

REACHING FOR THE STARS III:

What businesses
need to know to
successfully compete

You will learn -

- STARS III - changes in Final RFP (removal of Constellations)
- Teaming - what are the options? Prime/Sub, JV, etc.
- Past performance and Experience – what will they review and how to take advantage of a team
- Key concerns and questions about the Final RFP that must be resolved
- Pitfalls to avoid in preparing your proposal

Date: 16 July 2020

Time: 12 pm EST

SPEAKERS



Isaias "Cy" Alba
Government Contracts and
Corporate Law Attorney at PilieroMazza



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CEO and Chief Proposal Architect
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KEYNOTE SPEAKER

Isaias “Cy” Alba

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Cy Alba counsels clients in a broad range of government contracting matters before government agencies, and Federal courts which includes overall regulatory compliance with all of the SBA’s Small Business programs. **Mr. Alba represents small and mid-sized companies looking to structure compliant teaming, joint venture, and mentor-protégé agreements.** He handles the prosecution and defense of small business size and status protests and appeals before the SBA and OHA, as well as bid protests before the GAO, COFC, and the U.S. Court of Appeals for the Federal Circuit.

Mr. Alba’s work for the firm’s federal contractor clients also includes preparation, negotiation, and prosecution of Contract Dispute Act claims, Requests for Equitable Adjustments, termination for convenience settlements, defense of suspensions and debarments, the preparation of Organizational Conflict of Interest (“OCI”) mitigation plans and counseling related to OCI issues, as well as FAR/DFARS Data Rights issues, IP licensing, copyright, and trademark issues.



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HOST & MODERATOR

REENA BHATIA

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- CEO of ProposalHelper and BidExecs
- 25 years experience in Business Development, Capture, and Proposals
- Supported STARS, STARS II
- Supported major IDIQs (CIO-SPx, A2SB, OASIS SB, SEC ONE IT (F&O), and others)
- Global experience in public sector & commercial contracting in the US, APAC, and Middle East
- Advisor to GovCon Startups and Early Stage Companies
- Speaker & Panelist at Local & National Small Business Conferences and Industry Associations



About ProposalHelper

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2. Q&A line is open, please post your questions and we will try to answer them at the end of the session.

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The background is a dark blue gradient with several diagonal bands of a lighter blue color. Scattered throughout are various sizes of five-pointed stars in shades of blue and cyan. Horizontal light streaks or lens flares are also present, adding a sense of motion and technology.

GSA

Streamlined Technology Acquisition Resources for Services

STARS III



Topics of Discussion

- Final RFP Discussion – what changed since STARS II?
- Teaming – what are the various ways you can team?
- Past Performance – what is important?
- Proposal Pitfalls – common mistakes



Sol # and Title:	47QTCB20R0005 – Streamlined Technology Application Resource for Services III (STARS III)
Parent Agency:	U.S. General Services Administration (GSA)
End User:	Government Agencies at the TO Level
Set Aside Category:	SBA Certified 8(a) – Sub-Group Set-Asides at TO Level
Contract Type:	Government Wide Acquisition Contract (GWAC) - Multi Award IDIQ (MA-IDIQ) TO FFP, Incentive, T&M, and LH
Applicable NAICS/Size:	541512 (TO NAICS 541511, 541513, 541519, 518210)
Period of Performance:	One 5-year Base plus one 3-year option period
Place(s) of Performance	CONUS and OCONUS based on TO requirements
New/Recompete:	Re-compete Next iteration of STARS II
Incumbent:	8(a) STARS II Contract Holders (Multiple Contractors)
Opportunity Value (Est.) :	\$50 Billion Ceiling – Minimum guarantee \$250
Contract Access Fee (CAF):	0.75%
Validity:	120 days (Recommended)
DD 254:	SECRET --- TO may have TS/SCI and/or SAP (**Not required for Master Contract Award**)



WHO IS ELIGIBLE?

- 8(a) STARS III is a separate procurement from other GSA contract vehicles.
- STARS II Industry Partners cannot be grandfathered into the STARS III GWAC
- **There is no requirement to hold any other GSA contract or industry credential to receive an award.**
- Only legal entities that are SBA 8(a) certified small business concerns at the time of initial offer submission that includes pricing will be considered for award.
- Allowable Contractor Teaming Arrangements (CTA) include 8(a) joint ventures and prime/subcontractor arrangements where a subcontractor letter of commitment is provided (see FAR subpart 9.6). GSA Schedule CTAs where each team member has privity of contract with the Government are not applicable.



Major Changes in the RFP

Changes in requirements – removed Functional Areas in scope
Requirement for Corporate Experience
Past Performance changes



Teaming

Joint Ventures

Prime/Sub

Mentor Protege



Experience and Past Performance

What is important?



Proposal Pitfalls

Common mistakes to avoid



QUESTIONS?

THANK YOU



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