



REQUEST FOR PROPOSALS

**SUPPORT OF THE TECH TRANSFER OFFICE AT
PATUXENT RIVER, MD**

NOVEMBER 2018

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REQUEST FOR PROPOSALS
SUPPORT OF THE TECH TRANSFER OFFICE AT NAWCAD PATUXENT RIVER,
MD

I. Project Overview

The Maryland Technology Development Corporation, a public instrumentality of the State of Maryland, (TEDCO) is requesting proposals from Tech Transfer and Marketing consultant firms with the necessary qualifications to support the marketing of Department of Defense (DoD) labs, facilities, and intellectual property to meet DoD collaboration and commercialization objectives.

Two original hard copies as well as an electronic copy of your proposal shall be sent to:

Maryland Technology Development Corporation
7021 Columbia Gateway Drive, Suite 200
Columbia, MD 21046
ATTN: Ronald W. Kaese
rkaese@tedco.md

Your proposal (both hard copy and electronic) must conform to this RFP and both must arrive at the above addresses no later than **4:00 p.m. Eastern Standard Time (EST) on December 19, 2018**. Proposals will be considered non-responsive if received after this time and date.

Please direct any questions regarding this RFP to Ronald W. Kaese at rkaese@tedco.md.

II. Tech Transfer Office Support Overview

The Contractor shall provide an Entrepreneur in Residence (EIR) who will become familiar with the NAWCAD mission and technologies. The EIR shall seek out other complimentary technologies and opportunities. The most promising technologies and collaborations shall be “championed” for further development in collaboration with NAWCAD (e.g. via a Cooperative Research and Development Agreement (CRADA)) or solely within the private sector (e.g. Patent License Agreement (PLA)).

The Contractor shall use TEDCO’s network of advisors (subject to their availability) and their own in-house expertise to provide manufacturing, design, and business assistance to successfully commercialize NAWCAD technologies. This shall include efforts such as executing marketing plans and connecting companies to the right resources. This shall include validating a technology for a specific business application and/or validating the market opportunity for a technology. This shall also include demonstration of a proof of concept or the creation of a prototype to increase the potential for finding a commercialization partner and increasing the value of a technology patent license.

The Contractor shall publicize and promote NAWCAD technologies and partnership/collaboration opportunities to universities, other government entities, small to mid-size companies, large corporations, foundations, tech councils, and alliances as potential outreach partners/collaborators. The outreach effort shall also incorporate a variety of traditional and modern social media campaigns and networking events. These efforts shall include events like Meet-ups, Tech Breakfasts, Hack-a-thons, and MIT Enterprise Forums; social media content tools including Blogs, Infographics, Content Generators, and Linked-In Groups; plus engagement with thought leaders through popular efforts like Startup Grind and I-Corps. The Contractor shall also work closely with the Southern Maryland Innovation and Technology Meet-up (SMIT) group as a means of publicizing NAWCAD innovations.

The marketing strategy shall feature outreach to potential licensees of NAWCAD technologies and potential corporate partners/collaborators; using a multi-channel approach including: the creation of flyers advertising technologies available for license, social media marketing through Facebook, Twitter and You Tube, and event-based marketing. Specifically, targeted industry sectors shall be identified and made aware of the NAWCAD opportunities through attendance, sponsorships, presentations, and exhibits at targeted trade shows and industry events.

The Contractor shall support TEDCO to coordinate two (2) one-day technology showcase events. A specific industry sector shall be targeted or a NAWCAD group selected as the focus. NAWCAD researchers will then present their technologies and/or competencies and capabilities to a select, by invitation-only audience of about 25 company representatives.

III. Tech Transfer Objectives

The objective of this effort is to obtain collaborations with NAWCAD (e.g. Cooperative Research and Development Agreements (CRADA)) and private sector technology commercialization (e.g. Patent License Agreements (PLA)). This includes validating technologies for specific business applications and/or validating the market opportunities for NAWCAD technologies.

IV. Technical Proposal Requirements

Firm's Qualifications and Experience

The response should state the following:

- The firm's qualifications and experience, including the local office's current number of clients and the number of local office staff (in-house and remote)
- The location from which the work on this engagement is to be performed, and the number, nature and qualifications of the professional staff to be assigned
- Ability to provide on-site support two days per week at the Tech Transfer Office at Patuxent River, MD
- The location of the local office in relation to the NAWCAD Gate 1
- Similar clients served by the local office
- Prior experience marketing DoD labs, facilities, and intellectual property
- Working knowledge of the organizational structure and mission of NAWCAD
- Examples of other DoD tech transfer efforts and experience of the firm
- The firm should be of a sufficient size and experience so that the services can be performed in an efficient manner within a reasonable time frame
- Experience assisting in the commercialization of Federal Technologies

Evaluation Procedures

- Responses will be evaluated according to the requirements of this RFP. Proposals will first be evaluated on the merit of the Technical Proposal, and responses which do not meet minimum qualifications or technical criteria will be eliminated.
- Each response shall include the Bid Form attached hereto as Exhibit 1. The Bid Form must reflect a total all-inclusive price and include all pricing information relative to performing the duties in this RFP. The total all-inclusive maximum price must contain all direct and indirect costs, including all out-of-pocket expenses. The cost bid must include a schedule of professional fees, hours and expenses, as well as a breakdown of out-of-pocket expenses.
- Cost will not be the sole factor in awarding this contract. The proposal will be awarded based on the best overall combination of experience, technical merit, and price.

All proposals will be evaluated on:

- Demonstrated expertise in, and understanding of, DoD Tech Transfer procedures and the NAWCAD specifically
- Understanding of, and ability to meet, the RFP's stated objectives
- Ability to provide prompt turn-around times for deliverables
- In-house project management procedures for orchestrating the approval process, submissions, and approval decisions on technology information for public release
- Firm and personnel qualifications and experience, with weight given to experience of the team applicable to this effort
- Ability of proposal to be executed within the proposed budget
- Budget cost
- References

Responses to the RFP shall include:

A. Technical Proposal, including:

1. Introduction

- a. Objective and scope of firm's services
- b. Brief case histories that illustrate the firm's Tech Transfer qualifications and capabilities/experience
- c. List of proposed key team members, including biographies and level of participation
- d. References from up to three similar clients

2. Support for the Quote

- a. Explanation of firm's billing procedures including rates, mark-ups, etc.
- b. Annual cost with a breakout on the Level of Effort (Labor), material costs, and other major segments of cost
- c. Estimated schedule to start a full level of support
- d. Travel requirements
- e. List of assumptions
- f. Strategy/draft Project Management Plan leading to program success
- g. Initial Point of Contact list

3. Performance: (upon execution of contract from TEDCO, as the contract agent)

- a. Updated schedule (30 calendar days from award, every 30 days due by the 3rd of each month; breaks in reporting requirements during periods of non-activity are appreciated as long as agreed upon by both parties)
- b. Project Management Plan
- c. Updated meetings, data calls, travel, and requirements (as required)
- d. Changes to the strategy (as required and accepted)
- e. Updates to the contact list (as required)

B. Bid Form (Exhibit 1)

- a. Any bid that does not include a complete bid form in the proposal will be deemed non-responsive

V. RFP and Project Timeline Details

Please direct any questions, in writing, no later than November 30, 2018 to Ronald W. Kaese, Director of Federal Programs, at rkaese@tedco.md. Answers to all questions will be provided at the bidder's conference/teleconference scheduled for December 5, 2018 at 2 p.m. EST at TEDCO's office and on TEDCO's website. Attendance is optional.

In order to be considered for selection, **respondents must submit a complete response to the RFP by 4:00 p.m. EST on December 19, 2018**. One original hard copy as well as an electronic copy of your proposal shall be sent to:

Maryland Technology Development Corporation
7021 Columbia Gateway Drive, Suite 200
Columbia, MD 21046
ATTN: Ronald W. Kaese, Director of Federal Programs
rkaese@tedco.md

Should you be selected as a finalist or win the award, you will be contacted by December 30, 2018 (projected). Projected initiation of the effort will be January 17, 2018 (projected).

This RFP should not be construed by any respondent as a commitment by TEDCO to procure any services from any specific entity, nor to make such purchase in any case. Any and all expenses and costs of any kind incurred by a respondent in connection with responding to this RFP are the sole responsibility of the respondent.

TEDCO reserves the right to:

- Withdraw this solicitation at any time with no financial or other responsibility to any prospective respondent
- Conduct discussions and negotiations, at its sole discretion, with any respondent or respondents, without notification to any such excluded respondents, and
- Accept or reject, at its sole discretion, any or all bids

EXHIBIT 1

SUPPORT OF THE TECH TRANSFER OFFICE AT NAWCAD PATUXENT RIVER, MD

Bid Form

Legal and any Trade Name of Bidder:

Date Submitted: _____

Bid price in effect for 90 days from date of submission.

Maximum Bid Price – SUPPORT OF THE TECH TRANSFER OFFICE AT NAWCAD PATUXENT RIVER, MD

(Written Price)

\$ _____

(Figures)

By: _____

Name: _____

Title: _____