



Proposal Guidance

Proposal Structure

VOLUME	ITO Paragraph Number	TITLE	PAPER COPIES	PAGE LIMIT/ GOAL
I	3.0	Executive Summary	2	5
II	4.0	Technical/Management Proposal	2	50
III	5.0	Price Proposal	2	5
IV	6.0	Contract Documentation	2	
V	7.0	Relevant Past and Present Performance	2	10
Classified Annex	2.3	Classified Annex (Volume II)	2	5
		Classified Annex (Volume V)	2	10

- Objective System Concept and Risk Management plan included in Technical/management proposal page count
- IMP/IMS and SOW page count is unlimited





Proposal Guidance Structure

- **Technical/Management Proposal Volume**
 - **System Concept and Technical Approach**
 - Initial Objective System Concept
 - Candidate missions and CONOPS
 - Projected infrastructure
 - Total system
 - Initial concept for the trade studies
 - Structured approach for trades
 - Parameters
 - Method
 - Tools
 - Structured approach to design an integrated system

Technical approach to conduct the trades and preliminary design





Proposal Guidance Structure

■ Technical/Management volume

➤ Program Management/Systems Engineering

■ Your Planning and Processes

- IMP-Primary program management tool (on contract)-Your processes
- IMS-schedules key events, signif accomplishments and tasks
- TPMs-track system maturity and management indicators
- EVMS-provide a means to measure progress (alternate ok in Phase I)
- TIMs-propose periodic management/technical TIMs
- SEIT-integrated schedules technical base lines, issue tracking and resolution

■ Structure your program to meet Phase I and Phase II objectives

Your plan to meet the SOO





Proposal Guidance Structure

■ Technical/Management volume

➤ Program Management/Systems Engineering (cont.)

■ Risk Management

- Risk management process
- Key risks and mitigation planned
 - Cost
 - Schedule
 - Performance

■ Contractor Capabilities

- Experience/expertise
- Tools
- Can you accomplish Phase II

Managing risk with demonstrated capabilities





Proposal Guidance Structure

■ Price Volume

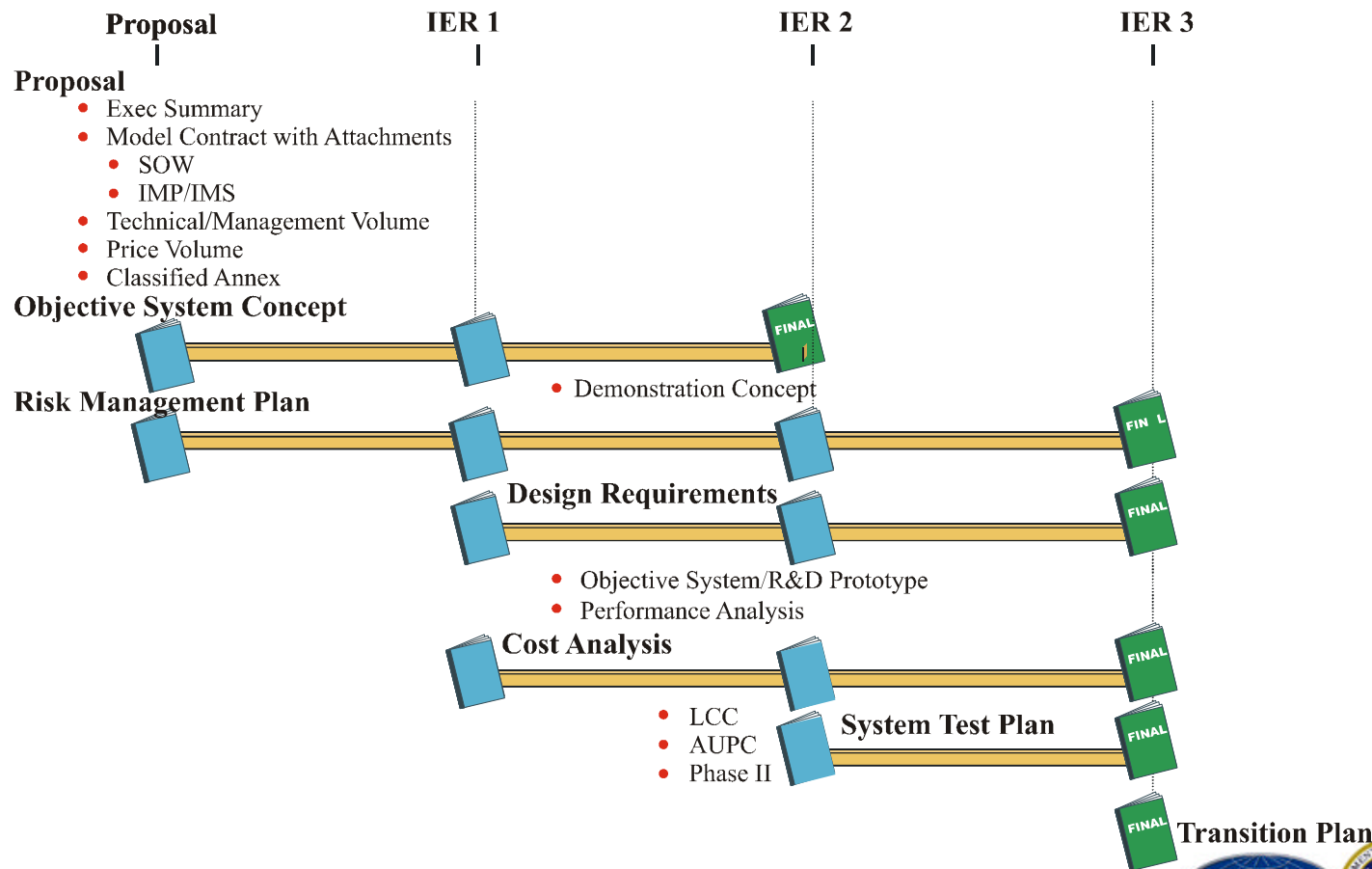
- Evaluate reasonableness only
 - Propose the bottom line basic and option





Proposal Guidance Deliverables

- Government requires data to meet objectives
- Organized into a series of deliverables, updated as appropriate





Proposal Guidance Deliverables

■ Objective System Concept

- Initial delivery with the proposal
- Describes the system as a whole

■ System concept

- Missions and CONOPS
- Constellation
- TPED
- TT&C, Mission planning/Tasking
- Impacts to existing C4ISR infrastructure
- Sustainment replenish strategies

■ Appendix for demonstration concept at IER1 & IER2

Discoverer II system concept and linkage to C4ISR infrastructure





Proposal Guidance Deliverables

■ Risk Management Plan

- Initial delivery with the proposal
- Continuously Updates
 - Identified risks
 - Analyze/quantify impact to cost, schedule & performance
 - Tracks system maturity
 - Risk mitigation activities tied to
 - SOW/IMP/IMS
 - Other efforts

Identify and mitigate risks sufficiently to enable a moderate risk Phase II demonstration





Proposal Guidance Deliverables

■ Design Requirements Document

- System, Sub-system, and unit requirements
 - Narratives, illustrations, block diagrams, functional descriptions
 - Hardware and software allocations/descriptions
 - Objective system tied to the R&D prototype by WBS
 - Describe the technology growth path
 - Manufacturing and producibility issues
 - TPM status/performance metrics
 - Contractor configuration control

Preliminary design completed and sufficiently mature for credible cost estimates, illustrating the technology growth paths





Proposal Guidance Deliverables

■ System Test Plan

- Describes the end to end objectives and approach
 - Risk mitigation activities as appropriate
 - Contractor testing integration, and on-orbit testing
 - User utility demonstration objectives
 - Updated in Phase II

*An integrated, end-to-end test program
meeting sufficient demonstration objectives*





Proposal Guidance Deliverables

■ Cost Analysis

- Objective System LCC and AUPC
- Estimates for the R&D prototype
 - Achievable within the budget during Phase II
- Describes
 - Space and ground LCC
 - Where additional infrastructure is required
 - Tied to WBS

Credible, traceable costs estimate are a primary Phase I product





Proposal Guidance Deliverables

■ Transition Plan

- Technical scope and cost and schedule information to transition to EMD/deployment
 - Additional risk reduction
 - Manufacturing, producibility activities
 - Deferred objective system capabilities
- Updated during Phase II

Acquisition Strategy to field the Objective System





Summary/Conclusion

- **Discoverer II answers the question:**
 - Is timely, near continuous, all weather, theater controlled, space based surveillance and reconnaissance technically feasible at an **affordable** cost?
- **Discoverer II enables building requirements--none exist now!**
 - If successful, expect JROC type process late in Phase II
- **Industry: you have the flexibility to construct your program within the constraints in the RFP**

Expect the final RFP before Thanksgiving





Core Program is NOT BUSINESS AS USUAL

■ Construct a Complimentary IPT

- Government and Industry Partnership, each focus on their Strengths
 - Industry: Trades Studies, Design and Build the System
 - Government: Enabling, Priorities, Strategic Direction, Tech Transfer
- Team Focus on:
 - Innovative Solutions
 - Aggressive Management
 - Systems Engineering
 - Risk Management
 - Insight Not Oversight

■ Remember the Objectives - “R&D Prototype/Experiment Demonstration”

- Trades Cost, Schedule and Performance





Core Program

- Introduction
- Program Plan
- Proposal Guidance
 - Proposal structure
 - Deliverables
- **Industry Feedback from “The Tour”**





Industry Feedback

- **Visited seven contractor teams**
 - Ball
 - Boeing/Motorola
 - TRW
 - Lockheed Martin
 - Spectrum Astro
 - Northrop-Grumman/Hughes Space and Comm
 - Loral/SS
- **Received a wide variation in comment, but the following constant themes:**





Industry Feedback

■ Your Comments

- DRFP is a great start
- More structure on the funding profile
- Clarify Ground/Space Segment Interaction
- Provide more information on RR efforts
- Little commercial value unless industry can sell to allied nations
- Low desire for international industries to industry teaming
 - ITARS hard to work with





Industry Feedback

■ Your Comments (cont.)

- Wanted different PWBS structure
- Most had a difficult time believing “no Requirements”
 - Its your trade space
- Some technical clarifications
 - RNIIRS equation
 - Rain model
 - Target tracker
- Source selection process and schedule
- Suggested contract clauses

