Tips for Responding to
Broad Agency Announcements (BAAs)

Broad Agency Announcements (BAAs) are one of the most common means of doing business with the Government. BAAs can be found on the official federal acquisition opportunities websites, https://sam.gov/content/home. A partial listing of DARPA opportunities can also be found at DARPA's Opportunities page (http://www.darpa.mil/work-with-us/opportunities). Below are some tips to help identify opportunities and successfully respond to BAAs.

Working with the Government
Identifying Opportunities
• Visit https://sam.gov/content/home. and set up automatic queries to run on routine intervals with results sent directly via
  email. Pre-solicitations are a good indicator of Government interest areas.
• Review Government agency websites and become familiar with Program Managers (PM), their interest areas, and programs.
• Maintain awareness of programs and personnel. DARPA portfolios constantly evolve and DARPA PM's have a shortened tenure of up to 5 years. Routinely visit http://www.darpa.mil/ to keep current.
• Engage your current SBIR/STTR PM and their SETA to connect you to other PMs within their organization; seek TCSP Team assistance on a case-by-case basis.

Networking with the PMs
• Be persistent – send emails and make follow-up calls, but understand PMs are busy and may not respond immediately.
• Do your homework! Review Government agency websites to collect background information before a meeting, e.g., information on PM, programs, and open solicitations; and review information on the Defense Innovation Marketplace (https://defenseinnovationmarketplace.dtic.mil/) for small business resources, strategic documents, etc.
• Timing is important! Contact with PMs is prohibited during active solicitations. Make contact prior to release of a BAA.

Responding to BAA's
Preparing the Response
• Industry Days associated with BAAs are opportunities to engage with the Government and to identify potential partners for teaming arrangements – try to attend!
• Ensure submission directly maps to requirements in BAA and that evaluation criteria are addressed in order of importance. A compliance matrix is an excellent tool to keep track of whether a requirement has been addressed.
• If relevant to the BAA topic, cite a current SBIR or STTR project(s) in your submission.
• Plan ahead! Electronic submissions occasionally experience delays due to the volume of traffic. If possible, submit your response early, avoiding any last minute submission issues.
• Check the DARPA opportunities page often as DARPA offers out-of-cycle BAA's, targeting specific Technology Office needs.

Evaluating the Response
• Proposals are reviewed by a number of personnel, including technical and contract staff. Often PMs will engage Government Subject Matter Experts (SMEs) for additional expertise. Know your audience!
• The PM listed in the BAA is the individual with overall responsibility for the program. For those BAAs soliciting a number of topics, the overarching PM may assign proposals to the additional topic PMs based on area of interest.
• Cost realism is a key evaluation factor and will be examined closely. Costs need to be clearly linked to your research plan and explained in detail.

Mapping your ideas to areas of interest outlined in the BAA or a PM's research interests, activities, and programs is key to success.