



# Overview of Doing Business with SPAWAR Systems Command (SPAWAR)

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Navy Gold Coast Small Business Conference

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| Report Documentation Page                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                    |                                     |                                                           | Form Approved<br>OMB No. 0704-0188                  |                                 |
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| 4. TITLE AND SUBTITLE<br><b>Overview of Doing Business with SPAWAR Systems Command (SPAWAR)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                    |                                     |                                                           | 5a. CONTRACT NUMBER                                 |                                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                    |                                     |                                                           | 5b. GRANT NUMBER                                    |                                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                    |                                     |                                                           | 5c. PROGRAM ELEMENT NUMBER                          |                                 |
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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                    |                                     |                                                           | 5f. WORK UNIT NUMBER                                |                                 |
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| 15. SUBJECT TERMS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                    |                                     |                                                           |                                                     |                                 |
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# Agenda

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## ▼ Who is SPAWAR?

- § Where we are and what we buy

- § Office of Small Business (SB) Programs

  - Vision/Mission – How we can help SB's

  - OSBP initiatives/focus areas

- § FY11 Small business targets and accomplishments to date – next steps to increase opportunities for SB's

## ▼ Doing Business with SPAWAR

- § e-Commerce Central website

- § Market research, procurement methodologies and contract types

- § Future procurement opportunities

## ▼ Resources and POC's



# Who We Are

- ▼ Navy's Information Dominance Systems Command
- ▼ Navy's Technical Authority and acquisition command for C4ISR,\* business IT, and space systems
- ▼ Provide advanced communications and information capabilities to Navy, joint and coalition forces
- ▼ More than 8,000 employees deployed globally and near the fleet

\*Command, Control, Communications, Computers, Intelligence, Surveillance & Reconnaissance





# SPAWAR Locations in CONUS

**SPAWAR HQ**

**SPAWAR Space Field Activity  
Washington, D.C.**

**PEO  
Space  
Systems**

**PEO EIS**



**Norfolk VA**

**Charleston SC**

**New Orleans LA**

**San Diego CA**

**Systems Center Pacific  
(FY 09)**

**PEO C4I  
JPEO - JTRS**

**Systems Center Atlantic  
(FY 09)**



Readiness - Centered Solutions...Now!

HI

Guam  
Japan



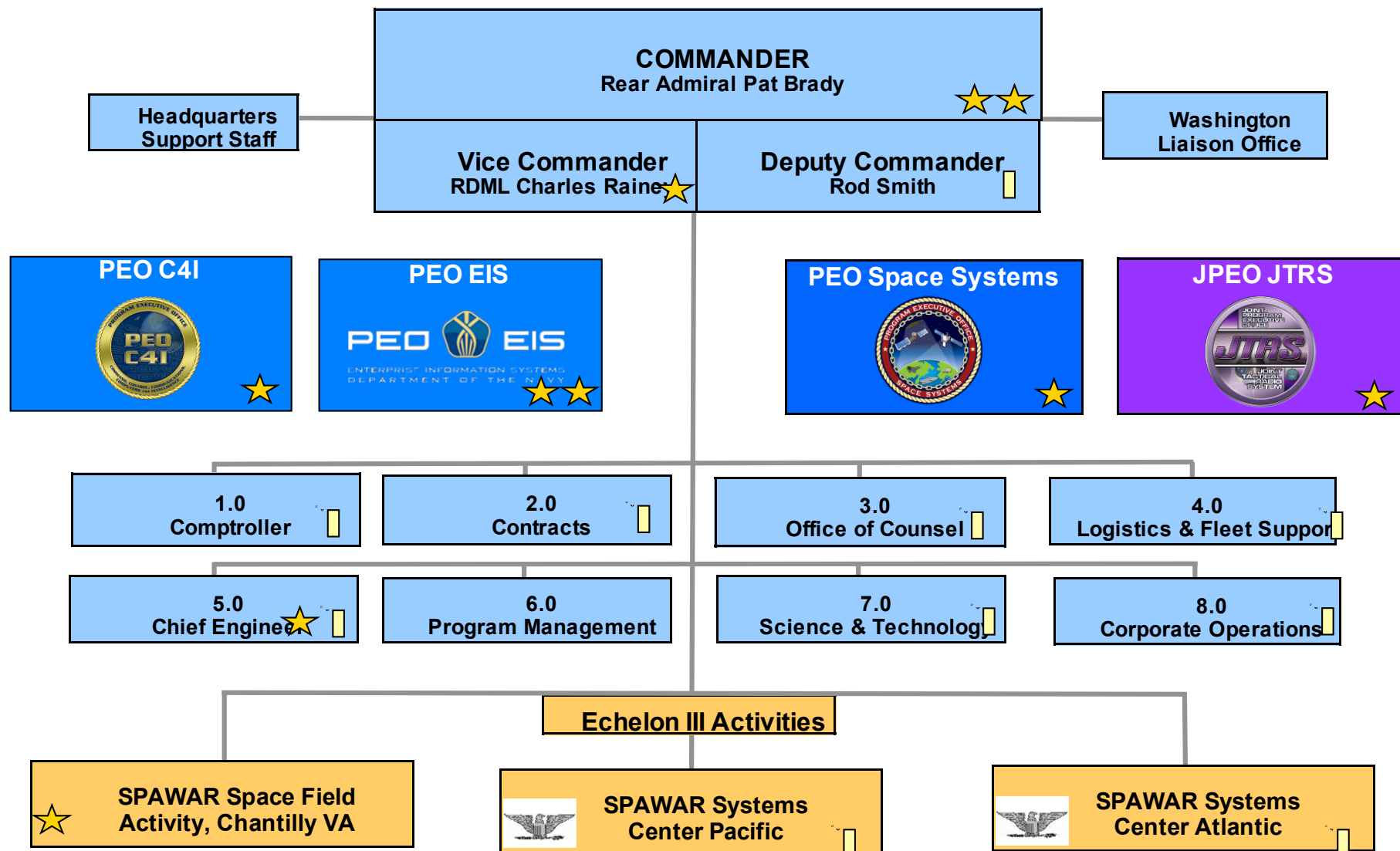


# Where We Are Cont.



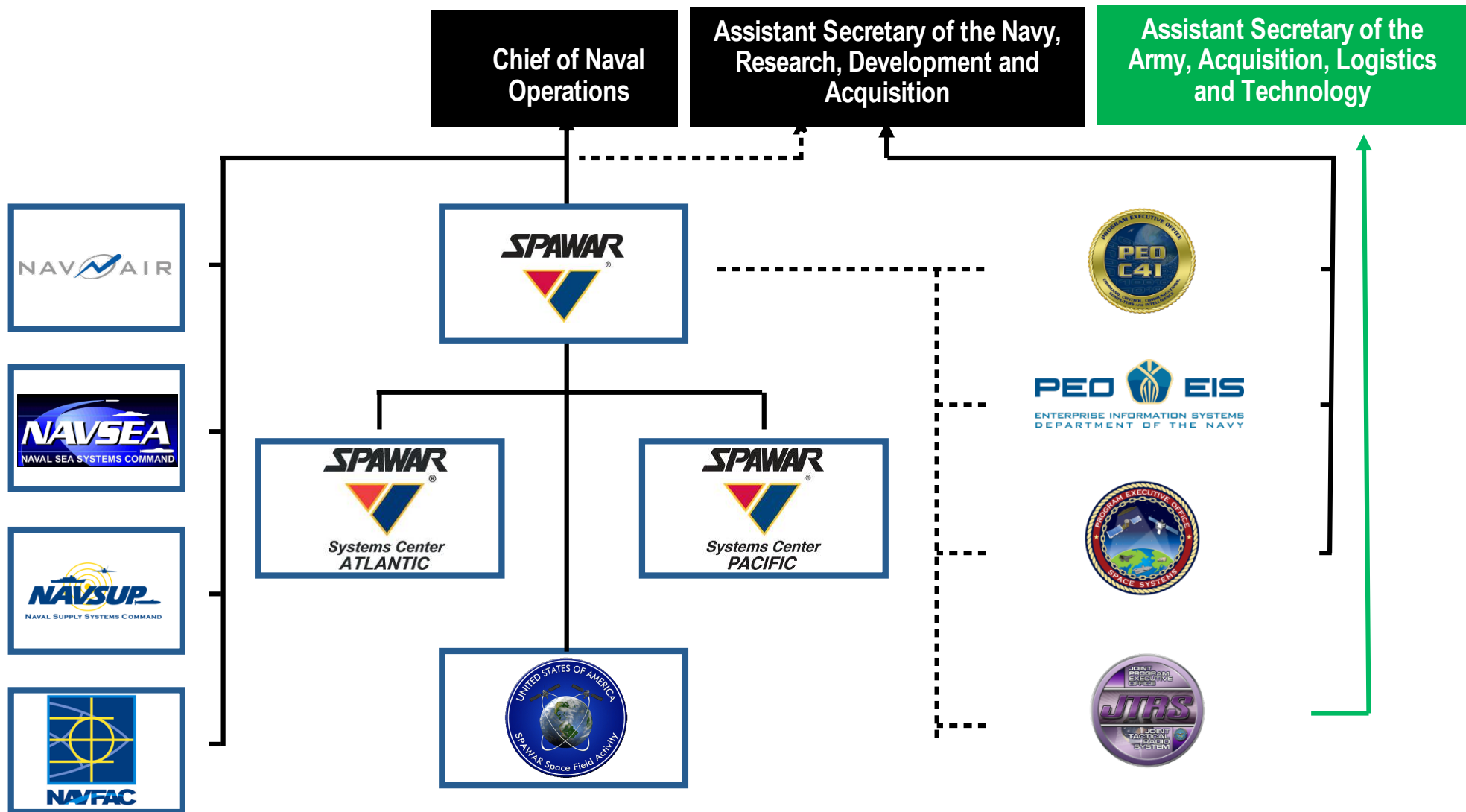


# Team SPAWAR Organization



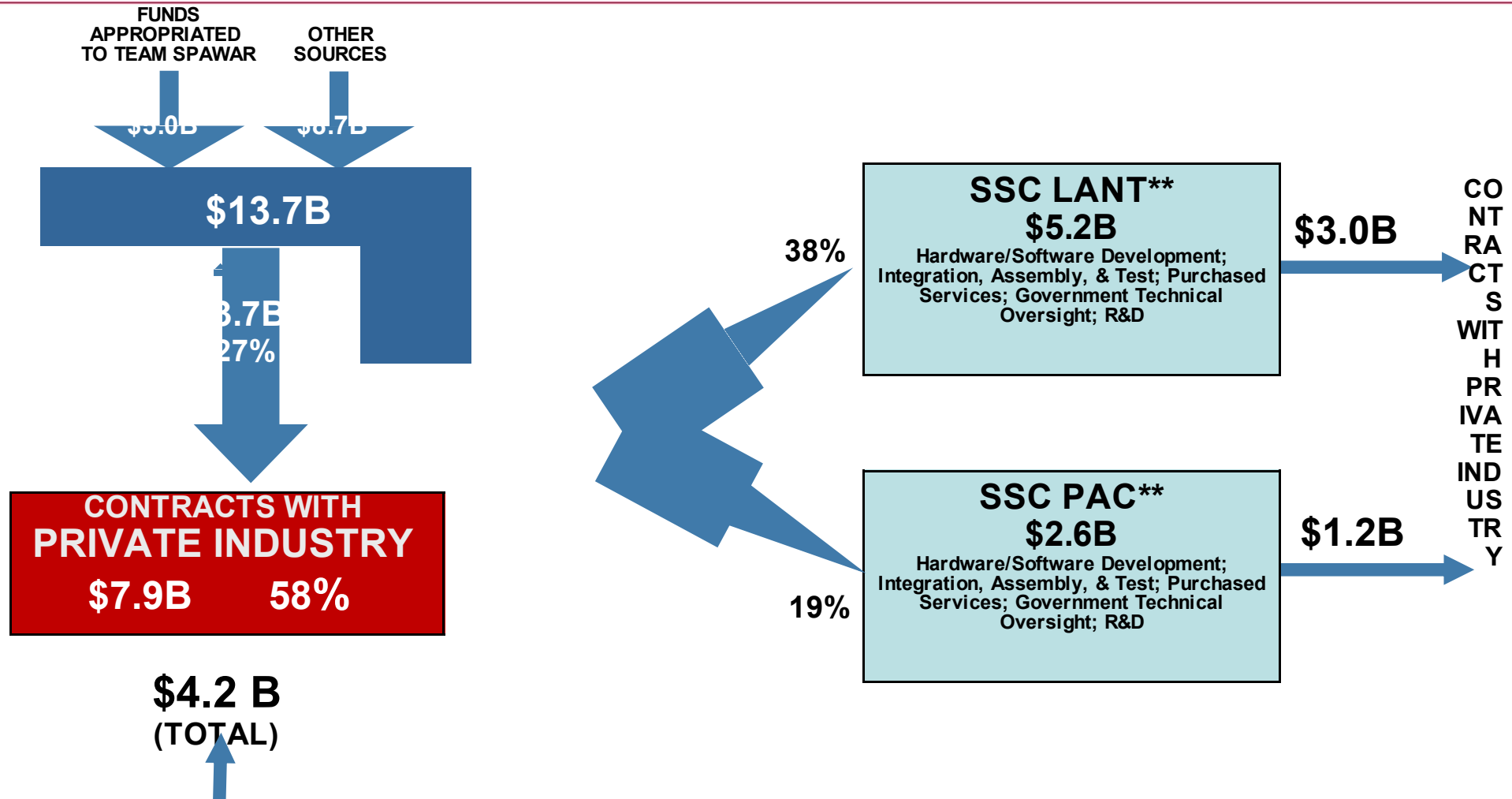


# How Does SPAWAR Fit into the Navy's Structure?





# Macro Funds Flow Across SPAWAR (FY10)



Sources: N-ERP, SPAWAR HQ Labor Analysts, PMW 740 (FMS)

\*Inflow Includes Prior Year Carry-Over from All Sources

\*\* SSC LANT includes Norfolk and NOLA; SSC PAC includes PAC General Fund (formerly NCTSI)



# What We Do

▼ Team SPAWAR supports the entire acquisition lifecycle of C4ISR products and services





# Meeting Current and Future Needs of the Fleet



Consolidating Networks



Research, Engineering  
& Development



C4ISR Technology



Cyber Operations



Internet Cafes



Unmanned Vehicle  
Systems



# Lines of Business / Core Processes

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# Our Partnerships

▼ Our partnerships enable us to provide integrated, best-value and innovative Information Dominance and C4ISR technology

- § Global presence for direct support to fleet
- § Hundreds of partnerships with industry, including small businesses
- § Systems Centers partner with academia to conduct research, share best practices, and develop future workforce





# Educational & Community Outreach



St Mary's Academy  
Middle School  
Girls Day Out



High  
School  
and  
College  
Interns



Material  
World  
Modules

FY07 – 1 school  
FY08 – 34 schools  
FY09 – 35 schools  
FY10 – 47 schools

International Autonomous Underwater and  
Surface Vehicle Competitions



- 12-17 JUL 2011, 10th Annual AUVSI underwater competition at SSC Pacific
- Held at SSC Pacific's one-of-a-kind TRANSDEC pool
- Collegiate and high school teams from U.S., Canada, Japan and India
- Open to the public

ompers Charter  
Middle School  
Science Night



SMART  
Scholarship  
Program

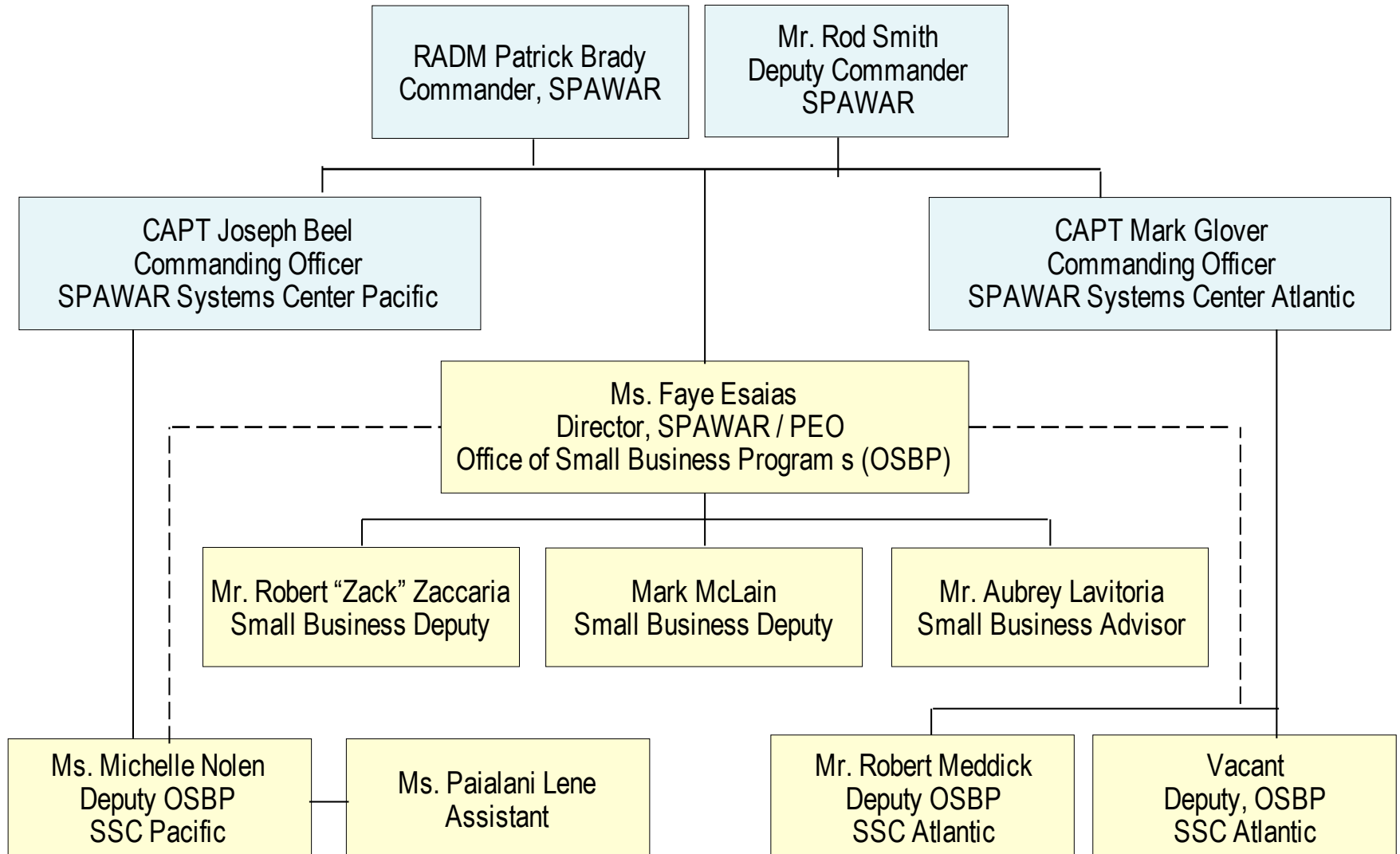


UCSD  
"ENSPiRE"





# OSBP Organizational Overview





## Code 8. 8, OSBP Mission and Vision

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### **Mission**

We are a dynamic advocacy that provides training, advice, guidance and innovative strategies ensuring quality solutions for TEAM SPAWAR acquisition teams while maximizing opportunities for small businesses, as required by the Small Business Act and Federal Acquisition Regulation (FAR).

### **Vision**

Code 8.8 will embrace a culture of shared responsibility that recognizes the critical role of small businesses in advancing our naval capability and the strength of the nation's economy by seeking utilization of qualified small businesses at the earliest stage of acquisition planning.



# OSBP Top Initiatives

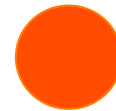
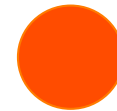
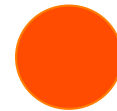
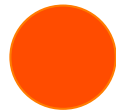
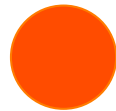
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- ▼ Improving forecasting tool for future contract opportunities  
– posted to the OSBP website
- ▼ Increase opportunities for SB participation on SPAWAR acquisitions at both the prime and subcontractor levels
- ▼ Strategic communications on OSBP matters and building strong internal and external partnerships
- ▼ Working group to improve market research techniques and responses
- ▼ Working group to implement WOSB Contracting Prog.
- ▼ Regular reports of progress in addressing areas identified for improvement and status on meeting mandated command targets.



# Small Business Achievements as of July 22, 2011

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|         | Small Business Overall | Small / Disadvantaged | Women - Owned | HUBZone | Service - Disabled Veteran Owned |
|---------|------------------------|-----------------------|---------------|---------|----------------------------------|
| Targets | 20.00%                 | 5.50%                 | 3.00%         | 1.10%   | 1.60%                            |
| Actual  | 18.35%                 | 6.61%                 | 3.27%         | 0.80%   | 1.63%                            |



## Top 10 NAICS Awarded by Dollars - FY10

|                    |                                                                                                                            |                                |
|--------------------|----------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| <b>541<br/>330</b> | <b>Engineering Services</b>                                                                                                | <b>\$<br/>4,170,989,628.00</b> |
| <b>334<br/>220</b> | <b>Radio and Television Broadcasting and Wireless<br/>Communications Equipment Manufacturing</b>                           | <b>\$<br/>1,122,910,453.00</b> |
| <b>541<br/>512</b> | <b>Computer Systems Design Services</b>                                                                                    | <b>\$<br/>364,420,974.00</b>   |
| <b>334<br/>511</b> | <b>Search, Detection, Navigation, Guidance,<br/>Aeronautical,<br/>and Nautical System and Instrument<br/>Manufacturing</b> | <b>\$<br/>354,678,239.00</b>   |
| <b>541<br/>519</b> | <b>Other Computer Related Services</b>                                                                                     | <b>\$<br/>237,442,353.00</b>   |
| <b>517<br/>110</b> | <b>Wired Telecommunications Carriers</b>                                                                                   | <b>\$<br/>208,258,715.00</b>   |
| <b>541<br/>511</b> | <b>Custom Computer Programming Services</b>                                                                                | <b>\$<br/>193,507,429.00</b>   |
| <b>541<br/>712</b> | <b>Research and Development in the Physical,<br/>Engineering, and Life Sciences (except<br/>Biotechnology)</b>             | <b>\$<br/>171,347,097.00</b>   |
| <b>334<br/>290</b> | <b>Other Communications Equipment<br/>Manufacturing</b>                                                                    | <b>\$<br/>144,727,507.00</b>   |



# Procurement Processes and Thresholds



- § Dollar driven based upon estimated costs
- Micro Purchase threshold                      \$3,000\*
    - Purchase Card
  - Simplified Acquisition                      up to \$150K
    - COTS                      up to \$6.5M
    - Contingency -13.500                      up to \$12M
  - Large Contracts                      up to unlimited authority as delegated





# How To Identify Opportunities Within DOD

## ▼ Posting of contract actions:

§ Federal Business Opportunities (FedBizOpps) is a web-based system for posting solicitations and other procurement-related documents to the Internet. FedBizOpps was designated by the Federal Acquisition Regulation as the mandatory "government wide point of entry for the posting government business opportunities greater than \$25,000."

## ▼ For more information visit:

**[www.fbo.gov](http://www.fbo.gov)**





# How To Locate Information on SPAWAR Opportunities

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- ▼ On the SPAWAR website ([www.spawar.navy.mil](http://www.spawar.navy.mil)) click on “For Industry Partners” which will direct you to our e-commerce site. A list of our future opportunities, open solicitations, and contract awards is available for the SPAWAR Headquarters, as well as for SSC Atlantic and SSC Pacific.





# SPAWAR e-Commerce Website

File Edit View Favorites Tools Help Links Customize Links Windows Marketplace

SPAWAR E-Commerce Central

**e-Commerce CENTRAL** Login | Register | Feedback | Credits | Advanced Search Quick Search:  GO!

**SPAWAR CONTRACTS DIRECTORATE OFFICE**

**Welcome**

**A Message from our Commander**

"As the Navy's C4I experts, we listen to our customers and find the right solutions for their C4I challenges. In response, we emphasize providing information solutions versus just information systems." [Read more](#)

**Self-Service Password Reset now available**

We have implemented a new feature on the e-Commerce Central website to allow users who have lost their password to reset it via an automated function without having to contact the SPAWAR Paperless Helpdesk. This feature is available under the i-Services section of the left navigation section of the site, and also from the following link: [e-CC Self-Service](#)

**News**

- [The 23rd Annual Navy Gold Coast Small Business Opportunity Conference](#)
- [Information on Submitting your Electronic Proposal, Market Survey Response and Electronic Unsolicited Proposals..](#)
- [Other News...](#)

**Current Server Time:**  
7/10/2011 11:00:42 Central

[E-CC Home](#)  
[Read Me First!](#)  
[Section 508](#)  
[Submitting A Proposal?](#)  
[Vendors Users Guide](#)  
[CMPG](#)  
[e-Commerce News](#)  
[Links](#)  
[Contact Us](#)  
[Submit Unsolicited Proposals](#)

**HEADQUARTERS**  
**SSC ATLANTIC**  
**SSC PACIFIC**  
**i-Services**

**Recently Issued**

|                                  |                                   |
|----------------------------------|-----------------------------------|
| <a href="#">N65236-11-Q-4269</a> | Atola Insight Data Recovery Suite |
| <a href="#">N65236-11-Q-0114</a> | Altadt 7810                       |
| <a href="#">N65236-11-Q-0121</a> | JDSU 8116                         |

**Closing Soon**

|                                  |                                  |
|----------------------------------|----------------------------------|
| <a href="#">N65236-11-Q-0113</a> | ADSI TACOPS Maintenance Training |
| <a href="#">N65236-11-Q-6606</a> | RFDU Boards                      |
| <a href="#">N65236-11-Q-0114</a> | Altadt 7810                      |

SPAWAR Sp...  
W...

Subject...

<https://e-commerce.sscno.nmci.navy.mil>



# How to Locate a Specific Business Opportunity

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- ▼ On the left side of the Main Menu – there is an option “**Read Me First**” SPAWAR has a secure website, you can register, identify opportunities and submit proposals.
- ▼ Once you subscribe for a specific solicitation you will be sent a notification when there is a change.
- ▼ Follow the instructions in the solicitation and contact the Contract Specialist if you have any questions!
- ▼ Refer to the detailed step-by- step instructions in the Vendors Users Guide.



# How To Locate a Specific Contract Opportunity cont.

A screenshot of the SPAWAR E-Commerce Central website. The browser window shows the address bar with "SPAWAR E-Commerce Central" and various toolbars. The website header includes navigation links like "Login", "Register", "Feedback", "Credits", and "Advanced Search". A sidebar on the left, titled "HEADQUARTERS", contains a list of links: "VIEW by...", "Special Notices", "Market Surveys", "Future Opportunities", "Open Solicitations", "Open BAAs", "Simplified Acquisition", "Small Business by T", "Under Evaluation", "Closed BAAs", "Awarded Contracts", "Solicitation Number", "BAAs By Number", "Posting Date", "FS Code", "NAICS Code", and "Acquisition Type". Below this list are links for "SSC ATLANTIC" and "SSC PACIFIC". The main content area is titled "Submitting an Electronic Proposal" and contains several paragraphs of text, including instructions on how to submit a proposal, the importance of timing, and what to do if a confirmation receipt is not received. The text is formatted with blue links and bold text for emphasis.



# SBIR and STTR Programs

## <http://www.sbir.gov/about/index.htm>

**SBIR.gov** SMALL BUSINESS INNOVATION RESEARCH **SEARCH**  **GO**

CONTACTS ABOUT SBIR & STTR PROGRAMS CONFERENCE & EVENTS CENTER SBIR & STTR SOLICITATIONS FEDERAL AGENCY LINKS STATE RESOURCES LINKS PAST AWARDS

**SBIR Home**  
**About SBIR & STTR Programs**  
**Agency FAQs**  
**Website Policies**  
 **Key Solicitation Dates**  
.....

### ABOUT SBIR AND STTR PROGRAMS

The U.S. Small Business Administration (SBA) Office of Technology administers the Small Business Innovation Research (SBIR) Program and the Small Business Technology Transfer (STTR) Program. Through these two competitive programs, SBA ensures that the nation's small, high-tech, innovative businesses are a significant part of the federal government's research and development efforts. Eleven federal departments participate in the SBIR program; five departments participate in the STTR program awarding \$2billion to small high-tech businesses. The U.S National Science Foundation administers the SBIR.GOV site on behalf of the federal government.

### GRANTS.gov

**GRANTS.gov** is your source to FIND and APPLY for federal government grants. Before completing an application, please contact the Agency you are applying to make sure they use GRANTS.gov

About Us | Contacts | Disclaimer | Accessibility | Privacy | Sitemap | USA.gov

*This site is an official U.S. Government source for SBIR information.*



## SeaPort-e



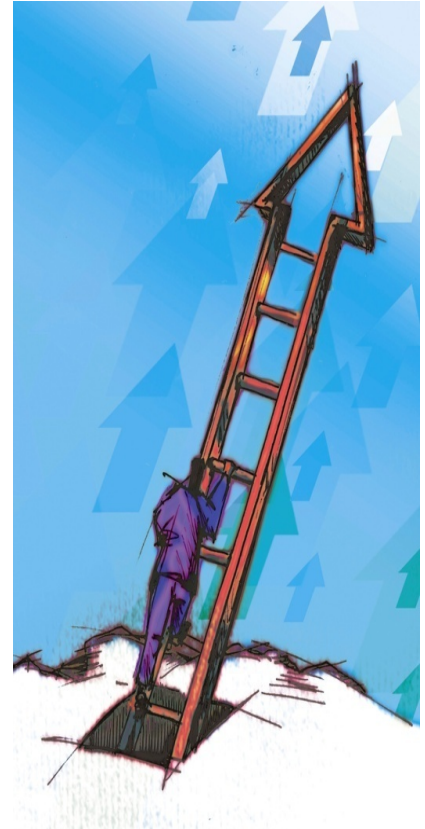
- ▼ NAVSEA Multiple Award Contract (MAC) IDIQ vehicle with CPFF and FFP pricing
- ▼ SeaPort-e – The Navy’s electronic platform for acquiring support services in 22 functional areas
- ▼ Individual task orders competed in one of seven geographic zones
  - § No sole source orders
- ▼ 2,792 prime contractors (rolling admissions currently closed)
  - § nearly 85% of its contract-holders are small businesses
  - § Competitive 8(a) Set-asides
- ▼ **SPAWAR vehicle of choice for services**
  - § Caps on pass-through costs, labor escalation, and fee/profit
  - § Streamlined evaluation process
  - § Web portal for electronic commerce: [www.seaport.navy.mil/](http://www.seaport.navy.mil/)



# Marketing to the Government: The Basics

## ▼ Are You Ready to Market to the Government?

- § Know how to identify your Product/Service
- § Federal Supply Classification Code (FSC);
- § Product Service Code (PSC):
- § **EX: D302 ADP systems development services**
- § [Http://www.dlis.dla.mil/h2](http://www.dlis.dla.mil/h2) or <http://www.fbo.gov>
- § Identify your North American Industry Classification Codes (NAICS)
- § **EX: 541512 Computer Systems Design Services**
- § <http://www.census.gov/eos/www/naics/>
- § Determining Size Standard
- § **EX: 541512 \$25M average annual receipts preceding 3 yrs**
- § **NOTE: There is a separate size standard for each NAICS**
- § <http://www.sba.gov/services/contractingopportunities/officials/size/index.htm>



# Have a Marketing Strategy!

- ▼ Develop a strategy and a plan:
  - § Determine who procures the services and/or commodities you provide
  - § Find out as much as you can about their programs/needs (e.g. public websites, networking, etc. )
  - § Determine your role and limits (prime, subcontractor, capabilities, etc.)
  - § Respond to RFI's & Sources Sought!
  - § Identify contract requirements & potential team members
  - § Develop strategy for responding to a solicitation





# Future Procurement Opportunities

1. Requirements Office: Joint Program Manager - Information Systems (JPMIS)
2. Joint Effects Model (JEM) Increment 1 Sustainment
3. Unrestricted
4. CPFF

1. New TO on Seaport
2. Solicitation # TBD
3. Est. value: >\$5M-\$10M

1. Est. RFP release, 01/2012.
2. Est. proposal receipt, 02/2012.
3. Est. award, 02/01/2012.

1. Requirements office: PEO C4I
2. Software Development/Modernization, C4I Advanced Planning Suite
3. Procurement methodology
4. CPFF

1. New TO on Seaport
2. Solicitation # TBD
3. Est. value: >\$25M-\$50M

1. Est. RFP release, TBD.
2. Est. proposal receipt, TBD.
3. Est. award, TBD.
4. Status: Preparing RFI for Small Business Determination.

**\*\*DISCLAIMER\*\*** This forecast is informational only and does not constitute an offer or commitment by the Navy to fund, in whole or part, the opportunities referenced herein. This listing is not all inclusive and is subject to change. Vendors shall not contact any contracting or technical personnel regarding this information and all inquiries shall be submitted to [SBO@navy.mil](mailto:SBO@navy.mil)



# Future Procurement Opportunities

1. Req. Office: PMW 150
2. Maritime Tactical Command and Control (MC2P) - Software Development
3. Procurement methodology TBD
4. Pricing structure TBD

1. New Contract
2. Solicitation # TBD
3. >\$1M-\$5M

1. Est. RFP release, TBD
2. Est. award TBD
3. Status: Procurement Planning

1. Req. Office: PMW 150
2. Maritime Link 16 Production
3. Procurement methodology TBD
4. Pricing structure TBD

1. New Contract
2. Solicitation # TBD
3. >\$50M-\$100M

1. Est, RFP release TBD
2. Est. award, 08/15/2012
3. Status: Procurement Planning

1. Req. Office: PMW 150
2. Next Generation Command and Control Processor (NGC2P)
3. Procurement methodology TBD

1. New IDIQ Contract
2. Solicitation # TBD
3. >\$1M-\$5M

1. Est. RFP release, 04/30/2012
2. Est. award, 12/31/2012
3. Status: Procurement Planning



# Future Procurement Opportunities

1. Req. Office: PMW 170
2. Environmental Satellite Receiver Processor
3. Unrestricted
4. CPFF/FFP

1. New contract
2. N00039-11-R-0073
3. >\$10M-\$25M

1. Est. RFP release TBD
2. Est. award 01/2012,

1. PEO SUB/PMW 485
2. Logistics Support Facility
3. Full and Open Competition
1. CPFF

1. New Contract
2. N00039-11-R-0077
1. >\$10M-\$25M

1. Est. RFP released, 08/2011.
2. Est. Proposal received, 09/2011.
3. Est. award, 01/2012.

1. PEO JPEO JTRS/NED
2. MUOS Software In-Service Support (SWISS) Contract
3. Full & Open
4. CPIF/CPFF

1. New Contract
2. TBD
3. >\$50M-\$100M

1. No PR rec'd.
2. Est. RFP release, 10/2011.
3. Est. Award, 06/2012.



# Future Procurement Opportunities

|                                                                                                                                                                                                       |                                                                                                                             |                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1. PEO C4I/PMW 770</li> <li>1. Professional Support Services - Logistics</li> <li>2. Competitive TO/DO (SeaPort- e), set-aside TBD</li> <li>3. CPFF</li> </ol> | <ol style="list-style-type: none"> <li>1. New contract</li> <li>2. N00039-11-R-3263</li> <li>3. &gt;\$5M - \$10M</li> </ol> | <ol style="list-style-type: none"> <li>1. Est. RFP release 1st QTR, FY12</li> </ol>                                                                                    |
| <ol style="list-style-type: none"> <li>1. PEO C4I/PMW 170</li> <li>2. Portable Radios</li> <li>3. Unrestricted</li> <li>4. FFP</li> </ol>                                                             | <ol style="list-style-type: none"> <li>1. New Contract</li> <li>2. N00039-10-R-0040</li> <li>3. &gt;\$100M</li> </ol>       | <ol style="list-style-type: none"> <li>1. Est. RFP date TBD</li> <li>2. Est. award, 08/13/2012,</li> </ol>                                                             |
| <ol style="list-style-type: none"> <li>1. PEO C4I/PMW 170</li> <li>2. 200 Watt Digital Module Radio Power Amplifier</li> <li>3. Full and Open</li> <li>4. FFP</li> </ol>                              | <ol style="list-style-type: none"> <li>1. New contract</li> <li>2. N00039-11-R-0068</li> <li>3. &gt;\$10M- \$25M</li> </ol> | <ol style="list-style-type: none"> <li>1. RFP est. release, 10/01/2011.</li> <li>2. Proposals received est., 12/30/2011.</li> <li>3. Est. award, 03/01/2012</li> </ol> |



# SSC LANT Command Contract Strategy – Pillar Contracts

## ▼ Why new strategy?

- § Legacy Bottom-up Strategy Unsustainable
- § Current # of contracts Un-executable with Current Contract Staffing Levels
- § Confusing to Industry
- § Previous Strategy based on old organizational model

## ▼ What is new strategy?

- § Command wide contracts
- § Decrease # of niche contracts
- § Increase use Other Navy and DoD contracts

## ▼ Build “Capability Focused Contracts

- § 6 Portfolios - 4 Contracts Per Portfolio
- § Term 5 years with “pause” after 2-1/2

## ▼ Creates Optimal Competition Environment

- § Large Number of Opportunities for Large and Small Businesses
- § Target Awards to Industry Leaders in Portfolio Related Technologies
- § Advantages of Multiple Award Contracts
- § Supports Acquisition Efficiency & Strategic Sourcing Initiatives

## ▼ Projected award dates: 2nd-3rd Qtr of FY12

### 4 MACs Per Portfolio (24 Total)

Unrestricted **\$900M**

Select  
(SBSA) **\$250M**

Advantage  
8(a) **\$99M**

Preferred  
(HubZ, WO, SDV) **\$99M**

**3-5 Awards For Each Capability Area and Competition Type**



# Available Resources

## ▼ Procurement Technical Assistance Centers

§ (PTACs) are located in most states and are partially funded by DoD to provide small business concerns with information on how to do business with the DoD. They provide training and counseling on marketing, financial, and contracting issues at minimal or no cost..

## ▼ San Diego Contracting Opportunities Center-PTAC

4007 Camino del Rio South, Suite 210, San Diego, CA 92108  
(619) 285-7020





# Helpful Sources of Information

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You should familiarize yourself with contracting procedures

<http://farsite.hill.af.mil/>

Defense Procurement and Acquisition Policy

<http://www.acq.osd.mil/dpap/index.html>

Defense Acquisition University

<http://www.dau.mil/default.aspx>





# DoN Office of Small Business Programs

<http://www.donhq.navy.mil/OSBP/>



## The Department of the Navy Office of Small Business Programs



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### NAVY'S ELEVEN MAJOR SMALL BUSINESS OFFICES

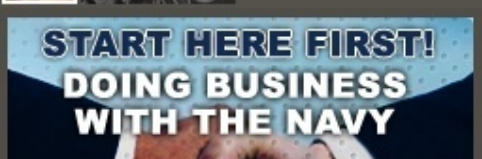
- Headquarters, U.S. Marine Corps
- Marine Corps Systems Command
- Military Sealift Command
- Naval Air Systems Command
- Naval Facilities Engineering Command
- Naval Inventory Control Point
- Naval Sea Systems Command
- Naval Supply Systems Command
- Office of Naval Research
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## SPAWAR OSB Resources and Contact Information

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  - § Summer Jones [summer.m.jones@navy.mil](mailto:summer.m.jones@navy.mil)



## Connect with Team SPAWAR

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[\(858\)537-0305](tel:8585370305) or email: [faye.esaias@navy.mil](mailto:faye.esaias@navy.mil)