMPED) Phase II: Task 1: “High Tech Pre-Accelerator”, Task 2: “Veteran/DoD Outreach”, Task 3 “General Pre-Accelerator” and, Task 4 “Defense Technology Accelerator”.

The Wright State Applied Research Corporation (WSARC) intends to award four (4) sub agreement 's under Department of Defense, Office of Economic Adjustment, Defense Industry Adjustment Program and hereby requests proposals be submitted for consideration in accordance with this RFP and the attached Statement of Work.

WSARC requests a Cost Reimbursement (No FEE) proposal is submitted from your firm. Attachment A: *Statement of Work* of this RFP outlines, in detail, the requirements your firm is expected to perform under this effort.

The period of performance for this entire effort is 1 January 2020 – 30 June 2020. There are four (4) separate tasks being solicited, for pricing purposes, please use the respective cost template task tabs.

The estimated Not to Exceed (NTE) for this effort are as follows:

Task Number	Not to Exceed Amount
Task 1	\$50,000.00
Task 2	\$50,000.00
Task 3	\$50,000.00
Task 4	\$200,000.00

The expected award date is January 1, 2020.

If suppliers/vendors/consultants are utilized by, the Applicant, awards shall be limited to only one tier.

WSARC may award in full, in part or not at all.

Volume 1 Cost and Business

Cost: 1.1 Cover Page

- Provide a cover page that references the following, where applicable:
 - Solicitation Number, WSARC-RFP 11175-002
 - Technical Point of Contact
 - Contracts Point of Contact
 - Subagreement Type: Cost Reimbursement

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- Cognizant Audit Agency Point of Contacts
- Dun and Bradstreet Number
- Cage Code
- Taxpayer Identification Number
- A statement that the proposal is valid for 180 days
- Any proposal disclosure restrictions with appropriate markings
- Information that is proprietary shall be marked "Proprietary" or "Company Proprietary"
- Statement certifying that your firm is not debarred, suspended or proposed for debarment

1.2 Cost Worksheet

The Applicant shall complete one Excel Cost Worksheet (Attachment A) for each Task they are submitting a proposal for the basis of its cost proposal. The Applicant shall complete each worksheet tab by cost element as defined below. Cost must be separated out for each period and the Applicant shall add lines where needed.

1.3 Cost Narrative

The Applicant shall describe the basis of estimate in narrative form for each of the proposed cost elements.

- Direct Labor:** List each proposed Labor Category including Employee name, Fully Burdened Hourly Labor Rate, Hours and Total Labor Amount for each labor category proposed.
 - Travel:** Provide a narrative description/justification for each proposed trip which includes purpose, origination/destination, # of travelers, # nights, airfare, auto rental, lodging, etc ...) using the Federal Travel Regulations..32 for lodging and per diem. Travel must comply with Federal limits.
 - Other Direct Costs (ODC):** Complete the Tab for ODCs (description, quantity, unit cost and total cost). All material costs must be identified and quotes provided. Enter Hardware and Software costs on separate lines you are proposing. The source of your price estimate is required for each item listed. Written justification is required in your proposal for all hardware and software items. Please be specific.
 - Indirect Costs:** Provide detailed information regarding the proposed indirect cost buildup and how it is applied to the direct costs. Indirect costs are those that support general business operations (General and Administrative (G&A) or Facility and Administrative (F&A), Overhead, Fringe Benefits, etc).
 - Ensure that all costs are in accordance with 2 CFR 200
- Cost Share:** Cost share is not required, however, organizations proposing cost share as part of their cost proposal will be viewed more favorably on the Cost Risk Evaluation criteria. Organizations should account for cost share in their budget in terms of hours worked for personnel and the publicly-available market price of any software or products they may bring to the project.
 - If applicable, escalation should be less than or equal to 3.0%.

Business:

- Complete and return the attached Vendor Profile / W-9 Form (Attachment B) with your proposal.
- Provide a statement identifying any known or potential Conflicts of Interest. If none state so. Note that the your firm must notify WSARC if at any time during the pre-award process or during the term of any subsequent contractual agreement, your organization becomes aware that it has an actual or potential conflict of interest, including without limitation, a relationship of any nature which may affect or which may reasonably appear to affect your objectivity or ability to perform the work.

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- Include a statement as to whether your company has an approved accounting system. If applicable, include a copy of the approval letter from your cognizant audit agency. If not, complete and return the attached WSARC Accounting System Survey Form (Attachment C).
- Include a statement as to whether or not your provisional indirect rates are approved. If applicable, provide a copy of the approval letter from your cognizant audit agency.
- Exceptions to Contract Terms and Conditions (Attachment D), are not sought and WSARC is under no obligation to enter into discussions related to such exceptions.
- The proposal must be dated and signed by an authorized representative of the company.

Volume 2- Technical Volume

The Applicant shall complete the following information pertaining to the Technical Volume listed in this order, unless otherwise noted.

2.1 Technical Approach

The Applicant shall detail the specific objectives of the proposed work, and describe the technical approach and methods to be used in meeting these objectives. The Applicant shall include an assessment of the potential commercial application (government or non-government) for each objective.

2.2 Technical Confidence

The Applicant shall include a list of any tools, techniques, and methodologies that will be used while performing task and provide details of capabilities with specific relevant examples, details of technical risk assessment, and mitigation strategies aligned with the tasks to ensure timely delivery of deliverables. Please identify all key personnel involved in the project. Include information directly related to education, experience and citizenship.

2.3 Management Plan

The Applicant shall demonstrate the strategy and controls currently employed, or to be developed and implemented, to consistently deliver products and services that meet the requirements of customers and stakeholders. The Management Plan will serve as a map of the current controls employed by the applicant. The Applicant shall describe their management and staffing to accomplish the deliverables.

2.4 Past Performance

The Applicant shall include Present and Past Performance that includes and reflects the Applicant's ability to perform on the tasks outlined in the Statement of Work. Include efforts that resulted in implemented innovation and creative problem solving solutions. Briefly describe the quality and timeliness of customer service provided.

Proposal Evaluation: Each proposal will be based on the demonstrated capabilities of the prospective organization in relation to the needs of the project as set forth in the RFP. Proposals must document the feasibility of successful implementation of requirements of the RFP. The merits of each proposal will be evaluated carefully utilizing the following factors: **Technical Approach, Technical Confidence, Management Plan, Past Performance and Cost/Price**. Although technical factors are of paramount consideration in the award of the contract, cost is also important to the overall contract award decision. All evaluation factors other than cost, when combined, are significantly more important than cost. In any case, WSARC reserves the right to make award(s) to that offeror whose proposal provides the best overall value.

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EVALUATION CRITERIA

Proposals will be evaluated according to the criteria provided in the following sections:

1. Technical Approach

Proposals will receive one of the following ratings, which will provide an assessment of the quality of the offeror's technical solution for meeting the RFP requirements.

Outstanding: Proposal provides an overall plan and specific details of how each element within a task will be satisfied – for all elements. Approach considers relevant factors beyond those discussed in the RFP.

Good: Proposal provides an overall plan and specific details of how each element within a task will be satisfied - for all elements.

Unacceptable: Proposal provides an overall plan but fails to address all elements within a task.

2. Technical Confidence

The Technical Confidence rating provides an assessment of WSARC's expectation that the offeror will successfully perform the required work. Proposals will receive one of the following confidence ratings:

High Confidence: Proposal provides details of capabilities with specific relevant examples, details of technical risk assessment, and mitigation strategies aligned with the tasks. WSARC has a high expectation that the organization can successfully perform the tasks.

Satisfactory Confidence: Proposal provides details of capabilities with specific relevant examples. WSARC has a reasonable expectation that the organization can successfully perform the tasks.

Low Confidence: Proposal provides capabilities but the capabilities don't align with the technical proposal. WSARC has a limited expectation that the organization can successfully perform the tasks.

No Confidence: Proposal fails to provide documentation on capabilities. WSARC has no expectation that the organization can successfully perform the tasks.

3. Management Plan

Proposals will receive one of the following ratings, which will provide an assessment of the quality of the offeror's management plan for meeting the RFP requirements.

Outstanding: Proposal provides a project management plan that includes a schedule of all task elements and a description of the management structure. Addresses technical, schedule and cost risks with detailed description of mitigation approach.

Good: Proposal provides a project management plan that includes a schedule of all task elements and a description of the management structure.

Unacceptable: Proposal provides a project management plan but fails to articulate the project management structure.

4. Past Performance

This section considers each offeror's demonstrated record of performance in providing services that meet the RFP's requirements. Relevant past performance information is a measure of the extent of similarity between the offeror's service/support effort, complexity, dollar value or other comparable attributes of past performance examples and the tasks outlined in the RFP. Proposals will receive one of the following ratings:

Very Relevant: Proposal includes documentation describing past efforts that involved essentially the same or a more significant level or scope of effort to that which is required by this RFP.

Relevant: Proposal includes documentation describing past efforts that involved a similar level or scope of effort to that which is required by this RFP.

Not Relevant: Proposal includes documentation of past efforts that involved little or none of the level or scope

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of effort that is required by this RFP.

5. Cost/Price

Prices must be reasonable and realistic. For a price to be reasonable, it must represent a price a prudent person would pay when consideration is given to prices in the market. For a price to be realistic, it must reflect a clear understanding of the requirements of the RFP and be consistent with the offeror's technical proposal. In evaluating an offeror's price, the following will be considered:

Whether the budget is within the amount allocated in the RFP, significantly below the not to exceed amount, and/or leverages match funding to provide additional resources to the program. In addition, WSARC will evaluate the offeror's ability to perform the requirements of the RFP within the budget and at the labor rates proposed.

This request for proposal is only a request and is not to be considered a commitment by WSARC to order the services and/or supplies stated herein. Only WSARC's Contracts Manger can issue an order for the required services or authorize that work commence.

Any effort expended and any costs incurred by the Offeror as a result of this RFP shall be the sole responsibility of the Offeror. There is no obligation for WSARC to cover any Offeror costs incurred as a result of this RFP.

Due Date: Your proposal response along with all other requested forms (attached) is due no later than close of business December 23, 2019. Submit your proposal electronically to diana.whatmough@wright.edu and john.c.owen@wrigh.edu

Please address technical questions to John Owen at 937-705-1025, email john.c.owen@wright.edu and contractual questions to Diana Whatmough at 937-705-1329, email diana.whatmough@wright.edu

Sincerely,



Christopher Lockhart
WSARC Contract Manager

Cc w/Attachments: John Owen, WSARC

Attachments: A: Cost Worksheet
B: Vendor Profile
C: Accounting System Survey Form
D: WSARC Draft Terms and Conditions

BY ACKNOWLEDGMENT OF RESPONSE TO THIS RFP, YOUR FIRM HEREBY CERTIFIES THAT NO GRATUITIES WERE OFFERED BY THE SUPPLIER OR SOLICITED BY ANY WSARC EMPLOYEE EITHER DIRECTLY OR INDIRECTLY. ANY SITUATION WHERE A GRATUITY IS SOLICITED SHOULD BE REPORTED IMMEDIATELY TO WRIGHT STATE UNIVERSITY'S ANONYMOUS REPORTING HOTLINE AT 1-855-353-3783 OR AT ETHICS POINT WEBSITE: <http://www.wright.ethicspoint.com>.

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STATEMENT OF WORK (SOW) BY TASK

TASK 1- High Tech Pre-Accelerator

STATEMENT OF WORK (SOW)

FOR

High Tech Pre-Accelerator

Wright State Applied Research Corporation (WSARC) is committed to executing “The Dayton Metro Plan for Economic Diversity” program. This SOW documents key requirements of that agreement which are to be competitively bid during the execution. As the Prime contractor, upon completion of source selection, WSARC may award zero, one or more contracts based on the responses received. WSARC shall enter into good-faith negotiations with the organization resulting in the signing of a subagreement for tasks to satisfy the requirements of the final RFP and prime contract issued to WSARC for this effort.

It is mutually agreed and understood that WSARC and any awardees shall be team members under this program and, as such, shall work together to achieve a joint management, technical, and cost strategy that optimizes the competitiveness of the WSARC team.

Awardees will be part of a growing team of regional organizations supporting commercialization and entrepreneurship in the Dayton area. Their efforts will directly support regional initiatives which will require coordination with WSARC and partners.

In 2019, WSARC launched The Early Risers Academy, a pre-accelerator to take potential entrepreneurs from idea to business plan to company launch leveraging The Kauffman Foundation’s FastTrac educational course work. WSARC is looking to contract with a facilitator with entrepreneurial experience to support, at minimum, three 10-week cohorts of 5-10 entrepreneurs.

The facilitator will work with the WSARC Project Manager to accomplish the following tasks. These particular cohorts will be geared towards entrepreneurs with high-tech opportunities, which likely require IP protection and high growth strategies.

WSARC requests work performed to support the execution of the following SOW tasks

1. Pilot a first time founder bootcamp to validate potential ideas for market fit specifically for high technology products established in research labs—including the Air Force Research Lab and university research labs. This facilitator will also support a summer student cohort focused program that may or may not be a high-tech cohort.
 - a. Assist WSARC in the recruitment of applicants
 - b. Market and promote open enrollment of the program
 - c. Work with WSARC Project Manager to plan course leveraging the FastTrac curriculum
 - d. Recruit subject matter experts to help facilitate sections of the curriculum
 - e. Pilot 3, 10 week programs in cohorts of 6
 - i. Must be available during evenings for sessions
 1. Feb 5 to Apr 8 (Wednesday evenings)
 2. June 3 to Aug 5 (Wednesday evenings) – Student cohort
 3. Oct 6 to Dec 8 (Tuesday evenings)
 - ii. Must meet with cohort teams one-on-one throughout the program, outside of the in-person sessions

Produce deliverable: Final report on each cohort including processes developed, evaluation feedback, and the results of each participant’s progress in the program. This report should include hard data on the number of participants, types of services, and outcomes.

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Costs associated with these tasks should not exceed \$50,000.

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TASK 2- VETERAN/DoD OUTREACH

STATEMENT OF WORK (SOW)

FOR

Veteran/DoD Outreach

Wright State Applied Research Corporation (WSARC) is committed to executing “The Dayton Metro Plan for Economic Diversity” program. This SOW documents key requirements of that agreement which are to be competitively bid during the execution. As the Prime contractor, upon completion of source selection, WSARC may award zero, one or more contracts based on the responses received. WSARC shall enter into good-faith negotiations with the organization resulting in the signing of a subagreement for tasks to satisfy the requirements of the final RFP and prime contract issued to WSARC for this effort.

It is mutually agreed and understood that WSARC and any awardees shall be team members under this program and, as such, shall work together to achieve a joint management, technical, and cost strategy that optimizes the competitiveness of the WSARC team.

Awardees will be part of a growing team of regional organizations supporting commercialization and entrepreneurship in the Dayton area. Their efforts will directly support regional initiatives which will require coordination with WSARC and partners.

The goal of this specific initiative is to accelerate the growth of an inclusive startup and commercialization community of entrepreneurs, mentors, resource providers, and community members by specifically targeting populations that are underrepresented. WSARC is looking for an innovative proposal that accomplishes, at minimum, the tasks below.

WSARC requests work performed to support the execution of the following SOW tasks

1. Pilot veteran/DoD engagement plan
 - a. Develop regional strategy to attract veteran/DoD partners to the startup and commercialization community
 - i. Identify regional partners to pilot strategy
 1. Identify champion(s) to grow the defense product entrepreneurship subcommunity
 2. Develop strategy to recruit defense product entrepreneurs, mentors, and investors into subcommunity
 3. Develop strategy to build first customer relationships (DoD, private industry) for defense product community
 - ii. Create specific educational programming for veterans/DoD to connect them to the startup and commercialization community
 1. Create opportunity for transitioning DoD personnel, both military and civilian to engage with the local startup community. This opportunity should:
 - a. Leverage existing transition programming
 - b. Connect to existing startup community
 - c. Pair transitioning personnel interested in entrepreneurship with a veteran entrepreneur mentor
 - d. Develop materials to engage people in the community
 - iii. Connect people to existing community programming
 1. Create a defense product specific Early Risers series
 2. Provide defense product related sessions to Pints & Preneurs or other startup community networking events
 - iv. Promote new programming developed by regional initiatives to veterans/DoD
 - b. Execute pilot strategy

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Produce deliverable: Final report on Veteran/DoD outreach including programs and processes developed and the results of those programs. This report should include hard data on the number of participants, types of services, and outcomes.

Costs associated with these tasks should not exceed \$50,000.

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TASK 3- GENERAL PRE-ACCELERATOR

STATEMENT OF WORK (SOW)

FOR

General Pre-Accelerator

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It is mutually agreed and understood that WSARC and any awardees shall be team members under this program and, as such, shall work together to achieve a joint management, technical, and cost strategy that optimizes the competitiveness of the WSARC team.

Awardees will be part of a growing team of regional organizations supporting commercialization and entrepreneurship in the Dayton area. Their efforts will directly support regional initiatives which will require coordination with WSARC and partners.

In 2019, WSARC launched The Early Risers Academy, a pre-accelerator to take potential entrepreneurs from idea to business plan to company launch leveraging The Kauffman Foundation’s FastTrac educational course work. WSARC is looking to contract with a facilitator with entrepreneurial experience to support, at minimum, three 10-week cohorts of 5-10 entrepreneurs.

The facilitator will work with the WSARC Project Manager to accomplish the following tasks. These particular cohorts will be geared towards main street businesses that will not have intellectual property and where the customer base is mostly the local population such as retail, food, consulting, and marketing businesses.

WSARC requests work performed to support the execution of the following SOW tasks

1. Pilot a first time founder bootcamp to validate potential ideas for market fit. This pre-accelerator will geared towards non-high tech businesses.
 - a. Assist WSARC in the recruitment of applicants
 - b. Market and promote open enrollment of the program
 - c. Work with WSARC Project Manager to plan course leveraging the FastTrac curriculum
 - d. Recruit subject matter experts to help facilitate sections of the curriculum
 - e. Pilot 3, 10 week programs in cohorts of 6.
 - i. Must be available during evenings for sessions
 1. Jan 14-Mar 17 (Tuesday evenings)
 2. Apr 7-Jun 9 (Tuesday evenings)
 3. Aug 26-Nov 4 (Wed evenings)
 - ii. Must meet with cohort teams one-on-one throughout the program, outside of the in-person sessions

Produce deliverable: Final report on each cohort including processes developed, evaluation feedback, and the results of each participant’s progress in the program. This report should include hard data on the number of participants, types of services, and outcomes.

Costs associated with these tasks should not exceed \$50,000.

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TASK 4- DEFENSE TECHNOLOGY ACCELERATOR

STATEMENT OF WORK (SOW) FOR Defense Technology Accelerator

Wright State Applied Research Corporation (WSARC) is committed to executing “The Dayton Metro Plan for Economic Diversity” program. This SOW documents key requirements of that agreement which are to be competitively bid during the execution. As the Prime contractor, upon completion of source selection, WSARC may award zero, one or more contracts based on the responses received. WSARC shall enter into good-faith negotiations with the organization resulting in the signing of a subagreement for tasks to satisfy the requirements of the final RFP and prime contract issued to WSARC for this effort.

It is mutually agreed and understood that WSARC and any awardees shall be team members under this program and, as such, shall work together to achieve a joint management, technical, and cost strategy that optimizes the competitiveness of the WSARC team.

Awardees will be part of a growing team of regional organizations supporting commercialization and entrepreneurship in the Dayton area. Their efforts will directly support regional initiatives which will require coordination with WSARC and partners.

The goal of this specific initiative is to accelerate the growth of our startup and commercialization community by bringing in outside capital and talent and ensuring top local startups have the opportunity to grow locally.

WSARC requests work performed to support the execution of the following SOW tasks

1. Develop specific accelerator model
 - a. Evaluate high-potential technology/market segments
 - b. Select specific accelerator market/technology segments
 - i. Commercial market segment
 - ii. DoD lab/technology/problem segment
 - c. Modify phase I accelerator model to support selected segments
 - d. Document accelerator pilot model

Produce deliverable: Accelerator model strategy
2. Develop accelerator curriculum
 - a. Modify phase I accelerator curriculum (or other existing modules) to support segment-specific pilot program for each segment
 - b. Develop formal accelerator curriculum for each segment
 - i. Customer evaluation models
 - ii. Business management modules
 - iii. Capital formation modules
 - c. Document accelerator curriculum for each segment

Produce deliverable: Formal Accelerator Curriculum
3. Pilot accelerator
 - a. Develop and implement participant outreach methodology
 - b. Develop accelerator logistics plan
 - c. Conduct accelerator pilot (2 cohorts)
 - i. 10 week cohort (20 total participants)
 - ii. Engagement of mentors, venture capital, potential customers
 - d. Conduct formal participant surveys / performance measurement:
 - i. Prior to accelerator
 - ii. Immediately following accelerator
 - iii. 6 months following accelerator

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Produce deliverable: Final report documenting any processes developed and the results of the program. This report should include hard data on the number of participants, types of services, and outcomes.

Costs associated with these tasks should not exceed \$200,000.