



Marketplace Overview

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Agenda

- **Marketplace Overview**
- **Phased Approach**
 - Initial, Provisional, and Cleared Phases
 - NDAA Compliance
 - Verification Activities
- **Supporting Infrastructure**
 - Contracting
 - Support Team
 - Continuous Communications Tools
 - Feedback
- **Marketplace Storefront**
 - Overview
 - Implementation Plan





UAS Marketplace Strategy

- *Scale the United States Industrial Base*
- *Incentivize Industry Innovation*
- *Increase Competition*
- *Empower Soldiers with Freedom of Choice*

Free Market Approach

- Vendors Can Onboard Capabilities 'When Ready'
- Onboarded Capabilities Provided to Soldiers for Feedback
- Wide Range of Buyers and Sellers

Soldier Focus

- Vastly Expanded Capabilities Available to the Soldier
- Scale Production With Soldier-preferred Solutions
- Increase Buying Power of Operational Units

Trusted Storefront

- One-stop-shop for *TRUSTED* UAS Solutions
- Streamlined, Clear Onboarding and Compliance Process
- Soldier feedback and verification inform buying and selling



UAS Marketplace Is Our Strategy to Scale the United States Industrial Base While Empowering Soldiers With Freedom of Choice to Meet Mission Needs



Free-Market Approach

– Driven by Supply and Demand –
– Informed Buying –

Supply

- United States Industrial Base
- Traditional DoD
- Non-traditional
- Air Vehicle, Payload, Software
- Organic Industrial Base
- International Allies
- Labs and Academia



Demand

- Soldiers
- Army Agencies
- Other Services
- Other Government Agencies
- International Allies
- Vendors to Vendor
- Others TBD

LARGE UNITED STATES SUPPLY BASE

Mostly Untapped Due to Lack of Demand Signal to Date
Consistent Procurement Needed to Incentivize Industry

INCREASED FUNDING

Within the Army POM; More Across the Services
Align DoD Investments to Scale and Incentivize Industry

Informed Buying

**Soldier Feedback
+ Verification**

Soldier Feedback

- Soldiers Are Our Ultimate Customer
- Product Ratings in Marketplace Based Solely on Soldier Feedback

Verification

- Series of Activities to Build Confidence
- Verification Activities Do Not Influence Product Ratings

Continuous Onboarding Approach Versus Traditional Acquisition Approach



Industrial Base Feedback

– Most Common Constraints Identified From Vendor Industry Day Responses –

IDENTIFIED CONSTRAINTS



Supply Chain

- Limited United States Supply for Certain Components Meeting NDAA Compliance



NDAA Compliance

- Significant Upfront Investment; Compliance Process Is Often Unclear/Inconsistent



Contracts and Funding

- Protracted Contract Timelines With Stringent Requirements; Vendors Forced to Front Costs



Intellectual Property

- Concerns About Protecting IP



Communication

- Lack of Clear Drone Strategy Across DoD; Lack of Demand Signal to Date



Supply Chain

- Access Expanded Sources of Supply to Optimize Capabilities and Accelerate Innovation



NDAA Compliance

- Expanding Assessors, Building Flexibility Into the Process, and Seeking Efficiencies



Contracts and Funding

- Flexible Suite of Contracts With Award Timelines Measured in Days/Weeks



Intellectual Property

- We Don't Want All Your IP; We Want Open Interfaces Giving Soldiers Right to Repair/Upgrade



Communication

- Extensive Collection of Communication Tools Enabling Rapid Feedback From Soldier to Vendor

Goal of UAS Marketplace is to Address These Industrial Constraints and More



Multiple Paths to the Marketplace

Rapid Acquisition Approaches and Flexible Contracts



- Commercial Procurements
- Prize Competitions
- Commercial Solutions Openings
- Basic Ordering Agreements
- Multiple Award IDIQs

Services and Government Agencies



Soldier/Mission Needs



DCMA/DIU Blue List



Labs and Prototyping



AMC SkyFoundry (OIB)



DASA(DEC) International Allies

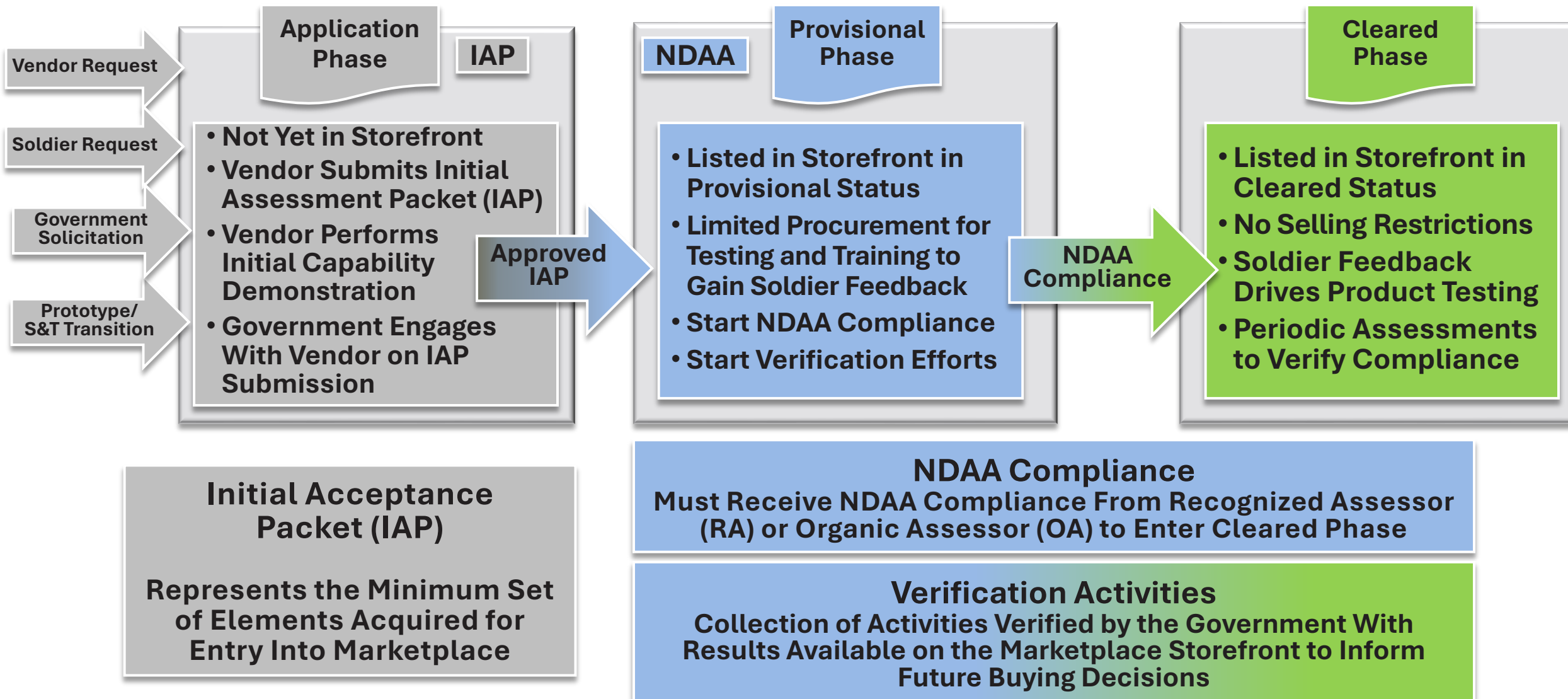


Shared Sight Picture Informing Future Procurements and Preventing Duplicative Learning and Investments



Phased Onboarding Approach

– Enables Rapid Entry into Marketplace and Early Feedback –



Focused on Lowering Barriers to Entry, Increasing Flexibility, and Working Closer With Industry



Phases Overview

– Development Centered Around the Soldier Making Informed Decisions –

Critical to Meet Cleared Status

Approved Initial Acceptance Packet (IAP)

Organic Assessor (OA)/Recognized Assessor (RA) NDAA Compliance

Open Solicitation

Provide Reasoning

Application Phase

IAP Assessment

Rejected

Approved

• Self-compliance **Provisional**

• OA/RA Compliance **Cleared**

Non-compliance

Provisional Phase

NDAA Self-Compliance

Approved Initial Acceptance Packet (IAP)

OA/RA NDAA Compliance

Procure Systems (User Evaluations)

Procure Systems (User Evaluations)

User Feedback

User Feedback

OA / RA NDAA Assessment

Restricted Sales Within Provisional Phase

Verification Activities

OA/RA NDAA Compliance

Periodic Assessment

Cleared Phase

Considerations:

- USG Will Provide Clear Rationale for Non-Compliance Determination
- USG Will Coordinate With Vendors on Missing Documents During Application Phase

Establishing Clear Process for Operating Within the Marketplace



NDAA Compliance Process

– Establishing Transparency & Flexibility in the Compliance Process –

Application
Phase

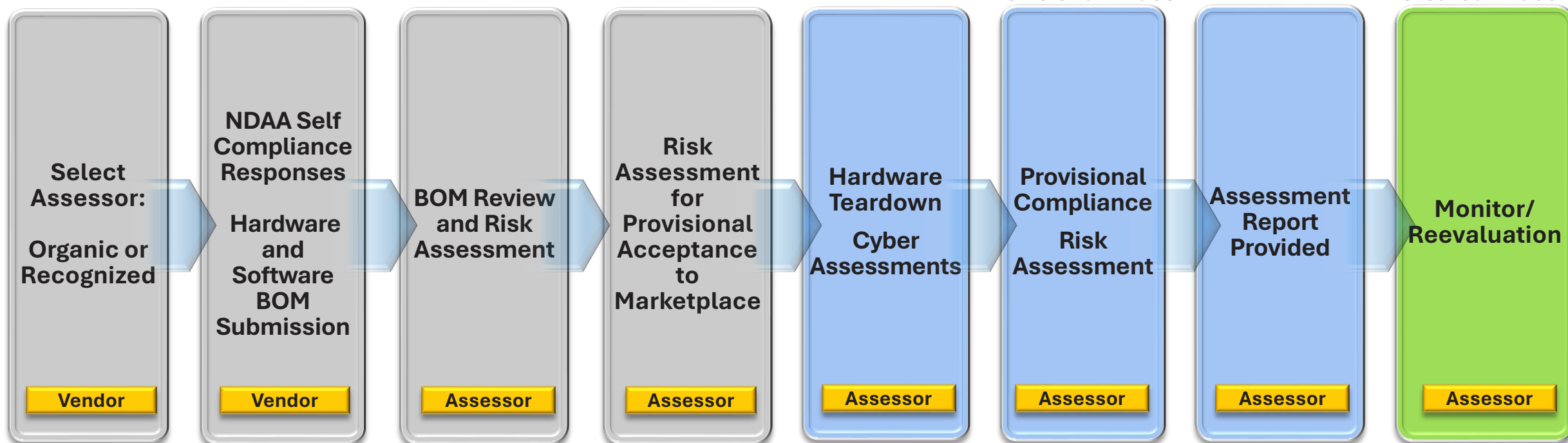
Provisional
Phase

Cleared
Phase

Application Phase

Provisional Phase

Cleared Phase



NEW: Organic Assessors

- DEVCOM AVMC
- DEVCOM C5ISR
- Expand as Needed

Expanding Recognized Assessors

- AUVSI
- Dark Wolf Solutions
- MTSI

Established Efficiencies

Share Information Across Assessors for Previously Assessed Systems and Components

Establishing Transparency, Consistency, and Flexibility in the NDAA Compliance Process



Verification Activities

Provisional
PhaseCleared
Phase

Verification Activities

- **ARE NOT** Required to Enter Provisional or Cleared Phase
- **DO NOT** Influence Product Feedback Ratings in Storefront
- Results **ARE** Posted in Storefront to Inform Future Buyers
- More Results **WILL** Build Buyer Confidence in Your Product

Multiple Sources of Verification

- Soldier Testing/Training
- Government-led Event
- Industry-led Event With USG Presence
- Previous Documented Event
- Others Will Be Considered



Verification Activity Examples

- Performance
- Usability
- Interoperability/Network
- Open (*Right to Repair, etc.*)
- Cyber
- Payload Integration
- Manufacturing Readiness

Focused On Verifying Systems and Components in Multiple Environments to Inform Buying



Contracting

– Mix of Existing and Future Contracting –



Common Hardware Services 6

- Pre-existing COTs, Vetted Systems, Hardware Items
- Must Go Through PM POC to Request to Get on Contract



ACC-RSA Multiple Basic Ordering Agreements (Will Be Posting to SAM.GOV)



Commercial Solutions
Opening via
**Army Open
Solicitation (AOS)**



One Nation Innovation (ONI)

- New Members Are Vetted by ONI Once They Request Account
- No Cost for Vendors to Join
- <https://marketplace.Gocolosseum.org/>



*Register Your
Entity or Get a
Unique Entity ID
to Start on
SAM.gov*



DLA TLS

- Pre-existing COTs, Vetted Systems, Hardware Items
- Must Go Through PM POC to Request to Get On Contract



Future State

- Multiple Award IDIQs
 - CSO
 - Regular Vendor Onboarding
- Selective OTAs
- Prize Competitions
- Procurement for Experimental Purposes Will Use the Marketplace Storefront

Providing Both an Interim and Long-term Contract Strategy



Support Team

– Empowering Collaboration and Innovation –

Soldier Engagement Team

- Gather and Analyze Feedback From Soldiers
- Provide Training and Support
- Facilitate Effective Communication Between Soldiers and the Marketplace Team
- Promote and Support Marketplace Utilization
- Conduct Hands-on Demonstrations and Engagement Events (Roadshows)
- Monitor Soldier Satisfaction and Identify Improvement Areas
- Assist in Implementing New Features Based on Soldier Needs and Feedback



Vendor Engagement Team

- Onboard and Support Vendors Through the Setup Process
- Ensure Vendors Meet Marketplace Standards and Compliance Requirements
- Facilitate Effective Communication Between Vendors and the Marketplace Team
- Provide Training and Resources to Help Vendors Utilize the Marketplace
- Address and Resolve Vendor Issues and Concerns
- Monitor Vendor Performance and Gather Feedback for Continuous Improvement
- Assist Vendors in Implementing New Features and Updates

Consistent Engagement With Both Industry and Soldiers



Continuous Communication Tools

Product Feedback Loop

- Ongoing Feedback Collection From Users on Products, Training and More
- Product Performance Feedback Delivered to Vendors
- Multiple Means of Data Collection From Users

Storefront Landing Page

- Feedback Link
- Upcoming Events
- Open Solicitations
- Latest News
- Contact Information

Newsletter

- Recently Onboarded Vendors/Products
- Latest Priorities From Each Unit
- Updates to Storefront, New Processes, etc.
- Upcoming PM Events/Opportunities



Marketplace Forum

Industry Side



Soldier Side



- ListServ/Reddit Like Interface
- Soldiers Can:
 - Communicate Lessons Learned/Techniques
 - Ask Questions (PM Can Answer or Relay to Industry)
- Industry Can:
 - Establish Teaming Relationships
 - Ask Questions/Communicate Concerns to PM
- PM Serves as Intermediary Between Soldiers and Industry

In-person Events

- Meet at Existing Conferences (AUSA, AAAA, Cribbins, UAS Summit, AUVSI)

Social Media Updates



Consistent Communication Is Critical for Success



Feedback

– Ensuring Value-added Feedback Is Collected –

Learn	User and PM Education Soldiers and PM Collaborate to Identify Meaningful Feedback, Understand Its Importance, and Ensure Insights Are Actionable and Directly Linked to Product Performance and Capability Improvements
Collect	Direct Touchpoints 1-on-1 User Representatives & Structured Engagements Enable Detailed, Contextual Feedback Beyond Surveys
	Continuous Input Users Can Submit Product Ratings Anytime Through UAS Marketplace Storefront, Creating a Steady Stream of Feedback Data
Review	Structured Review Feedback Is Collected and Organized Around Product Performance and User Needs PM UAS Checks Formatting, Security, and Completeness to Ensure Feedback Integrity Without Altering User Perspectives or Slowing the Flow of Information
Distribute Insights	Storefront Ratings Summarized Results for Key Performance Attributes (e.g., <i>Endurance, Durability, Repairability, Usability</i>) Are Continuously Evaluated and Published on Each Product's Storefront Page, Providing Clear, Comparable Performance Ratings
	Deeper Feedback Reports In Addition to Ratings, Industry Partners Receive Comprehensive Feedback Reports Highlighting Trends, Issues, and User-drive Insights That Go Beyond Scores

Turning User Feedback Into Actionable Insights for Vendors