

Federal Opportunities for Small Businesses in Artificial Intelligence

Live Webinar | Wednesday, February 10th | 1:00PM EST





## Welcome

## **Syretta Dyson**

Supervisory Small Business Specialist National Small Business Advocacy and Engagement Division





# Today's Agenda

NAF

Introduction of the Agenda	Syretta Dyson
OSDBU	de'Wayne Carter
CoE and GSA AI Highlights	Anil Chaudhry
National Artificial Intelligence Institute	Rafael Fricks
GSA ITC/ Polaris Overview	Ellery Taylor Jasmine Alexander
FastLane	Brian Gladney
Springboard	Dervin Diggs
Q&A	Syretta Dyson
Closing Remarks	de'Wayne Carter



## de'Wayne Carter

National Director of GSA's National Small Business Advocacy and Engagement Division U.S. General Services Administration





## **OSDBU Overview**

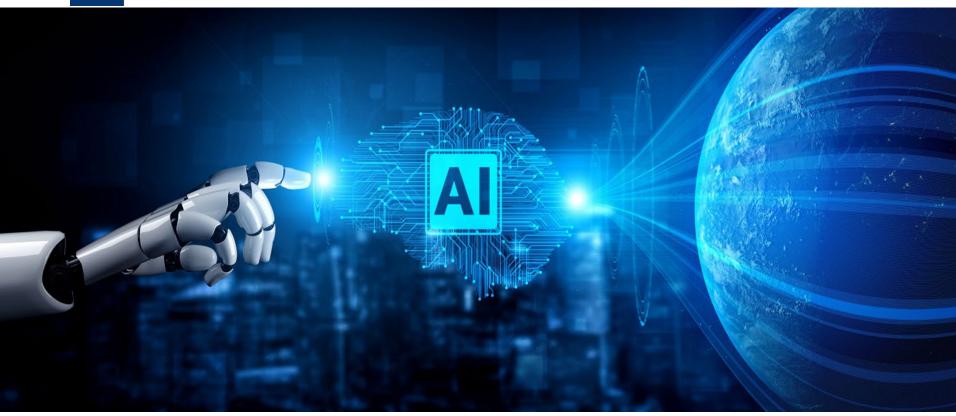
"GSA's Office of Small and Disadvantaged Business Utilization connects small businesses with people and resources to help them grow."

We are your advocates and believe in 'Small Business First.'"



GSA OSDBU has offices in 11 regions across the country.









### **Anil Chaudhry**

Director, AI Implementations
IT Modernization Centers of Excellence (CoE)
Technology Transformation Services (TTS)
U.S. General Services Administration





# Al 101: The CoE Approach to Artificial Intelligence





## Al CoE: Part of the TTS ecosystem



#### **ADVISORY & DELIVERY**







18F

Presidential Innovation Fellows

Centers of Excellence

#### **PRODUCTS & PLATFORMS**













US Web Design System

Data. gov

Search. gov

USA. gov

Digital. gov

Challeng e.gov













10x

Bug **Bounty** 

FedRAMP

Cloud. gov

Login. gov

Federalist





Accelerate IT modernization across government to improve the public experience and increase operational efficiency.

To accomplish this, we partner with <u>industry subject</u> <u>matter experts</u> to solve agencies problems in the following functional areas:

**Artificial Intelligence** | Cloud Adoption | Contact Center | Customer Experience | Data Analytics



## Al CoE: Changes in national strategy



#### Al in Government Act of 2020 overview:

Formally created the "AI Center of Excellence" within General Services Administration to (1) facilitate the adoption of artificial intelligence technologies in the Federal Government; (2) improve cohesion and competency in the adoption and use of artificial intelligence within the Federal Government; and (3) enhancing the productivity and efficiency of Federal Government operations to benefit the public.

#### Al in Government Act of 2020 key duties:

- Regularly convening individuals from agencies, industry, Federal laboratories, nonprofit organizations, institutions of higher education, and other entities to discuss recent developments in artificial intelligence
- Collecting, aggregating, and publishing on a publicly available website information regarding programs, pilots, and other initiatives led by other agencies
- Advising agencies on the acquisition and use of artificial intelligence through technical insight and expertise
- Assist agencies in the management and use of data in applications of artificial intelligence



## Al Challenges in Government



How do I use AI to improve automation of compliance with laws, regulations, policies, and procedures?

How do I use SaaS and AI solutions to improve targeted delivery of government services?

How to I implement AI tools now to integrate hybrid legacy and modernized environments? How do I take advantage of non -FAR authorities to get Al solutions now?



How do I tackle a new, complex problems using AI and machine learning to improve decisions?

How do I reduce time to develop and stand up new applications?

How do I improve the public's experience and increase engagement using AI?

How do I use AI to help my over-tapped workforce?



## GSA Government Al Landscape



What is AI? Operationalized AI Preparing Discovery POCs/Pilots Scaling

Q: Where are agencies now?

A: All along the spectrum

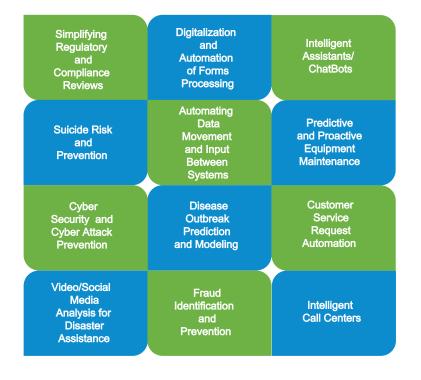
- Development of governance frameworks
- Creating data management and sharing mechanisms
- Identifying use cases
- Understanding current and needed infrastructure

- Building models using available data
- Leveraging AI tools & exploring new options
- Pilots for specific use cases
- Exploring AI Ethics



## Typical use cases







Increased Speed and Efficiency



Cost Avoidance/Cost Saving



Improved Response Time

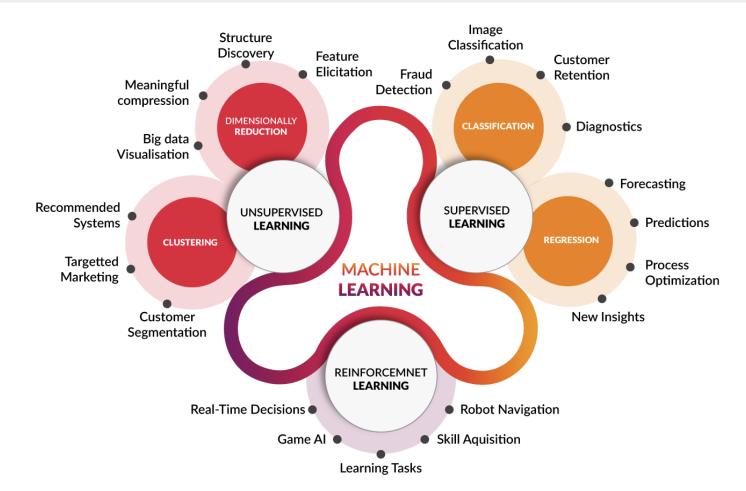


Increased Quality and Compliance



## Good use cases for Machine Learning







#### Good use cases for Al



#### Established technology field where private sector expertise is still needed

Task Management (attended automation), Process Management (unattended automation), Task Process Management (commonly referred to as RPA), Descriptive and Diagnostic Reporting (Business Intelligence), Predictive and Prescriptive Analytics (Business Cognition).

#### Emerging AI fields where the need for private sector expertise is growing

Speech: synthesis, recognition, and sentiment analysis

Vision: Image, Object, Optical Mark, and Text Recognition

Language: chat, translation, intelligent assistants

Expert Systems: optimization, concept mining, relationship mining



## Good use cases for Industry Engagement



#### Ability to

- Sift through enormous volumes of data for answers
- Improve the accuracy of predictions based on historical trends
- Inform fact-based decisions by finding patterns
- Design a system that "learns" and adjusts to new sets of data to provide novel insights without explicitly being re-programmed

#### Commercial or public sector experience involving

- Large data sets (streams, petabytes) of hybrid data from mixed sources
- Pattern recognition or inference from novel input or noisy data
- Pattern recognition in historical data to inform automated decision making
- Macro and micro trend analysis with hard to detect anomalies
- Real-time decision support from novel input or noisy data
- The deployment of 'bots' and/or 'robotic process automation' tools



## Conclusion and Key Takeaways (1 of 2)



# **Capability Maturity** Model

#### **Organizational Maturity**

Capacity to Execute and Manage Al Initiatives.

#### Levels

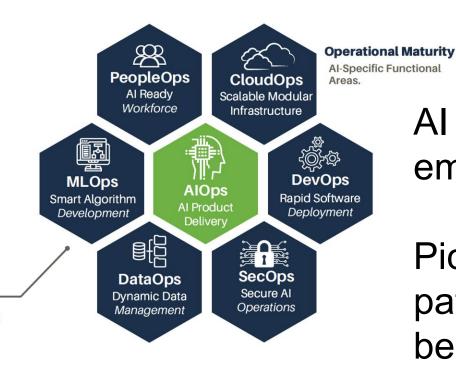
OPTIMIZED 5 ENTERPRISE

MANAGED 4 PORTFOLIO

**DEFINED 3 PROGRAM** 

REPEATABLE 2 TEAM PROJECT

AD HOC 1 INDIVIDUAL PROJECT



Al is an emerging field.

Pick a functional path and become an expert in it.



## Conclusion and Key Takeaways (2 of 2)



## Al Contracting Opportunities - The Big 5

Deduction and Reasoning Systems (e.g. Virtual assistants)

Robotics and Autonomous Motion (e.g. Physical assistants)

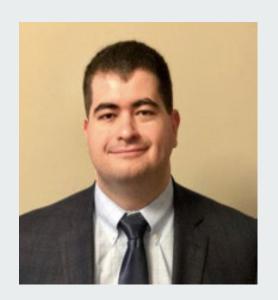
Knowledge Representation (e.g. Content curation)

Mixed Media Recognition (e.g. Image, sound, and sentiment)

Expert Systems (e.g. Synthetic media / deepfake detection)



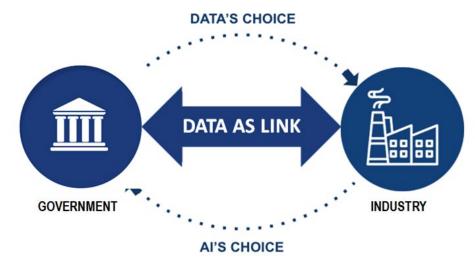
Rafael Fricks
Computer Engineer
National Artificial Intelligence Institute
U.S. Department of Veterans Affairs



## **The AI Tech Sprint Thesis**

We use data as a bidirectional link between government and users of that data across industry, government labs, and others.

- Large, unique data sources (on clinical trials, patents, experimental therapeutics, patients)
- Veteran and Expert perspectives
- Technical expertise and user-based feedback
- Demo and funding opportunities



https://www.research.va.gov/naii/tech-sprints.cfm

- Innovative product ideas
- Technical AI/ML expertise
- Trusted AI solution development through collaboration
- Product development expertise



## Why Participate in the AI Tech Sprint?



#### **ACCESS TO DATA**

- Unique access to VAcreated synthetic data
- Opportunity to formally work with the VA in testing the developed product on real data



#### **PARTNERSHIP**

- An opportunity to fasttrack contractual partnerships with the VA
- Compete for a prize pool and the opportunity to showcase your product



#### **COLLABORATION**

- Receive mentorship and guidance from experts within the VA
- Hear first-hand from Veterans
- Participate in a resultdriven and proven model for innovation



#### **COLLECTIVE GOOD**

 Mutually beneficial partnership to innovate for Veterans' access to medical care



## **VA** by the Numbers



9,100,000+
patients, making VA the
largest integrated
healthcare system in
the United States



120,000+
doctors and nurses in
VA, with nearly 75% of
all US doctors and
nurses trained in VA
hospitals



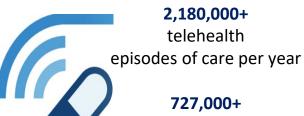


10,000,000,000+
medical images, with 1
billion more per year; one
of the world's largest
medical image

repositories



1,200+
medical facilities
across all 50 states and
US territories



Veterans served by telehealth per year



## For more information on the AI Tech Sprint

- NAIL Tech Sprint Home Page
  - https://www.research.va.gov/naii/tech-sprints.cfm
- Challenge.gov Postings
  - https://www.challenge.gov/challenge/ai-tech-sprint-for-veterans-notserved-by-va/
- Article on Previous Participants
  - https://blogs.va.gov/VAntage/80834/2020-ai-tech-sprint-open-for-applications/





## Ellery Taylor

Director Contract Services Division 5
Office of Acquisition Management
Office of Information Technology Category
U.S. General Services Administration



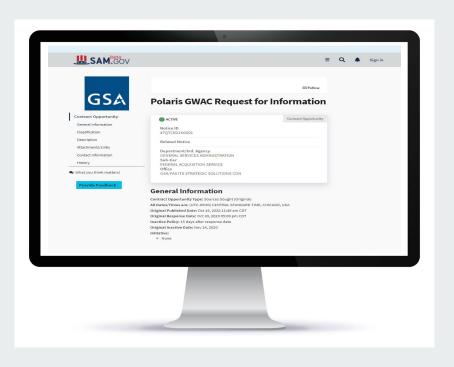
## ITC & Emerging Tech



- Providing all agencies a suite of solutions at any maturity level using our technological and acquisition expertise;
  - GSA ITC facilitates more than \$26 billion in annual government spend
- Ensuring a consistently excellent customer service experience at all stages of the acquisition process
  - GSA ITC supports 98% of federal agencies
- Working with agencies to define better requirements, reduce procurement action lead time, boost innovation, and improve data transparency;
- Using robust and transparent qualitative and quantitative data analytics, including market research, to help agencies make better-informed business decisions;
- Leading change in government-wide Category Management by promoting best practices and applying leading-edge solutions. \$2 billion in savings to its customers
- Continuing to work with agencies and suppliers to make emerging, transformative technology and innovations available government-wide, while fostering small business participation.
  - Small businesses have won approximately \$6.6 billion, of spend (28% of total dollars won) through ITC.

## **New GWAC**

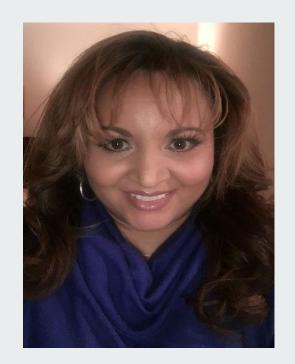




## **POLARIS**

#### **Jasmine Alexander**

Office of Acquisition Operations
Office of Information Technology Category
U.S. General Services Administration



# INFORMATION TECHNOLOGY CATEGORY

## **Polaris**

- GSA's Next Generation Small Business GWAC
- Includes Emerging Technologies
- Examples of Artificial Intelligence services include, but are not limited to:
- Computer Vision
- Deep Learning
- Machine Learning
- → Natural Language Processing (NLP)
- Spatial Computing
- ☐ Speech Recognition



## **Polaris**

#### **Features Contract Pools**

- Small Business (SB) Pool
- HUBZone Small Business (HUBZone) Pool
- Women Owned Small Business (WOSB) Pool

#### **Industry Engagement**

- RFI posted to beta.sam.gov on October 16, 2020
- Draft RFP was released on beta.sam.gov at https://beta.sam.gov/opp/257509b8cfe14d48beb4f71033995e0b/view
- Feedback to the draft solicitation was requested to Polaris@gsa.gov by January 29, 2021

Join the conversation on the SB GWAC Community of Interest on Interact

https://interact.gsa.gov/group/small-business-gwac-community-interest







## **Brian T Gladney**

FAStlane Branch Chief - Hardware Division Information Technology Category Federal Acquisition Service U.S. General Services Administration







- The FASt Lane program reduces the time it takes to process eOffer's under Multiple Award Schedule (MAS) Information Technology Category for vendors that seeking to meet Agency Initiatives, cutting the award cycle time from 110 days down to 30-45 days.
- The FASt Lane program implements a process that helps Federal Acquisition Service (FAS)
  process contract modifications and add new products and services to MAS contract in as
  quickly as 24-48 hours.
- These processing timeframes are contingent prior approval of a technical evaluation, when applicable.
- The program seeks to:
  - Ensure that our agency customers have direct access to vendors that provide new and emerging technologies.

## **MAS Information Technology Category**





IT Hardware

Software

Services

**Telecommunications** 

Formerly 132-3 now 532420L: Office Machinery and Equipment Rental and Leasing

Formerly 132-4 now 532420R: Office Machinery and Equipment Rental and Leasing

Formerly 132-8 now 33411: Electronic Computer Manufacturing Computer Storage Device Manufacturing\*

Formerly 132-9 now 33411REF: Electronic Computer Manufacturing Computer Storage Device Manufacturing

Formerly 132-12 now 811212: Maintenance of Equipment, Repair Services and/or Repair/Spare Parts Formerly 132-32 now 511210: Software Publishers\*

Formerly 132-33 now 511210: Software Publishers\*

Formerly 132-34 now 54151: Custom Computer Programming Services

Computer Systems Design Services\* Formerly 132-45 now 54151HACS: Custom Computer Programming Services Computer Systems Design Services

Formerly 132-56 now 54151HEAL: Custom Computer Programming Services Computer Systems Design Services Other Computer Related Services Computer Facilities Management Services

Formerly 132-51 now 54151S: Custom Computer Programming Services Computer Systems Design Services Other Computer Related Services Computer Facilities Management Services Formerly 132-53 now 517312: Wireless Telecommunications Carriers (except Satellite)

Formerly 132-54 now 517410: Satellite Telecommunications\*

Formerly 132-55 now 517410: Satellite Telecommunications\*

# MAS Information Technology Category Cont.





IT Training	Electronic Commerce	IT Solutions	IT Solutions cont.	Complimentary Special Item Numbers (SINs)
611420:Computer Training	Formerly 132-52 now 54151ECOMInternet Publishing and Broadcasting and Web Search Portals	Formerly 132-41 now 541370GEO: Surveying and Mapping (except Geophysical) Services  Formerly 132-60A now 541519ICAM.Other Computer Related Services Formerly 132-60A now 541519ICAM.Other Computer Related Services Formerly 132-60A now 541519ICAM.Other Computer Related Services	Former 132-20 now 561422: Telemarketing Bureaus and Other Contact Centers Formerly 132-40 now 518210C:Data Processing, Hosting, and Related Services Former 132-44 now 541519CDM:Software Publishers Formerly 132-61 now 541519PKI:Other Computer Related Services Formerly 132-62 now 541519IPIV:Other Computer Related Services	Formerly 132-100 now ANCILLARY Formerly 70 500 now OLM

#### **FASt Lane Program Guidelines**



- New offerors that are interested in participating in any of the above initiatives may consider the FASt Lane Program. This program requires that an eOffer submission include:
- FASt Lane Eligibility Checklist for consideration; and
- All documents and responses per the solicitation requirements
- The GSA FASt Lane team is here to support you in the FASt Lane process a smoother for you.
  - You can help us do so by ensuring that:FASt Lane offers must ONLY contain North American Industry Classification System (NAICS) under the Multiple Award Schedules (MAS) Information Technology Large Category
  - In order to make the FASt Lane process successful for all parties, it is imperative that
    participants respond within 24 hours of receiving any inquiries. It is part of the requirement of
    participation.

#### **New Offer Required Documents**



#### • Complete These Forms

- Agent Authorization Letter
- ○Letter of Supply
- Price Proposal Template
- Sample Labor Category Matrix

#### • Compile This Information

- Financial Statements
- Subcontracting Plan
- ○Technical Proposal
- Professional Compensation Plan
- oPrevious Notification of Determination to Not Exercise an Option Letters
- ○EULAs or TOS
- Commercial Sales Practice-1
- Commercial Price List
- Pricing Support Documentation
- oPrice Narrative





New or existing GSA Multiple Award Schedule holders may participate in any of the prior mentioned initiatives but may be subject to the following required technical evaluations:



For Cloud and Cloud Related IT professional services send an email to cloud-sin-rfi@gsa.gov and your Contracting Officer/Contract Specialist with the subject line as "CLOUD Technical Evaluation."

Attach to the email the following documentation:

- Technical responses, if applicable for cloud computing services Infrastructure as a service (IaaS), Platform as a service (PaaS), Software as a service (SaaS); and
- Price proposal template



For Automated Contact Center (ACCS) send an email to contactcenter@gsa.gov and your Contracting Officer/Contract Specialist with the subject line as "ACCS Technical Evaluation."

Attach to the email the following documentation:

- Relevant Project Experience; and
- Price proposal template



For Highly Adaptive Cybersecurity Services (HACS) send an email to <a href="mailto:hacs@gsa.gov">hacs@gsa.gov</a> and your Contracting Officer/Contract Specialist with the subject line as "HACS Technical Evaluation."

Attach to the email the following documentation:

- Cover Letter to include:
  - Key personnel names;
  - Titles;
  - Association with offeror; and
  - A maximum of five (5) Points of Contact (POCs) are allowed for the Technical Oral Evaluation.
- Relevant Project Experience
- Corporate Experience; and
- Labor Category Matrix



- 1. Technical reviews shall be completed prior to submitting a modification through the eMod application, if required.
- 2. Upon successful review of technical documents, a FASt Lane request should be submitted through eMod applications. In addition to the required documents, the completed <u>FASt Lane Eligibility Checklist</u> must be attached with an eMod submission.
- 3. FASt Lane participants are encouraged to respond in no more than 24 hours of receiving any inquiries or requested information from the GSA Contracting Officer. This will ensure the modification will meet all FASt Lane eligibility criteria.

#### **Important Links**



☐ Posted GSA Schedule Solicitation: BETA SAM

□ eOffer/eMod

☐ GSA Schedule Vendor Support





# Inquiries can be sent to the FASt Lane Mailbox: (fastlane@gsa.gov)



# Dervin Diggs Branch Chief/Contracting Officer Information Technology Category Federal Acquisition Service U.S. General Services Administration



#### What is Startup Springboard?



Springboard allows innovative IT companies with fewer than 2 years of experience to be awarded a contract in the IT Category Schedule

Some examples include: AI, Cyber Security, Earth Observation solutions, Innovative software and Cloud solutions

#### Why Startup Springboard?



Federal agencies get latest technology faster

 GSA recognized that small businesses and startups are part of who is providing innovative tech products to the marketplace

 Provides access to procurements over \$15 Billion annually in federal, state, and local agencies

#### **Springboard Companies**



#### Utilize the following:

- Executives and key professional experience substituted for 2 years of corporate experience
- Personnel's project experience substituted for relevant corporate past performance
- Provide financial documentation that demonstrates your company's financial responsibility instead of submitting 2 years of financial statements

#### How you can support Springboard



Once you verify a company could benefit from the program, the next step will be to access:

Guide to Preparing Schedule Offer

#### Who are your POCs?



#### Government and Industry Partners

 Want to learn more, contact the the Startup Springboard Support Team at <u>\$70Springboard@gsa.gov</u>

#### Where to go to learn more

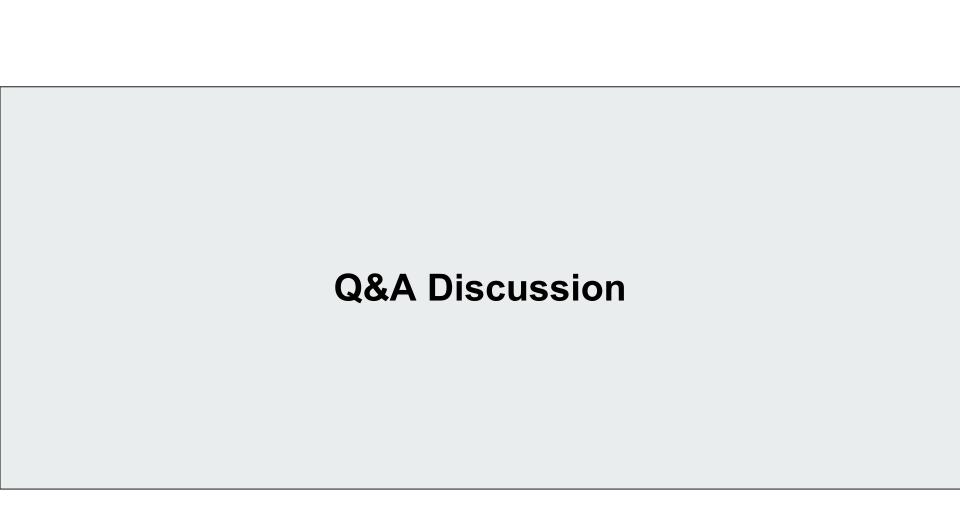


These are links to additional important resources:

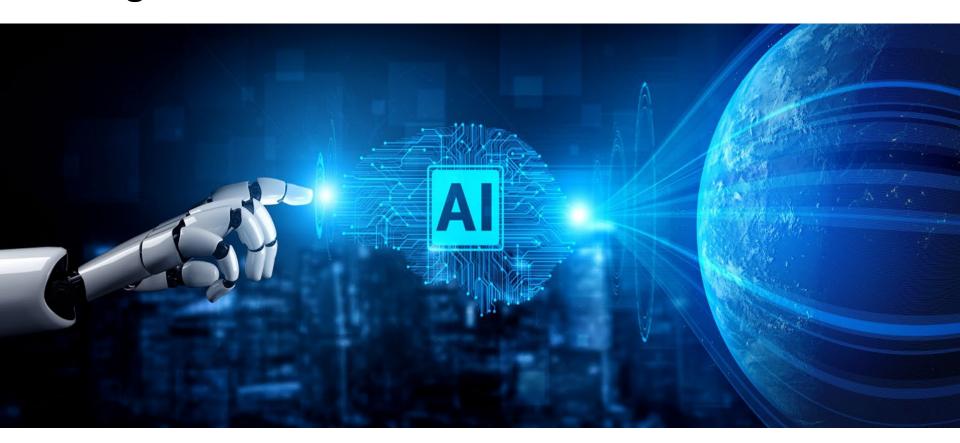
IT Category Startup Springboard

- GSA Offer Road Map
- Information Technology Category



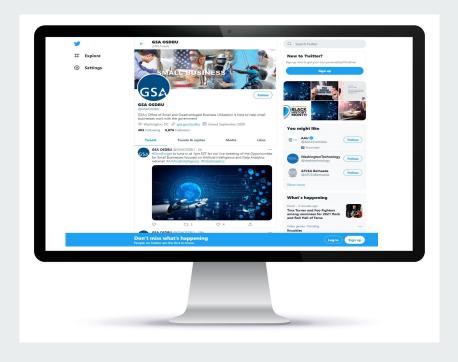


## **Closing Remarks**



## Use Social Media to Stay Up -to-Date on Small Business News & Events





Follow us on Twitter using the Twitter handle <a href="mailto:ogsaosdbu">ogsaosdbu</a>



## Thank you!

Name	Email/Phone	Region	States
Jerry Smith	Jerry.smith@gsa.gov 617-565-8102	R1	CT, MA, ME, NH, RI, VT
Deborah Tarleton	Deborah.tarleton@gsa.gov 617-565-5231	R1	CT, MA, ME, NH, RI, VT
Janice Bracey	Janice.bracey@gsa.gov 212-264-1294	R2	NJ, NY, PR, VI

Name	Email/Phone	Region	States
Helena Koch	Helena.koch@gsa.gov 215-518-9778	R3	DE, MD, NJ, PA, WV (NJ/services all territories south of Princeton/ MD: services every county except Montgomery & Prince George's counties/VA: services every county except Fairfax, Loudon & Prince William Counties)
Chasity Ash	Chasity.ash@gsa.gov 404-215-6856	R4	AL, FL, GA, KY, MS,NC,SC,TN
Major George Jr.	Major.george@gsa.gov 404-215-6740	R4	AL, FL, GA, KY, MS,NC,SC,TN

Name	Email/Phone	Region	States
Maureen Cruz	Maureen.cruz@gsa.gov 312-353-1100	R5	IL, IN, MI, MN, OH, WI
Kimberly Hutchinson	Kimberly.hutchinson@gsa.g ov 312-353-1889	R5	IL, IN, MI, MN, OH, WI
Anthony Outley	Anthony.outley@gsa.gov 614-374-0133	R5	IL, IN, MI, MN, OH, WI

Name	Email/Phone	Region	States
Bill Strobel	William.strobel@gsa.gov 816-926-3258	R6	IA, KS, MO,NE
LaVida Barnes	Lavida.barnes@gsa.gov 817-978-0441	R7	AR, LA, NM, OK, TX
Albert Garza	Albert.garza@gsa.gov 817-978-2828	R7	AR, LA, NM, OK, TX
Tony Gregg	Tony.gregg@gsa.gov 817-978-0542	R7	AR, LA, NM, OK, TX

Name	Email/Phone	Region	States
Eric Rettig	Eric.rettig@gsa.gov 303-462-5119	R8	CO, MT, ND, SD, UT, WY
Anthony Caruso	Anthony.caruso@gsa.gov 213-894-3210	R9	AS, AZ, CA, CM, EA, GU, HI, NV
Lori Falkenstrom	lori.falkenstrom@gsa.gov 510-637-1413	R9	AS, AZ, CA, CM, EA, GU, HI, NV
Pamela Smith- Cressel	pam.smith- cressel@gsa.gov 213-894-3210	R9	AS, AZ, CA, CM, EA, GU, HI, NV

Name	Email/Phone	Region	States
Michelle Leshe	Michelle.leshe@gsa.gov 720-318-0082	R10	AK, ID, OR, WA
Ralph Buchanan	Ralph.buchanan@gsa.gov 202-969-5647	R11	DC, MD, VA (MD/services Montgomery & Prince George's counties/VA: services Fairfax, Loudon & Prince William Counties)

Name	Email/Phone	Region	States
Jerome Greene	Jerome.greene@gsa.gov 202-288-3360	CO/HQ	DC, MD, VA (MD/services Montgomery & Prince George's counties/VA: services Fairfax, Loudon & Prince William Counties)
Kevin Pope	Kevin.pope@gsa.gov 202-501-0246	CO/HQ	DC, MD, VA (MD/services Montgomery & Prince George's counties/VA: services Fairfax, Loudon & Prince William Counties)
Rob Reyes	Robin.reyes@gsa.gov 202-412-0481	CO/HQ	DC, MD, VA (MD/services Montgomery & Prince George's counties/VA: services Fairfax, Loudon & Prince William Counties)

