Leveraging Your Presence at the Agency through the NASA Vendor Database (NVDB) Utilizing Effective Capability Statements

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Housekeeping

• Questions through the conference line will be taken between sections
• Please keep your phones on mute when not speaking during the question and answer portion
Understand the Agency

- Agency Mission
- What NASA Buys ([www.osbp.nasa.gov](http://www.osbp.nasa.gov))
- Small business goals & metrics
  - Available on the NASA OSBP Mobile App

**Ames Research Center**

Mission Video

[We Are Ames](#)

### What ARC Buys

<table>
<thead>
<tr>
<th>Ames Research Center's Top NAICS Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-digit NAICS Code</td>
</tr>
<tr>
<td>---------------------</td>
</tr>
<tr>
<td>541710/541712</td>
</tr>
<tr>
<td>561210</td>
</tr>
<tr>
<td>541519</td>
</tr>
<tr>
<td>541512</td>
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<td>541330</td>
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</tbody>
</table>
# Socioeconomic Goal Status

**September FY17**

Data generated November 3, 2017 from FPDS NG

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>SDB</th>
<th>WOSB</th>
<th>HUBZone</th>
<th>SDVOSB</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.0% /16.5%</td>
<td>5.0% /7.7%</td>
<td>5.0% /4.4%</td>
<td>3.0% /0.5%</td>
<td>3.0% /1.0%</td>
</tr>
<tr>
<td>ARC</td>
<td>41.5% /33.5%</td>
<td>15.3% /24.4%</td>
<td>6.9% /8.5%</td>
<td>0.6% /0.9%</td>
</tr>
<tr>
<td>AFRC</td>
<td>43.4% /40.6%</td>
<td>16.6% /22.3%</td>
<td>3.4% /9.3%</td>
<td>4.7% /4.6%</td>
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<tr>
<td>GRC</td>
<td>60.0% /77.0%</td>
<td>43.7% /56.0%</td>
<td>18.8% /16.1%</td>
<td>1.7% /3.5%</td>
</tr>
<tr>
<td>GSFC/HQ</td>
<td>22.8% /27.1%</td>
<td>14.5% /14.9%</td>
<td>3.0% /4.4%</td>
<td>0.3% /0.1%</td>
</tr>
<tr>
<td>JSC</td>
<td>5.1% /5.5%</td>
<td>3.1% /1.8%</td>
<td>3.1% /3.3%</td>
<td>0.3% /0.1%</td>
</tr>
<tr>
<td>KSC</td>
<td>6.2% /12.5%</td>
<td>2.3% /4.3%</td>
<td>0.6% /1.5%</td>
<td>0.3% /0.8%</td>
</tr>
<tr>
<td>LaRC</td>
<td>29.9% /38.5%</td>
<td>5.4% /8.1%</td>
<td>10.8% /26.5%</td>
<td>0.3% /0.6%</td>
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<tr>
<td>MSFC</td>
<td>12.2% /13.7%</td>
<td>4.8% /6.4%</td>
<td>3.3% /4.5%</td>
<td>0.3% /0.3%</td>
</tr>
<tr>
<td>NSSC</td>
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<td>3.4% /6.9%</td>
<td>0.3% /0.9%</td>
</tr>
<tr>
<td>SSC</td>
<td>21.5% /37.1%</td>
<td>15.0% /26.9%</td>
<td>11.8% /15.9%</td>
<td>1.5% /8.1%</td>
</tr>
</tbody>
</table>

| Goal/Actual | Meeting or Exceeding | Within 0.1% of Meeting | Falling Short |
## NASA Office of Small Business Programs
### FY12-FY17 HBCU/MI Goals vs Actuals Metrics

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Agency Total Dollars</th>
<th>Prime HBCU/MI Dollars Obligated</th>
<th>Sub HBCU/MI Dollars Obligated</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY12</td>
<td>$13,416,337,393</td>
<td>$42,218,772</td>
<td>$17,500,000</td>
</tr>
<tr>
<td>FY13</td>
<td>$12,732,212,886</td>
<td>$42,444,292</td>
<td>$16,300,000</td>
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<tr>
<td>FY14</td>
<td>$13,597,154,582</td>
<td>$37,734,561</td>
<td>$12,200,000</td>
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<tr>
<td>FY15</td>
<td>$14,417,976,809</td>
<td>$16,538,204</td>
<td>$16,315,209</td>
</tr>
<tr>
<td>FY16</td>
<td>$15,993,717,656</td>
<td>$9,229,029</td>
<td>$18,433,116</td>
</tr>
<tr>
<td>FY17</td>
<td>$16,489,553,702</td>
<td>$7,320,964</td>
<td>$15,851,325</td>
</tr>
</tbody>
</table>
Capability Statement

- Balanced – brief but informative
- Draws reader in for additional inquiries
- Less is more
- Keywords/phrases
Your University
Capability Statement

Institution: Your University
DUNS No: 0000000000 Cage Code: OW000 NACIS ID(s): More than one is preferred SIC: 0000
Federal EIN No: 00-0000000
Certificates, Registrations, Accreditations: SACSCO, CSWE, CACREP, ACBSP, NCATE, RFEPAC;
ACEN, ACS
POC Information: Dr. John Doe, Vice President of Research & Sponsored Programs
Address: 504 University Drive, Your City, VA 00000
Tel: (202) XXX-XXXX email: john.doe@university.edu

OVERVIEW
This should be about a paragraph of introductory information of your university.

RESEARCH CAPABILITIES
Biomedical Research: Cancer research, epigenetic sensing of prostate cancer biomarkers, anti-cancer pro-drugs for the treatment of cancers
Chemistry: Computational modeling, chemical sensor for nerve agents, nanomaterials and polymeric materials for targeting delivery of anti-cancer drug, energy detection and energy efficient devices, chip fabrication, organic semi conducting materials, green organic synthesis
Mathematics/Computer Science: Nano-fluid modeling, algorithm development, combinatorics, math modelling
Physics/Engineering: Artificial material or metamaterial characterization, nanomaterial and microwave radiation in cancer treatment, micro-drop study and pattern formation, optimization surface conditions for super hydrophobicity and anti-icing materials
Forensic Science: Ballistics, bioterrorism, toxin characterization, polymorphism studies, demographic studies of drug use, hyper mapping, forensic chemistry, explosive detection and characterization
Health Disparities: HIV/AIDS, Mental health, obesity, suicide prevention, substance abuse
Environmental Science: Microbial ecology, environmental genomics, microbial water quality, anaerobic microbiology, human microbiome, climate change biology, aquatic toxicology
Supply Chain and Logistics: Operations research and advanced analytical methods, value stream mapping, supply chain optimization and simulations, cost benefit analysis, manufacturing workflow and plant “setup” planning, Lean Six Sigma consulting and training

FACILITIES
Biotechnology Core Laboratory- DNA Microarray, global gene expression, cellular/biological imaging & analysis, Quantitative Gene Express, Microarray Verification, Quality control and Assay Validation, Pathogen Detect, SNP Genotyping, MicroRNA Analysis, Viral Quantification through both Real Time PCR and Thermal Cycle PCR
Georgia Water Planning and Policy Center water quality, water use in agriculture, cost benefit analysis, water use policy, off set banking, nutrient trading, GIS products
Major & Specialized Instrumentation- Scanning Electron Microscopy, florescence, Infrared, NMR, UV/Vis. High speed centrifugation, Fluorescence Microscopy, Real time PCR, Particle Size Analyzer, Vector Network Analyzer, 3-D Printing, Real time PCR, flow cytometer, Atomic absorption Spectroscopy, GC-Mass Spectroscopy

PAST PERFORMANCE
The Department of Defense, which includes the development of sensors to detect nerve agents and explosives, high throughput screening of the toxicity of organophosphate compounds. Also the Environmental Protection Agency & U.S Department of Agriculture on water usage, agriculture and land use, field experiments in nutrient management and water quality protection
Capability Statement

HBCU/MI Information

- NAICS
- Certifications
- Differentiators
- Geographic locations
- Achievements
- Contact Info
- Technical Excellence
- Capabilities
- Past Performance
- Project Specific
Elements of the Capability Statement

• Organizational data
  – Appropriate codes (NAICS, DUNS, etc.)
  – Contact information – primary & secondary

• Differentiators – summary of the uniqueness of your organization
  – Certifications
  – Facilities

• Core Capabilities – detail of what can actually be sold

• Past Performance – demonstrates ability to perform
  – Specific projects/programs
  – Government contracts (prime or sub)
  – Clients
Expectations

• Capability statements should not stand alone in your marketing program
• Must build relationships
• NASA OCIO does not permit opening of e-mail attachments from unknown sources
Questions
Purpose of the NASA Vendor Database

The NVDB allows representatives from both large and small vendors who wish to do business with NASA to:

• Post capability briefs
• Receive e-mail updates regarding:
  – Sources Sought Notices
  – Requests for Information (RFIs)
  – Requests for Proposals (RFPs)
  – Office of Small Business Programs (OSBP) newsletter
  – Outreach Events
Benefits

• To NASA:
  – Market Research
  – Expanding knowledge of Agency opportunities to vendors
  – Assist Agency in meeting socio-economic goals

• To Vendor:
  – Agency-wide visibility
  – Vendor-to-vendor access
  – Agency and Center notifications
    • Procurements
    • Events
    • News
    • Surveys
Access the NVDB

• Go to http://www.osbp.nasa.gov
• Navigate to the “How to do business with NASA” Menu
• Select “NASA Vendor Database”

• Or visit https://osbp.nasa.gov/vendor_database.html
Accessing/Creating Vendor Accounts

NASA Vendor Database
Welcome to the NASA Vendor Database (NVDB). This database is open to all vendors, both large and small, who wish to do business with the National Aeronautics and Space Administration. As company representatives, vendors can post capability briefs in any format and sign up for e-mail messages on Source Sought Notices, the NASA Office of Small Business Programs Newsletter, Requests for Information (RFIs), or Requests for Proposals (RFPs).

Click here to register
Registered users login here
Before You Register

• Data Universal Numbering System (DUNS)
  – Have your DUNS number available during the registration process
  – Visit https://www.sba.gov/contracting/getting-started-contractor/get-d-u-n-s-number for more information

• System for Award Management (SAM)
  – Verify and update as needed vendor information in SAM
  – NVDB receives automatic updates from SAM nightly
Registration: Account Creation

- Select “Register for the NASA Vendor Database.”
- Click the “Create Account” button, then enter your username and e-mail address.
- You will receive two separate e-mails containing your username and password, respectively.
- Using your new username and password (we recommend that you cut and paste), you may now enter the NVDB. (Note: Quotation marks are not a part of the password.)
• Upon entering the NVDB, you will be prompted to update your password.
Registration: Vendor Record Management

- Click “Vendor,” then “Manage My Vendor Record.”
- Enter your company DUNS number.
- After registering in the NVDB, log into your account, open “Manage My Vendor Record.”
- Click on the second tab, “Subcontractor Details.”
- Select “Yes” in the drop down menu to join.
- Fill in the capabilities text box.
- Click Update
Registration:
Vendor Record Management

- Verify that company data on the System for Award Management (SAM) has transferred by selecting “Correct” at the bottom of page and clicking “Confirm Data”.
- If the information is not correct, you must update the information in SAM, not NVDB. NVDB is updated daily from SAM.
- Upload the relevant company information (e.g., capability brief).
Don’t Get Left Behind

• Your NVDB password is getting old:
  – Password update: A password must be changed every 60 days. It must be at least 12 characters in length and satisfy two of these three conditions:
    - Contain an uppercase character
    - Contain a special character
    - Contain a number

• Subscription renewal:
  – When requested, renew your subscription annually. If you have forgotten your password, just request another. Remember that your username is your e-mail address.

• Locked accounts:
  – Send password reset requests to smallbusiness@nasa.gov. Be sure to include your first & last name, company name, and DUNS number in your email.
The subcontracting module is a useful tool that is available as a separate option for registrants.

By joining the subcontracting module, prime contractors can find subcontracting partners.

For firms, colleges, and universities looking for subcontracting opportunities, this module provides a potential list of NASA partners. As with the regular NVDB, the subcontracting module is open to both large and small companies. Both current and new registrants must opt in to join the module.
Subcontractors Search Criteria

The "key word" search searches within the data fields below for subcontractor(s) only. Any data in these fields containing the “key word" value will be displayed.

- Business Name
- Division Name
- NASA Business Category
- DUNS Number
- DUNS Matching List
- NAICS Number
- NAICS Category
- NAICS Codes
- CAGE Code
- City
- State/Province
- Zip Code

- Both registered NVDB Subcontractor Module users and NASA Employees can search the Subcontractor Database.
After entering search parameters, select a subcontractor from the generated list.

Some companies have multiple entries, in which case you’ll click on the “DUNS” link before the “Business Name”
Subcontractor Company Data

- Information displayed for subcontractors/vendors includes subcontractor/vendor-entered data pulled from the System for Award Management (SAM), and uploaded capability statements, if provided.
To Opt-Out of NVDB Emails, select:

- Administration
- Manage Email
- Opt-Out from NVDB E-Mails
- Enter your e-mail address
- Select “Please Remove Me”
Questions
## Upcoming Outreach Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 17-18, 2018</td>
<td>Reaching High: Aerospace Business Matchmaker</td>
<td>Athens, OH</td>
</tr>
<tr>
<td>August 1-2, 2018</td>
<td>JPL's 3rd Annual HBCU/MI Outreach Initiative</td>
<td>Pasadena, CA</td>
</tr>
<tr>
<td>August 14-15, 2018</td>
<td>NASA’s HBCU/MI Technology Infusion Road Tour at University of Hawaii, Manoa</td>
<td>Honolulu, HI</td>
</tr>
<tr>
<td>August 16, 2018</td>
<td>2018 Federal Small Business Summit</td>
<td>Honolulu, HI</td>
</tr>
<tr>
<td>September 19, 2018</td>
<td>HBCU/MI Partnerships Meeting</td>
<td>Huntsville, AL</td>
</tr>
</tbody>
</table>
Contact OSBP

NASA Office of Small Business Programs
Tel: (202) 358-2088
Point of Contact: Truphelia M. Parker,
Program Specialist
E-mail: smallbusiness@nasa.gov
Website: www.osbp.nasa.gov
NASA Vendor Database:
https://vendors.nvdb.nasa.gov
Registration Overview

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