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WEBINAR

REACHING FOR THE STARS III:

What businesses
need to know to
successfully compete

You will learn -

- STARS III - changes in Final RFP (removal of Constellations)
- Teaming - what are the options? Prime/Sub, JV, etc.
- Past performance and Experience – what will they review and how to take advantage of a team
- Key concerns and questions about the Final RFP that must be resolved
- Pitfalls to avoid in preparing your proposal

Date: 16 July 2020

Time: 12 pm EST

SPEAKERS



Isaias "Cy" Alba
Government Contracts and
Corporate Law Attorney at PilieroMazza



Reena Bhatia
CEO and Chief Proposal Architect
at ProposalHelper & BidExecs

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KEYNOTE SPEAKER

Isaias "Cy" Alba

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Cy Alba counsels clients in a broad range of government contracting matters before government agencies, and Federal courts which includes overall regulatory compliance with all of the SBA's Small Business programs. **Mr. Alba represents small and mid-sized companies looking to structure compliant teaming, joint venture, and mentor-protégé agreements.** He handles the prosecution and defense of small business size and status protests and appeals before the SBA and OHA, as well as bid protests before the GAO, COFC, and the U.S. Court of Appeals for the Federal Circuit.

Mr. Alba's work for the firm's federal contractor clients also includes preparation, negotiation, and prosecution of Contract Dispute Act claims, Requests for Equitable Adjustments, termination for convenience settlements, defense of suspensions and debarments, the preparation of Organizational Conflict of Interest ("OCI") mitigation plans and counseling related to OCI issues, as well as FAR/DFARS Data Rights issues, IP licensing, copyright, and trademark issues.

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- Litigation & Dispute Resolution
- Native American Law
- Small Business Programs & Advisory Services
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HOST & MODERATOR

REENA BHATIA

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- CEO of ProposalHelper and BidExecs
- 25 years experience in Business Development, Capture, and Proposals
- Supported STARS, STARS II
- Supported major IDIQs (CIO-SPx, A2SB, OASIS SB, SEC ONE IT (F&O), and others)
- Global experience in public sector & commercial contracting in the US, APAC, and Middle East
- Advisor to GovCon Startups and Early Stage Companies
- Speaker & Panelist at Local & National Small Business Conferences and Industry Associations

About ProposalHelper

ProposalHelper – ISO 27001 and ISO 9001 certified and one of the largest employee-only Bid & Proposal Support company – serves as an advisor and expert in business development support and complete proposal solutions at fixed prices to government contractors and commercial businesses across the United States and Internationally.

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1. A recording of this webinar will be made public on ProposalHelper's media channels and all participants will receive a link to the recorded webinar.
2. Q&A line is open, please post your questions and we will try to answer them at the end of the session.

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The background is a dark blue field filled with various sizes of light blue and white stars. Some stars are large and prominent, while others are small and scattered. There are also several horizontal light blue streaks or lens flares that add a sense of motion and depth to the design.

GSA

Streamlined Technology Acquisition Resources for Services

STARS III

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Title	8(a) STARS III GWAC
Solicitation Number	47QTCH19N0001
Agency	General Services Administration
Notice Type	Post RFP
Set-aside	8(a)
NAICS Code	541512
PSC Code	D
RFP Release date	6 July 2020
Type of Award	Multiple Award IDIQ
Type of Contract	Firm Fixed Price, Time and Material
Contract Value	\$50 B
Place of Performance	CONUS, OCONUS
Contract Vehicle	STARS III
Labor Categories	124
Number of Incumbents:	789

Topics of Discussion

- Final RFP Discussion – what changed since STARS II?
- Teaming – what are the various ways you can team?
- Past Performance – what is important?
- Proposal Pitfalls – common mistakes

Major Changes in the RFP

Changes in requirements – removed Functional Areas in scope
Requirement for Corporate Experience
Past Performance changes

Teaming

Joint Ventures

Prime/Sub

Mentor Protege

Experience and Past Performance

What is important?



Proposal Pitfalls

Common mistakes to avoid

QUESTIONS?

THANK YOU

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Core Differentiators of ProposalHelper



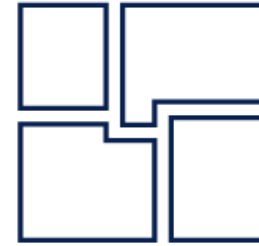
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