

USG RULES OF ENGAGEMENT - THE BASICS

Programs in the Life Sciences

In general, USG opportunities for life science development funding and the marketplace for goods and services is fair for all who choose to participate. Like any business opportunity, "fairness" is not automatic. It needs to be established and asserted according to the rules and practices of USG contracts and grants.

Success favors those who know best how to express and deliver value to the Customer; Federal Agency, Institute, Division, Program Officer, Evaluation Team, Contract Officer.

Knowing the basic rules and expectations is therefore critical to success:

To win Government funding, the organization must be committed through the process.

- Sr. Management buy-in to the objectives and goals of the target program, even if it's a short term, 1-off opportunity.
- Willingness to accommodate the stages and associated timelines to funding.
- Recognition that information is critical and sufficient resources should be applied to gathering it.
- Realization that it may be necessary to lose a few before you win.
- Continual improvement. Actively using lessons learned including debriefs to refine the approach.

Commitment

- Systems and processes for effective response to solicitations.
- Knowledgeable assessment of opportunities as an on-going process; Fit to the organization's capabilities.
- Appropriately configured accounting systems (SF1408): Ability to accurately capture costs and present them in USG format.
 - Willingness to adapt internal systems for compliance and program appropriate cost accounting.
- Exceptional Project Management.
- Federal Acquisition Regulation compliance.
- Registration in the System for Award Management.
- Interaction with USG stakeholders in target agencies according to their processes.

(USG Perceived) Risk in meeting contract deliverables is a key factor in deciding who gets the award.

- Has the organization identified what is valued by the Customer?
- How effectively does the organization communicate its value?
- How effectively does the organization prove its ability to meet complex deliverables on-time, quality, and budget? How strong is the organization's past performance in the target area?
- Does the organization have the financial resources to complete the work?

Measured Creativity

Life science solicitations frequently express the intent for the proposer to "...develop novel solutions to...[problem]".

- How does the organization show this without adding risk to achieving the deliverables?
- How feasible are the proposed solutions?
- Have risks been fully examined and credible mitigation plans developed?
- Is the novelty integrated well into the overall project plan?

**The effort is similar to the private sector with rewards as larger/larger.
The difference is the approach.**