



TechOpp CONSULTING, INC.

*Where **technology** meets **opportunity**™*

# Enhancing the NASA Market Opportunity with TABA

Presented by

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# Introduction to TechOpp Consulting





# Our Mission

Moving technology from ideas to products



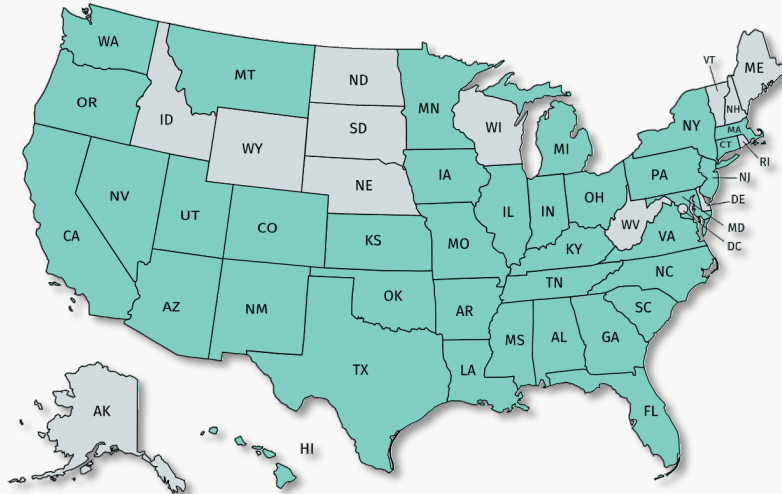
Identify Opportunities



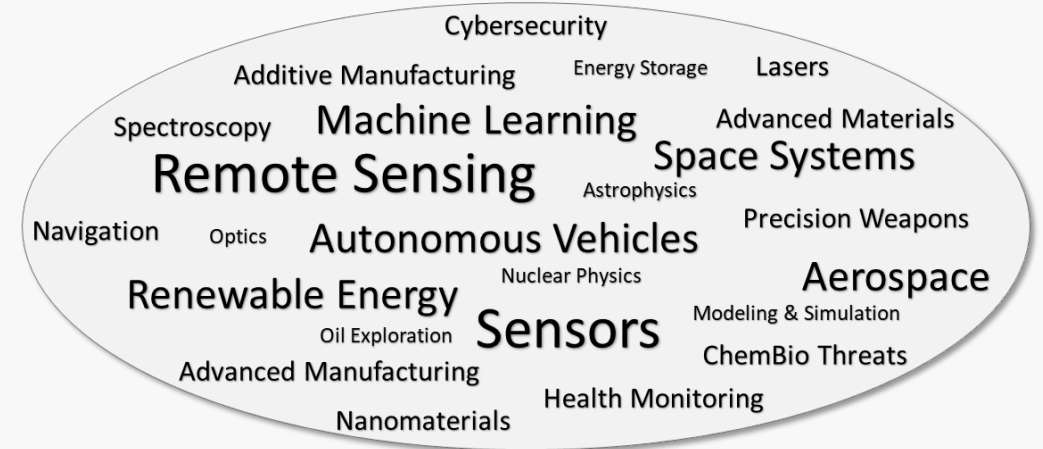
Secure Funding



Establish Partnerships



Over 300 Clients | 37 States



Spanning the STEM Spectrum

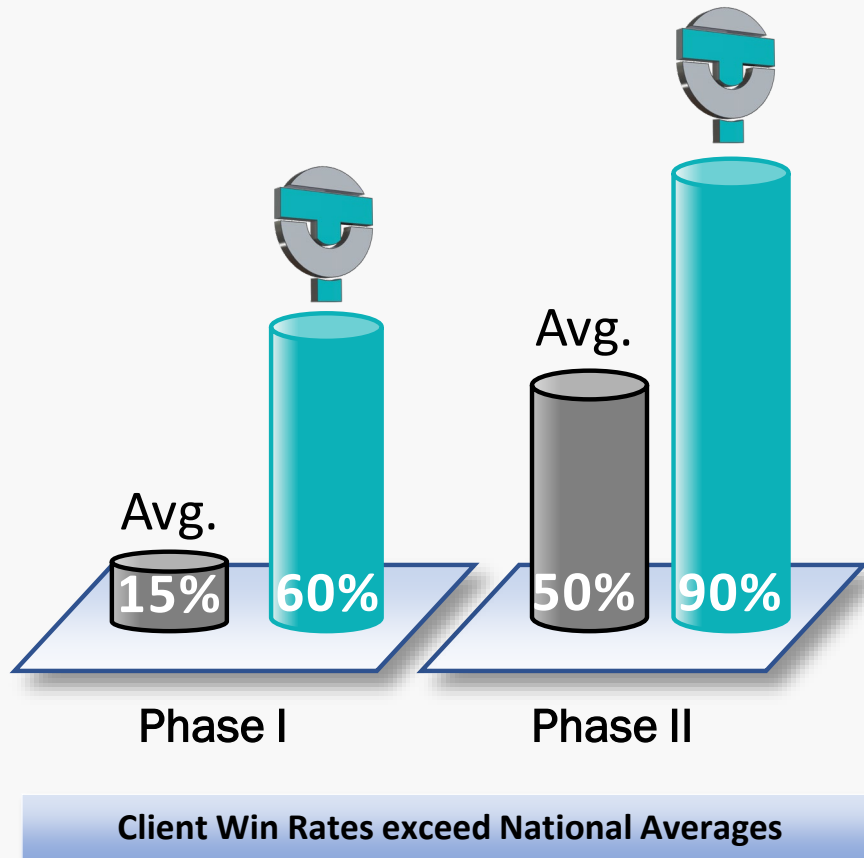


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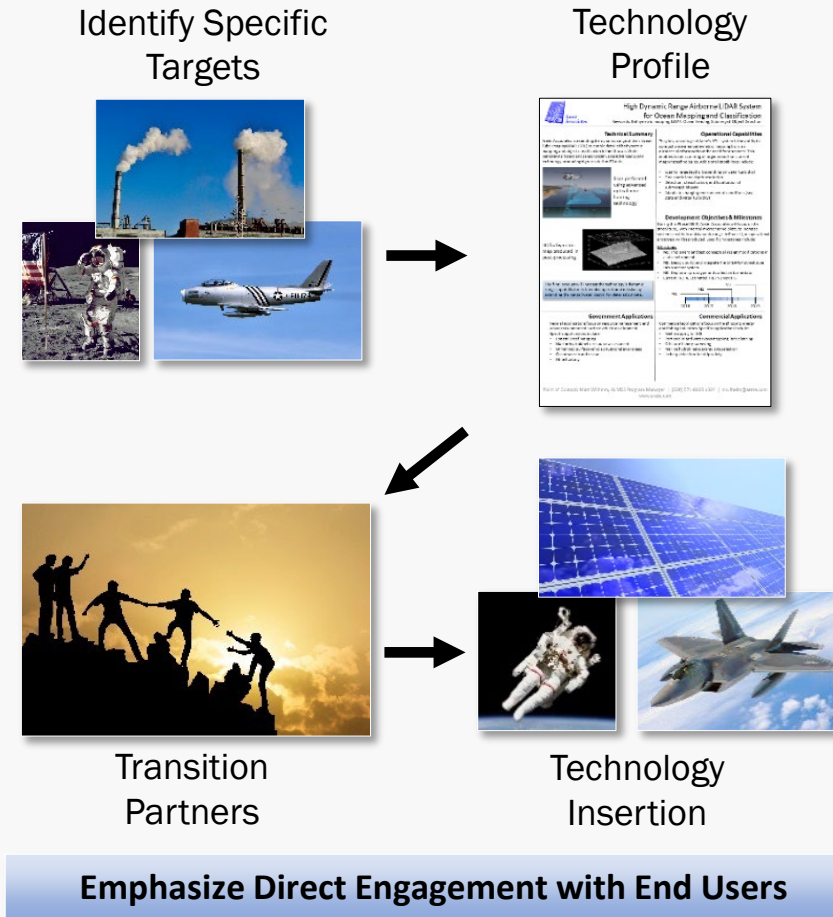
# What We Provide

Technology transition,  
proposal support,  
training

## Proposal Development



## Technology Transition





# Randy's bio

Aerospace & Defense



Mechanical and Aerospace Engineering



Masters in Management and Leadership

OMS



# NASA Phase I SBIR Commercialization in the Proposal



# Solicitation Schedule

Be prepared for an  
early submission

**INNOVATION RESEARCH (SBIR)  
AND  
SMALL BUSINESS  
TECHNOLOGY TRANSFER (STTR)  
Fiscal Year 2021 General Solicitation**

**Opening Date: November 9, 2020**

**Closing Date and Time: January 8, 2021, 5:00 p.m. ET**





# Evaluation Criteria

This is your score card!

- |                                               |                          |
|-----------------------------------------------|--------------------------|
| ■ Scientific/Technical Merit and Feasibility  | 50%                      |
| ■ Experience, Qualifications and Facilities   | 25%                      |
| ■ Effectiveness of the Proposed Work Plan     | 25%                      |
| ■ <b>Commercial Potential and Feasibility</b> | <b>Adjectival rating</b> |
| ■ Price Reasonableness                        | Pass/Fail                |







# Evaluation Criteria

Factor 4

- Commercial Potential and Feasibility
  - *The evaluation of this factor will consider if the offeror has demonstrated their knowledge of NASA mission programs, other Government agencies and non-Government markets that could be applied to the proposed innovation.*
  - *If known, offerors should indicate if there are any existing and projected commitments for funding of the innovation beyond Phase I and II.*
    - This can include investment, sales, licensing, and other indicators of commercial potential.





# Scorecard

Factor 4

## ■ Commercial Potential and Feasibility adjectival rating

- *Excellent*
- *Very Good*
- *Good*
- *Fair*
- *Poor*



- Where you rate will depend upon
  - NASA Program of Record identified
  - Another federal agency POR identified
  - Commercial opportunity described
- Validated by 1:1 conversations with an End User and an excellent understanding of the Use Case(s)



# Action for proposal period

What can you do now?

- Cannot talk to NASA topic author—NASA prohibits
- Can identify NASA Program of Record and associated contractor
  - *Reach out and connect with them*
  - *Discuss Use Cases, Challenges, End User Requirements*
  - *Also consider adding them to your Phase II team*
    - Get a Letter of Support now—not submitted, on file
    - Add them to the Phase II team if applicable at that time
- Can identify other federal agencies or commercial opportunities
  - *Talk with them and include as secondary markets*



# Identify the Market Opportunity

Proposal requirements

- NASA and non-NASA market identification
- Describe Business Economics and Market Drivers in target industry
- How has market opportunity been validated
- Describe customers and go-to-market strategy
- Describe competition
- Market risks
- **Commercialization approach**
- Benefits to the markets and revenue potential
- **Resources to implement commercialization approach**



- **Commercialization approach**
  - *Technical and Business Assistance is an excellent foundation to your commercialization approach*
  - *NASA adds \$6,500 to Phase I for discretionary TABA*
  - *Those who choose this may have an advantage in Phase I*
- **Resources to implement commercialization approach**
  - *Acquire TABA services to supplement your personnel*
  - *Relieves your team of some of the business case activity*
  - *Brings an expert on your team—funded by NASA*





# Technical and Business Assistance

Agency-funded commercialization assistance

- Extra funds for commercialization offered by NASA in Phase I and II
- Request TABA to add a commercialization expert to your team
  - *Funded by the NASA in @ \$6,500/Phase I*
  - *This is in addition to the Phase I grant amount*
- Need to specify the TABA Provider—qualifications apply
  - *You may not spend these funds on R&D activities*
  - *TABA is to acquire consultative resources; there are limitations*





# TABA Specifics

What to expect from a TABA vendor

- Brainstorm with project team for market ideas and commercialization strategy
- Interview Agency TPOC for Programs of Record (POR) suggestions
- Prepare Market Survey with market sizes, growth % and principals
  - *Identify specific companies/POR and Decision Makers therein*
  - *Reach out to create business relationships—learn End User use case specifics and discuss partnering for PII*
- Objective: Acquire transition partner for Phase II + Solidify a Phase III Commercialization Strategy (for the Phase II proposal)



# Phase I TABA Outcomes

NASA expectations

- FY National Defense Authorization Act defines TABA expectations
- NASA has their own expectations for Phase I
  - *Development of a Phase II TABA Needs Assessment*
    - Types of TABA services and costs the offeror would need if the project was selected for a future Phase II award. The offeror could request up to \$50,000 for these Phase II services
  - *Development of a Phase II Commercialization and Business Plan*
    - Help develop the required elements of the commercialization and business plan for the Phase II proposal





# How to request TABA

Market Opportunity

- If an offeror decides to request TABA at Phase I, the offeror must request TABA authority from NASA in the Phase I proposal submission
  - *Suggest including in Part 7: The Market Opportunity*
  - *“Describe your commercialization approach”*
  - *“Describe the resources you expect will be needed to implement your commercialization approach”*
- Proposal Budget
  - *Select TABA at \$6,500 at the ODC screen on the proposal budget*



# Method of Selection

Para 4.2.6

- NASA conducts a separate review of all Phase I offeror requests for TABA after the SSO makes the final selection of projects to enter into negotiation for a Phase I contract.
- The SBIR/STTR PMO conducts the initial evaluation of the TABA request to determine if the request meets the requirements found in section 3.3.13 and the statute. The Contracting Officer makes the final determination to allow TABA funding under the contract.
- The review of Phase I TABA requests will include the following:
  - *A review to determine if the awardee will use the funding to develop a Phase II TABA Needs Assessment and a Phase II Commercialization and Business Plan and/or if there are additional services being requested.*
  - *A review of the vendor(s) expertise and knowledge of providing technical and business assistance services to develop and complete a TABA Needs Assessment, a Commercialization and Business Plan, or other proposed TABA services.*
  - *A review of the costs to be provided to the TABA vendor(s).*
  - *Proposed plans to submit a deliverable summarizing the outcome of the TABA services with expected supporting information.*
  - *Verification that TABA costs are reflected in the budget forms.*



# Supplemental Funds

## Section 3.3.13

- Offerors selected for Phase I contract negotiations can receive up to \$6,500 as a supplement to the Phase I award and can choose their own TABA vendor.
- Although an offeror can use TABA funding for services they choose per the FY19 NDAA, NASA is encouraging offerors to use the limited amount of \$6,500 Phase I TABA funds for the following activities:
  - *Development of a **Phase II TABA Needs Assessment** – If a Phase I offeror plans to request TABA funding at Phase II, the offeror should secure a TABA vendor that can provide services to support the development of a Phase II TABA needs assessment.*
    - The goal of the TABA Needs Assessment is to determine and define the types of TABA services and costs the offeror would need if the project was selected for a future Phase II award.
    - The offeror could request up to \$50,000 for these Phase II services.
  - *Development of a **Phase II Commercialization and Business Plan** – Offerors that are planning to submit a future proposal for Phase II funding will be required to submit a commercialization and business plan that meets the requirements found in section 3.4.4, Part 7 of this solicitation.*
    - NASA is encouraging offerors to use Phase I TABA funding to secure a TABA vendor that can help develop the required elements of the commercialization and business plan so that NASA can evaluate a firm's ability to commercialize the innovation and provide a level of confidence regarding the firm's future and financial viability.



# TABA in the Solicitation

## Section 3.3.13

- If an offeror chooses to request up to \$6,500 for Technical and Business Assistance (TAB A) at Phase I, the offeror will be required to provide TAB A information by following the directions found in the submission's module of the EHB. Examples of information that will be required are as follows:
  - *Name, contact information, and company information including DUNS number for TAB A vendor(s) that will provide the services under Phase I.*
  - *Note: All TAB A vendors must be a legal business in the United States and NASA will review the U.S. Government-wide System for Award Management (SAM) excluded parties list to ensure the proposed TAB A vendor can receive Federal funds. NASA will consider TAB A requests that are missing any requested TAB A information (e.g., DUNS number, etc.) as incomplete and will not review the TAB A request or provide TAB A approval under the award.*
- Description of vendor(s) expertise and knowledge of providing technical and business assistance services to develop and complete a TAB A Needs Assessment for a future Phase II submission, to develop a Commercialization Plan for a future Phase II submission, or other TAB A services.
  - *Itemized list of services and costs to be provided to the TAB A vendor.*
  - *Plan to submit a deliverable summarizing the outcome of the TAB A services with expected supporting information.*
  - *TAB A costs reflected in the budget forms.*



# FY19 National Defense Authorization Act

Amends the Small Business Act

- Provide small business concerns engaged in SBIR or STTR projects with technical and business assistance services, such as:
  - *access to a network of scientists and engineers engaged in a wide range of technologies*
  - *assistance with product sales*
  - *intellectual property protections*
  - *market research*
  - *market validation*
  - *development of regulatory plans and manufacturing plans*
  - *access to technical and business literature available through on-line data bases*



# For the purpose of...

Expected Outcome

- Assisting such concerns in—
  - *(A) making better technical decisions concerning such projects;*
  - *(B) solving technical problems which arise during the conduct of such projects;*
  - *(C) minimizing technical risks associated with such projects; and*
  - *(D) developing and commercializing new commercial products and processes resulting from such projects, including intellectual property protections.*



# Bottom Line

NASA pays you to plan commercialization

- TABA funds will pay for commercialization assistance for you during the Phase I project
  - *You should take them up on their offer*
  - *Especially as you can select your TABA vendor*
    - Who will work for you as a subcontractor
      - *Frees up your team to focus on the technical development*
      - *Brings expertise in commercialization*
    - With the goal of helping you win the Phase II project
- You cannot add TABA after the award, must request it in the proposal



# Q&A





# TechOpp as TABA provider

We qualify

- We have done over 100 NASA Phase II TABA projects
  - *And are qualified as a TABA provider*
  - *We meet the requirements of the NASA Solicitation*
- Please send me your topic number and I'll send you what is needed to request TABA
  - *A Letter of Commitment containing what is needed for the submission's module of the EHB*
  - *There is no cost to you*





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# Thank You

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