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## BARDA Industry Day Boston

# Requirements, Market Research, and Getting Started

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# Overview



- Requirements
- Market Research
- Solicitation
- Getting Started



# Generation of Requirements



- Department of Homeland Security (DHS)
  - Terrorism Risk Assessment (TRA)
  - Material Threat Assessment (MTA)
  - Material Threat Determination (MTD)
- Health and Human Services (HHS)
  - Public Health and Emergency Medical Countermeasures Enterprise (PHEMCE)
    - Scenario Based Requirement (SBR) = amount of MCM
    - Product Specific Requirement (PSR) = type of MCM
- Enterprise Senior Council
  - Approve requirements
- AMCG/BARDA
  - Market research
  - Issue solicitation



# Informal Market Research



- Market Resources
  - Google
  - Publications
    - News, medical and scientific journals, test reports, etc.
- Databases
  - Dun and Bradstreet
    - SRM (Supplier Risk Management Tool update to D&Bi)
    - Hoovers
    - Library & Information Technology Association (LITA)
- Government Offices
  - Past Procurements
  - Sources Lists
  - Other government agencies



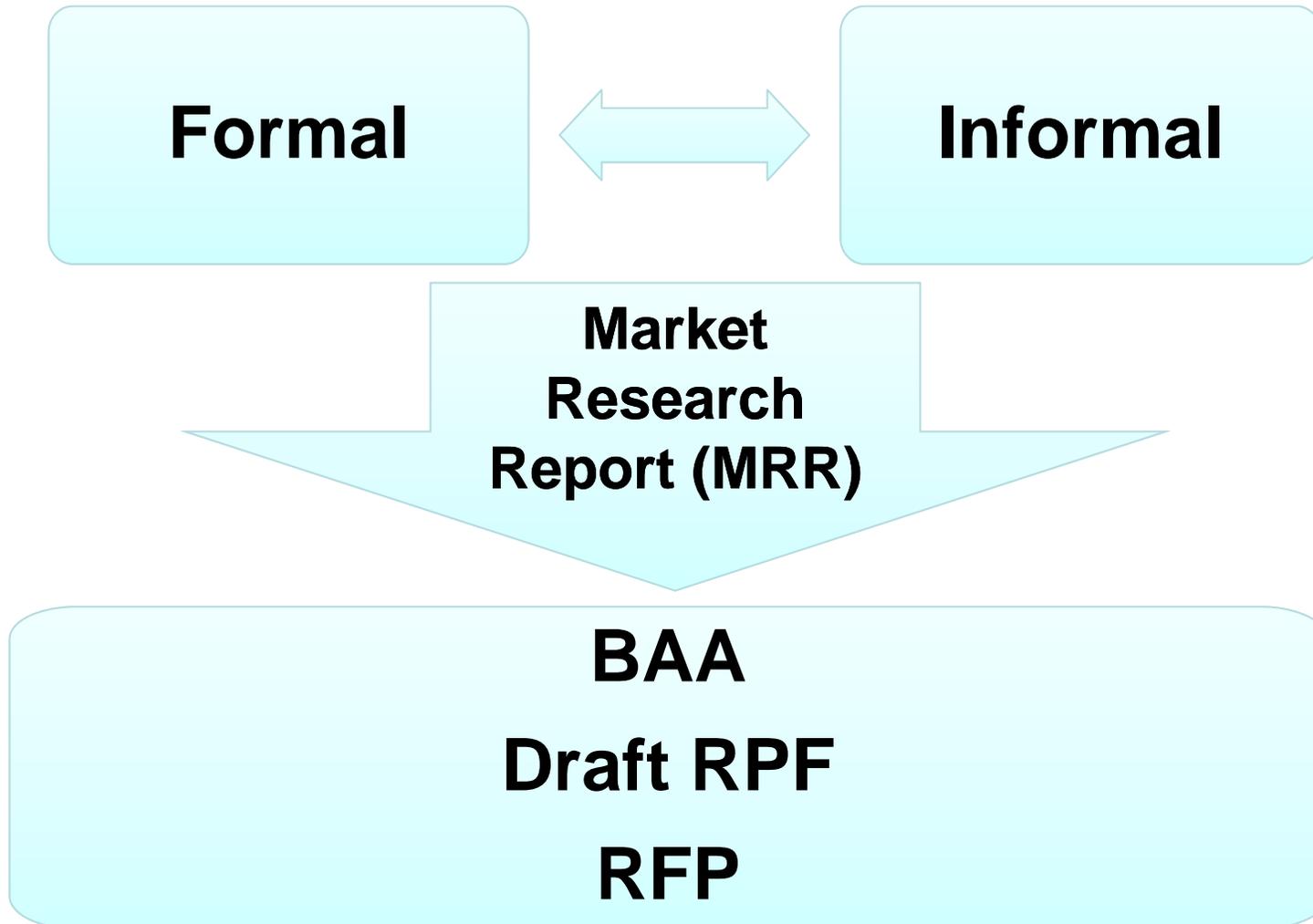
# Formal Market Research



- Conferences/Work Shops
  - BARDA Industry Day, Boston 2011
  - PHEMCE Workshop
- Tech Watch
- Sources Sought Notice
- RFI (Request for Information)
- AOA (Analysis of Alternatives)
  - Public Health vs Vaccine
  - Diagnostic + Treatment vs Vaccine
- Draft RFP (Request for Proposal)



# Determination to Issue a Solicitation





## How does a perspective contractor get started?



- Companies must register with
  - Dunn and Bradstreet
  - Central Contractor Registration (CCR)
  
- Federal Business Opportunities (FedBizOps)
  
- Public Health Emergency.gov