

Using Your Time Wisely



PRESENTED BY
Jenny C. Servo, Ph.D., Dawnbreaker



Agenda

- Review Key dates for DHS
- Review Calendar
- Time sensitive tasks
 - Are you registered for SAM?
 - Have you reviewed the topics and asked questions of Technical POC?
- Suggested Weekly schedule and sequence





Important Dates

EVENT	DATE
Pre-Solicitation Issued	November 13, 2024
Direct questions to Topic POC permitted	November 13, 2024 – December 11, 2024
Solicitation Open	December 17, 2024
Solicitation Question Deadline	January 6, 2025
Q&A Posted on SAM.gov	January 10, 2025
Deadline for receipt of Proposals	January 21, 2025, 1:00 pm ET
Phase I begins	~ Early May, 2025

Review Calendar

We are currently in the Pre-Solicitation Period (ends 12/11)

4 weeks SAM registration

Week of	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 24...					Thanksgiving		
Dec 1...							
Dec 8...				Pre-solicitation period ends 12/11			
Dec 15...			DHS Solicitation released 12/17				
Dec 22...				Christmas Day 12/25, Hanukkah starts	Kwanzaa starts		
Dec 29...			New Years 12/31	New Years Day observed 1/1			
Jan. 5		Solicitation question deadline 1/6				Q&A posted on SAM.gov 1/10	
Jan. 12							
Jan. 19			Proposals due Jan 21, 1:00 PM ET				

The SAM registration process takes 4 weeks to complete



Talk with your support network

- As this is a busy holiday period, talk with your family and friends and let them know that you will be working on the application
- Make note of personal obligations and determine the times each day when you can work on this
- Balance what **MUST** be done so you can submit a responsive application; with the enthusiasm of developing a new concept
- What **MUST** be done near term:
 - SAM registration
 - Carefully review the topics
 - Contact technical Point of Contact if you have questions
 - Register for Phase 0 mentoring support if this would be helpful



Week of November 24

We are currently in the Pre-Solicitation Period (ends 12/11)

4 weeks SAM registration

Week of	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 24...	Check or Start SAM registration process; Review Topics; Contact the Technical Point of Contact, if you have technical questions; if new to SBIR apply for mentoring support on DHS Phase 0 website						
Dec 1...							
Dec 8....				Pre-solicitation period ends 12/11			
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The SAM registration process takes 4 weeks to complete

Are you registered with SAM?

- You must be registered with SAM in order to submit an application in response to the DHS 25.1 Phase I solicitation
- Therefore, IF you are NOT registered with SAM, you must do this right away
- Please review last week's webinar on this topic for more guidance
- If you are registered with SAM and are two months away from your annual SAM renewal also start addressing that now



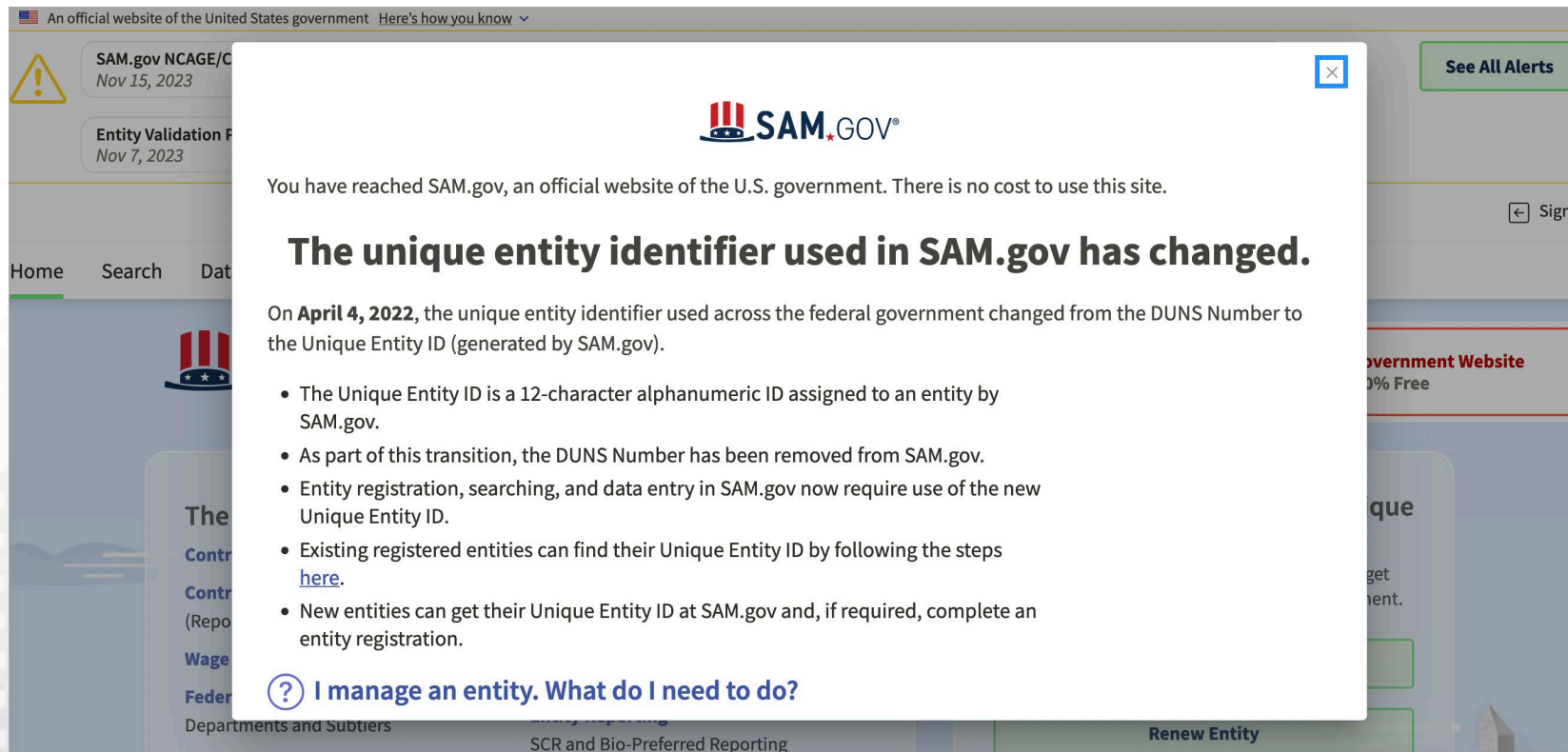


What Registrations are Required?

- SAM Registration
 - This is time consuming and should be started now.
 - Unique Entity ID (UEI) – created as part of SAM registration process
 - Commercial and Government Entry (CAGE) code – created as part of SAM registration process
 - SAM registration takes several weeks to secure. Important to start right away
 - If you are not registered with SAM you cannot submit a proposal
- SBA Company Registration Database
- Your DHS SBIR application will be considered NON-RESPONSIVE if you do not submit the requested verification – See Page 4 (pre-solicitation)

System for Awards Management (SAM)

<https://sam.gov>



An official website of the United States government Here's how you know

SAM.gov NCAGE/C
Nov 15, 2023

Entity Validation F
Nov 7, 2023

See All Alerts

Sign In

Home Search Data

SAM.GOV

You have reached SAM.gov, an official website of the U.S. government. There is no cost to use this site.

The unique entity identifier used in SAM.gov has changed.

On **April 4, 2022**, the unique entity identifier used across the federal government changed from the DUNS Number to the Unique Entity ID (generated by SAM.gov).

- The Unique Entity ID is a 12-character alphanumeric ID assigned to an entity by SAM.gov.
- As part of this transition, the DUNS Number has been removed from SAM.gov.
- Entity registration, searching, and data entry in SAM.gov now require use of the new Unique Entity ID.
- Existing registered entities can find their Unique Entity ID by following the steps [here](#).
- New entities can get their Unique Entity ID at SAM.gov and, if required, complete an entity registration.

? I manage an entity. What do I need to do?

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Wage
Feder
Departments and Subtiers

SCR and Bio-Preferred Reporting

Renew Entity



FREE REGISTRATION!



Who should do SAM registration?

- It is recommended that the business owner/official complete this registration
- Banking information is required
 - ACH – Automated Clearinghouse Number
 - You have to provide tax ID information
 - EIN- Employer Identification Number, or
 - TIN- Tax Identification Number
 - If you are a corporation, an LLC etc. – you will need to provide information about that entity
 - North American Industry Identification System (NAICS) code
 - These are self-selected
 - You must provide legal names of entities and exact addresses for the entity
 - There are many FAR (Federal Acquisition Regulations) clauses you will need to attest to
 - You will need your license and cell phone for text verification and taking photo of license





Don't do this alone! Reach out to an Apex Accelerator

- <https://www.apexaccelerators.us/#/service-area-locator>
- These organizations used to be called Procurement Technical Assistant Centers (PTACS)
- They are funded by the Department of Defense
- They provide free SAM registration assistance
- There are many across the country
- Use the service locator organized by state and county



If you are not registered with SAM I would recommend that you start the process right away!

Unique Entity Identifier (UEI)

- During the SAM registration process, you will receive a UEI
- This is now used by the federal government instead of a DUNS number
- Make sure you record your UEI, which is a 12 character alphanumeric ID
- This is provided as part of the SAM registration process
- If you need help, call the Federal Service Desk (FSD) at 866-606-8220 – Monday through Friday, 8:00 AM to 8:00 PM EST
 - Indicate you need help with SAM



How can you check on SAM status?

The screenshot shows the SAM.GOV website interface. At the top left is the SAM.GOV logo. At the top right, it says "Official U.S. Government Website 100% Free". The main content area is divided into two columns. The left column is titled "The Official U.S. Government System for:" and lists several categories: Contract Opportunities, Contract Data (Reports ONLY from fpds.gov), Wage Determinations, Federal Hierarchy (Departments and Subtiers), Assistance Listings, Entity Information (Entities, Disaster Response Registry, Exclusions, and Responsibility/Qualification (was fapiis.gov)), and Entity Reporting (SCR and Bio-Preferred Reporting). The right column is titled "Register Your Entity or Get a Unique Entity ID" and includes the text "Register your entity or get a Unique Entity ID to get started doing business with the federal government." Below this text are three buttons: "Get Started", "Renew Entity", and "Check Entity Status". A blue arrow points to the "Check Entity Status" button. At the bottom left of the screenshot, the text "Already know what you want to find?" is visible.

Have a problem? – Call your contact at APEX Accelerator

If you already have registered for SAM

- An annual renewal is required
- It takes a few weeks to renew
- Check the status of current SAM registration to assure that you are current
- If you are within two months of renewal date, start the renewal process





Department of Homeland Security

Phase 0 Program for New SBIR Applicants

Pre-Solicitation

If you have questions, contact the Technical Points of Contact (POC)

What is unique about the Pre-Solicitation?



- The Pre-Solicitation lists the topic authors, commonly referred to as Technical Points of Contact (TPOCs)
- Their contact information is listed at the bottom of each of the five 25.1 DHS SBIR topics
- You can reach out to them during the Pre-solicitation period via email to ask questions of clarification
- Once the pre-solicitation period closes on December 11th, you can no longer reach out to them personally
- However, you can pose questions for public response on January 6, 2025
- Q&A posted on SAM.gov, January 10, 2025



What topics are in the Pre-solicitation?

DHS25.1

DHS251-001	Fentanyl Attribution Forensics/Source Profiling
DHS251-002	Enabling Data Analysis, Situational Awareness and Cyber Security for NG911 Public Safety Answering Points (PSAP)
DHS251-003	On-Person Screening Stream of Commerce Analysis Tool
DHS251-004	Securing Video Communications to Prevent Digital Injection Attacks
DHS251-005	Wired Interconnection Cable/Adapter from Mobile Device to Biometric Collection



Sample Topic DHS251-003

Small Business Innovation Research (SBIR) Program
Pre-Solicitation

SBIR Topic Number: DHS251-003

TITLE: On-Person Screening Stream of Commerce Analysis Tool

TECHNOLOGY AREAS: Screening at Speed

OBJECTIVE: Develop video analysis tool to identify airline passenger characteristics such as height, weight, clothing article types, shoe types, and visible accessories in real time without any image data or other personally identifiable information and characteristics being collected or stored.

DESCRIPTION: Stream of commerce data is crucial for walk-through threat detection system algorithm development because it provides real-world diversity in the traveler's physical characteristics, clothing, and personal belongings that people carry through security checkpoints. This data helps the algorithm distinguish between harmless objects and potential threats, improving detection accuracy and reducing false positives (false alarms) and false negatives (missed threats). By training the algorithm to a wide range of real-world scenarios, including different body shapes, and clothing, stream of commerce data ensures that body scanners can operate effectively in dynamic, high-traffic environments. It helps the system developer adapt algorithms to evolving trends in clothing and personal items, allowing the algorithm to recognize new threats hidden among everyday objects.

Additionally, the data supports machine learning models by defining large, varied datasets, essential for training algorithms to handle complex real-world conditions. This enhances the algorithm's performance in diverse cultural and geographical contexts. Stream of commerce data also plays a vital role in validating body scanner algorithms, ensuring they perform well in realistic environments. Overall, it is key to building robust, efficient, and adaptable body scanner systems that meet modern security needs.

Currently, the only potential solution is to send people to observe airport checkpoints and other common public areas to estimate the characteristics of the travelers. To ensure demographic and clothing diversity is accounted for, data would need to be captured in different regions, category of airports, seasons, and time of day. This solution is labor intensive, introduces human perception disparities, and not easily repeatable over time. Also, the brute-force human observer method is slow and will likely only be able to sample a very small population of travelers. This topic is seeking an innovative solution that will address the need to understand the distribution of characteristics of the travelling public to properly train and test machine learning models used in walk-through threat detection systems currently being developed/sponsored by the Screening at Speed program.

The proposed solution should:

- Provide results in real time on streaming video data from uncontrolled operational environment, including varied lighting and orientation of subject.
- Be able to verify that no images/video/PII is being stored.
- Minimize chance of redundancy (same person analyzed twice).
- Demonstrate high categorization accuracy (>95%) in an Independent Technical Assessment of algorithm using non-training data.
- Identify and catalogue anthropometric characteristics that are important to On-Person Screening as defined by the Government such as: height, weight, body mass index, girth.
- Identify and catalogue clothing articles such as jacket type (e.g., button-up, zipper, blazer, denim, leather) clothing types (e.g., shorts, dress, blouse, long sleeves, short sleeves, jeans, etc.), headwear types (e.g., turbans, ski cap, baseball cap, derby, scarves), shoe types (e.g., dress shoe, high-heels, sneakers, sandals, boots, etc.)

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Small Business Innovation Research (SBIR) Program
Pre-Solicitation

- Identify and catalogue visible accessories such as watch, belt, bracelet, glasses, neckless, rings, cell phone, etc.

PHASE I:

Determine the technical feasibility of the proposed on-person screening stream of commerce analysis tool. Demonstrate analysis on preliminary proof of concept algorithm to develop the software/hardware requirements.

PHASE II:

Develop prototype of proposed on-person screening stream of commerce analysis tool solution based on the results of feasibility demonstrated in Phase I. Phase II should include demonstration of PoC algorithm that address the requirements defined in the topic description.

PHASE III: COMMERCIAL OR GOVERNMENT APPLICATIONS:

Government Application: Periodic monitoring of passenger stream of commerce in airport environments. The results can be utilized to provide data to the Government and vendors of walk-through threat detection devices to reduce false alarm rates. Reduction of false alarm rates will significantly reduce costs for TSA and other operational components. An authority to operate may be required.

REFERENCES:

4. <https://www.dhs.gov/science-and-technology/screening-at-speed>
5. <https://arxiv.org/abs/2203.12338v2>, March 2022, "Real-time Object Detection for Streaming Perception"
6. <https://arxiv.org/abs/2204.02008>, April 2022, "Learning Video Salient Object Detection Progressively from Unlabeled Videos"

KEYWORDS: Aviation Security Technology, On-Person Screening, Machine Learning, Threat Detection, Image Processing, Video Analytics

TECHNICAL POINT OF CONTACT:

Barry C Masters
barry.masters@st.dhs.gov

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What Types of Questions can you ask?

- “Questions are limited to technical information related to improving the understanding of a topic’s requirements. Any questions or inquiries seeking advice or guidance on a solution approach are unacceptable and will not receive a response.”
- Be sure to carefully read all of the information provided first and the references, before you prepare an email to send to the TPOC



Week of December 1

We are currently in the Pre-Solicitation Period (ends 12/11)

4 weeks SAM registration

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What are the Key Elements of the Proposal?

	Mandatory Proposal Requirements	Phase I
System Generated	Cover Sheet	As generated by the system
	Briefing Chart	As generated by the system
	Cost Proposal	As generated by the system
	Project Plan	As generated by the system
	Foreign Access Management Screening Form 11055	As generated by the system – if applicable
	Disclosure of Foreign Affiliations	As generated by the system
PDF Upload	Technical Proposal	Limited to 15 Pages
	SBA Company Registration	Limited to 1 Page
	Commercialization Report	N/A

The Technical Proposal is the Most Important!

Phase I Proposal

- I. Identification and Significance of the Problem or Opportunity
- II. Phase I Technical Objectives
- III. Phase I Work Plan
- IV. Related R/R&D
- V. Key Individuals and Bibliography of Directly Related Work
- VI. Relationship with Future R/R&D
- VII. Commercialization Strategy
- VIII. Facilities/Equipment
- IX. Subcontractors/Consultants
- X. Potential Post Applications
- XI. Prior, Current, or Pending Support of Similar Proposals or Awards

More detailed guidelines start on Page 8 of the Pre-Solicitation



Proposal Evaluation Criteria

Proposers should write to the evaluation criteria

(1) Technical Merit

- the soundness, technical merit, and innovation of the proposed approach and its incremental progress toward topic or subtopic solution.

(2) Staff Qualifications and Capability

- the qualifications of the proposed principal investigator, key personnel, supporting staff, and consultants. Qualifications include the ability to perform the research and development.

(3) Potential for Commercialization

- the potential for commercial application, either in the Government or private sector, and the benefits expected to accrue from this commercialization.

(4) Cost/Price

- The reasonableness of the cost proposal. The evaluation of cost/price will include whether the level of effort and other direct costs are appropriate for the proposed work.



Why conduct a literature review

- Why conduct a literature review?
 - From Page 8 : Succinctly define the specific technical problem or opportunity addressed; the proposed innovation; the relevance and significance of the proposed innovation to a need(s) within the topic description; the proposed innovation relative to the state of the art; and the importance of the work proposed.
 - The innovation of your proposal is one of the evaluation criteria



Week of December 8

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4 weeks SAM registration

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Check Pre-Solicitation Guidelines

Technical Objectives (Phase I proposals only) –

- State the specific objectives of the Phase I R/R&D effort, including the technical questions that must be answered to determine the feasibility, as described in the solicitation topic, of the proposed innovation/approach.

Work Plan (Phase I proposals only) (including the efforts of the subcontractor(s)/consultant(s), if applicable)

- Provide an explicit, detailed description of the Phase I approach. The Plan should elaborate on project tasks to explain how, when, and where the work will be conducted, a schedule of major events, and the final product(s) to be delivered. The Phase I effort should determine the technical feasibility of the proposed concept, and address the questions cited in the Technical Objectives immediately above. The methods planned to achieve each objective or task should be discussed explicitly and in detail. Task descriptions, schedules, resource allocations, estimated task hours for each key personnel and planned accomplishments, including project milestones, should be included. This section will be a substantial portion of the total Technical Proposal.

See pages 8 and 9 of Pre-Solicitation



Once you nail the concept, then add people and \$\$\$....Rescope as needed





Revisit Evaluation Criteria

Proposers should write to the evaluation criteria

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Other important items in Pre-Solicitation

SBIR Topic Proposal Structure*

Phase I	Phase II
\$175,000**	\$1,000,000 - \$1,500,000***
5 months	24 months

Proposal Structure may be modified in 25.1 Solicitation or in Phase II Proposal Submission Instructions. Phase II Proposal Submission Instructions will provide specific maximum funding threshold.



Week of December 15

4 weeks SAM registration

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Dec 15...	Start requesting letters from people who may be subcontractors, work on commercialization strategy		DHS Solicitation released 12/17	REVIEW SOLICITATION	Refine other sections of technical plan based on budget. Check on status of SAM, as appropriate. Secure feedback on draft		
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Your team is important

- Review criteria for Principal Investigator
 - The one individual designated by the Offeror to provide the scientific and technical direction to a project supported by the funding agreement
 - Offerors must identify any foreign nationals
- Subcontractors
 - 33% of a Phase I can be subcontracted





Revisit Evaluation Criteria

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Check Solicitation Guidelines

Commercialization Strategy (Phase I proposals only)

- (1) Explicitly describe the company's strategy (vision) for commercializing the proposed technology and how it will transition to the specific operational component in DHS, other Federal Agencies, and/or private sector markets.
- (2) Provide specific information on what related technologies, if any, already exist in the market and why the technology being proposed will be superior and how this information was ascertained.
- (3) Include a discussion on the Offeror's current capability to commercialize previously developed technologies, as well as how the Offeror intends to develop the proposed technology all the way to the market. Responses to (1), (2), and (3) should be specific to the technology being proposed. Failure to respond to any of the items listed will result in a lower valuation for criterion c (See Section 4.1 for Phase I evaluation criteria). If the Offeror has no commercial experience (item (3)) this should clearly be stated, and Offeror should describe how Offeror intends to bring the necessary experience to the company.

Check guidelines in the Solicitation once released



Week of December 22

4 weeks SAM registration

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Week of January 5

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Department of Homeland Security

Phase 0 Program for New SBIR Applicants

What is the SBA Company Registry?

SBA Company Registry

- This is also a required registration
- This is for companies applying for an SBIR or STTR award for all participating agencies
- Website <https://app.www.sbir.gov/company-registration/overview>
- You have to have a UEI before you can complete
- Download the registration guide
- This is a straight forward process
- Once registration is complete you will be sent an email
- You will need to keep your user name and password so that you can receive an SBC Certificate to affirm registration - See page 4 of DHS Pre-solicitation



Week of January 12

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Dec 8....	Draft Technical Objectives and Work Plan; Consider potential team, PI subcontractors and budget. Secure feedback on what you have written. If you need support, register for mentoring						
Dec 15...	Start requesting letters from people who may be subcontractors, work on commercialization strategy		DHS Solicitation released 12/17	REVIEW SOLICITATION		Refine other sections of technical plan based on budget. Check on status of SAM, as appropriate. Secure feedback on draft	
Dec 22...	Complete draft of Technical Proposal, Follow-up on Letters, format Technical Proposal, seek feedback			Christmas Day 12/25, Hanukkah starts	Kwanzaa starts		
Dec 29...			New Years 12/31	New Years Day observed 1/1	Develop Briefing Chart, Complete SBA registration (Need UEI), Any more questions – submit public		
Jan. 5		Solicitation question deadline 1/6	USE TIME AS NEEDED			Q&A posted on SAM.gov 1/10	
Jan. 12	Verify SAM registration, SBA registration, prepare for independent review of package, ask questions						

Thank-you!

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Please take a moment to provide feedback:

<https://forms.office.com/r/L8BD6BRgV4>

