PLATFORM ONE
DEPARTMENT OF DEFENSE

PLATFORM ONE SOLUTIONS MARKETPLACE MULTIPLE AUTHORITY ANNOUNCEMENT

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Version History

Version	Date	Changes
1.0	24 Sep 25	Initial Announcement
1.1	24 Jan 25	Removed a Strategic Focus Area Updated program URLs
1.2	11 Jun 25	Revised language to align with Executive Orders Revised Strategic Focus Areas (Agile Training and Digital Acquisition Modernization, Cyber Security and Purple Team Testing) Revised submission instructions for Submission Eligibility and Video Submission Content Requirements Administrative changes to formatting and branding
1.3	28 Jan 26	Revised dates listed on page 9 to align to dates stated on SAM.gov
1.4	23 Jul 26	Revised help desk email address
1.5	01 Aug 26	Added instructions for SBIR/STTR Aisle submissions Clarified responsibilities of contracting activities with regards to pre-award activities Updated FAR/DFARS citations impacted by the Revolutionary FAR Overhaul and related DFARS Deviations Removed expiration of awardable solutions Updated dates listed for the open call to align to updated dates on SAM.gov

Platform One Solutions Marketplace Multiple Authority Announcement

Accelerating Innovation for DoD Software Delivery

Platform One, with support from its marketplace manager, The Applied Research Institute (ARI), is initiating a long-term, open call for solutions to support the DoD in quickly delivering high-quality, secure software with accelerated delivery times. The solutions will support or enable the delivery of resilient software capability at the speed of relevance, ensuring the DoD remains agile and responsive to emerging threats and opportunities. Specifically, Platform One seeks to obtain innovative solutions or potential capabilities that fulfill requirements, close capability gaps, or provide potential technological advancements. Innovative solutions encompass technologies, processes, or methods (including research and development) that are newly developed or applied in a novel way as of the submission date. This initiative, entitled the "Platform One Solutions Marketplace" (P1SM) will solicit, collect, assess, and curate hardware, software, or service solutions and make those solutions available through rapid acquisition pathways. This approach aims to foster innovation and expedite the integration of cutting-edge technologies into the DoD's operational framework, enhancing its ability to deliver software at the speed of relevance.

What is the Platform One Solutions Marketplace?

The Platform One Solutions Marketplace is a digital environment of post-competition video pitches. The post-competition video solutions housed within the marketplace have been assessed through competitive procedures that conform to the competition requirements of 10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70, and thus are readily available to be viewed, selected, negotiated, and awarded by DoD activities. The Marketplace provides a venue for Government organizations to search, view, review, compare, contrast, contact, negotiate, and procure hardware, software, or service solutions through rapid acquisition pathways. For industry, academia, and individual developers, the Marketplace is a valuable tool to promote hardware or software products, or service solutions to the DoD in an environment with a rapid acquisition contract pathway.

What are the Goals of the Platform One Solutions Marketplace?

The goals of the Platform One Solutions Marketplace are to create a centralized location where the DoD can discover and quickly obtain modern hardware, software, and service solutions that support or enable secure, continuous software delivery. Additionally, it provides a platform for industry, academia, and individual developers to showcase their research, technologies, and related products and services to the Government. Further, the Solution Marketplace's publication and assessment structure streamlines procurement of available solutions, addressing a major barrier for small business and nontraditional defense contractors. Finally, by leveraging the statutory and regulatory authorities available, the Solutions Marketplace can provide a technology transition pathway from idea to research, research to prototype, prototype to test and evaluation, through production, fielding and sustainment of a given technology solution.

Who can Participate in the Platform One Solutions Marketplace?

All US-based companies, traditional and nontraditional, large business and small business, universities, non-profit companies, and individuals are welcome to participate. In addition, foreign universities, research institutions, and entities are eligible to submit video pitches for their related technology solutions provided that such submissions are compliant with international law, including export laws for both the country of origin of the technology provider and the United States. Subsequent contracts with foreign universities, research institutions, and entities may also be subject to additional regulations, such as the Federal Acquisition Regulation (FAR).

Why Participate in the Platform One Solutions Marketplace?

Platform One, as the primary sponsor of this initiative, seeks to establish the Platform One Solutions Marketplace as its premier, low-barrier entry point for industry, academia, and individuals to identify technology solutions, ongoing research efforts, and proposed future development activities that are relevant to the DoD. Participating entities will have their proposed solutions assessed by a peer panel of DoD and supporting industry and academic Subject Matter Experts (SMEs) and will receive feedback on the technical merit of their solution. Further, by submitting against this open call for solutions, all submitted solutions that are deemed "awardable" by the DoD Assessment Authority and SME personnel will be considered "post-competitive" under 10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70, and will be eligible for award of further research, prototyping, procurement for

experimental purposes, and even production. Just some of the benefits of participation in the Solutions Marketplace include:

- Exposure and marketing of technology and service solution(s) to relevant DoD customer organizations.
- Access to the P1SM's streamlined submission process requesting only the required organizational and technical information.
- Fast track assessment timelines for solution submissions with notifications made within 30 calendar days from the end of each collection period (subject to submission volume).
- Contract pathways for award of research, development, prototyping, test and evaluation, procurement for experimental purposes, and even production.
- Fully negotiable award terms including payment, intellectual property and data rights license terms, schedule, milestones, and pricing.
- Potential for multiple awards with a single customer, or across multiple customers with no funding ceilings or limits to duration of effort, based on a single video solution submission.

Requirements for Award of P1SM Solutions

Solutions assessed as awardable and placed in the P1SM are considered post-competition under 10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70. Accordingly, no further competition is required for the award of these solutions.

Placement into the Marketplace does not, however, eliminate the requirement for cognizant contracting activities to complete all standard pre-award determinations and approvals prior to award. Solutions on the P1SM are awardable subject to the completion of pre-award procedures such as:

- Completion of required market research documentation
- Preparation of an acquisition strategy or plan, including all required documentation and approvals at the appropriate level
- Verification of adequate funds to support the contemplated award
- Approval of the contract type, if applicable (such as for Cost Reimbursable contracts)
- A determination that the proposed price is fair and reasonable for the specific effort to be procured
    - For contract awards, complete a Fair and Reasonable Price Determination IAW DFARS Subpart 215.4 – Contract Pricing
    - For agreement awards, complete a Fair and Reasonable Price Determination for the specific effort to be procured, conducted IAW OUSD (A&S) Other Transaction Guide v2.0, page 19 (July 2023), Section II.E.3.b.i
- Compliance with all local policy or command-specific approval requirements

- Verification of SAM registration and responsibility determinations
- Completion of any other statutory, regulatory, or service-specific requirements, such as legal review, policy review, contracting reporting actions, and so forth

The responsible contracting activity must ensure that each resulting contract or agreement is fully compliant with applicable acquisition laws, regulations, and policies. This includes completing the actions listed above, which reinforce that while P1SM solutions are awardable without additional competition, they must still undergo all standard pre-award steps before award.

Strategic Focus Areas

As identified by Platform One, and based on its current set of customer interests, the Government is seeking video solution pitches which are relevant to one or more of the following strategic focus areas which are derived from the DoD Software Modernization Strategy[1], which drives the vision of delivering resilient software capability at the speed of relevance. This current list of strategic focus areas will evolve as the customer base and mission focus areas supported by the Platform One Solutions Marketplace evolve. There are no restrictions on the types of solutions that can be awardable on the P1SM; all solutions (that are relevant to the Solution Marketplace's strategic focus area) are welcome and encouraged to submit for assessment. This includes technology solutions such as hardware, software, or services. The current Strategic Focus Areas for the Platform One Solutions Marketplace include:

Agile Training and Digital Acquisition Modernization

Hardware, software, or service solutions that enable organizations to transition to Agile practices. Solutions may include elements such as workshops, coaching, and other support to enable successful implementation or continuous improvement of Agile methodologies. Additionally, this may include solutions that enable or drive efficiencies and speed for acquisition workflows, product owners/managers, or software organizations as a whole.

Application Development

Hardware, software, or service solutions that provide application development. Solutions may include elements such as end-to-end application development (from requirements gathering and design to development, testing, and deployment), and solutions that enable applications to be built with best practices for security, performance, and user experience in mind.

[1] ttps://media.defense.gov/2022/Feb/03/2002932833/-1/-1/1/DEPARTMENT-OF-DEFENSE-SOFTWARE-MODERNIZATION-STRATEGY.PDF

Cloud Operations

Hardware, software, or service solutions that provide cloud architecting and operations within government-specific enclaves of common cloud service providers (CSPs). Solutions may include elements such as cloud architecture and operations to ensure optimal performance, reliability, and cost efficiency, or monitoring, incident management, patching, scaling, and performance tuning to maintain and improve cloud services post deployment.

Container Hardening

Hardware, software, or service solutions that provide comprehensive container hardening to achieve compliance with DoD Hardened Containers Cybersecurity requirements. Solutions may include elements that select approved base images, implement security controls, continuously scan for vulnerabilities, modifications to container image build files to reduce image bloat, and remediation of common vulnerabilities and exposures (CVEs).

Cyber Security / Purple Team Testing

Hardware, software, or service solutions that achieve thorough security assessments or purple team testing. Solutions may include elements such as simulating cyber-attacks to identify weaknesses, providing detailed reports on vulnerabilities, and recommending or implementing remediation strategies to enhance the overall security posture

DevSecOps Engineering Solutions

Hardware, software or service solutions that implement DevSecOps practices. Solutions may include elements that support deployment, operations, and sustainment, including technologies like Kubernetes and CI/CD platforms such as Platform One Big Bang. Solutions may also include utilizing infrastructure as code (IaC) or Configuration as Code (CaC) solutions, automating security gates, integrating tools into the CI/CD pipeline, or supporting continuous monitoring and remediation of security issues throughout the software development lifecycle.

Edge Computing

Hardware, software, or service edge computing solutions that process and analyze data closer to the source to reduce latency, enhance real-time decision-making, and ensure continuous operations even in disconnected or remote environments. Solutions should improve distributed operations in denied, degraded, or air-gapped environments.

Identity Management

Hardware, software, or service solutions that implement robust identity management solutions to provide secure access control and identity authentication and

authorization. Solutions may include elements such as user attribute schema design, implementation of single sign-on (SSO), multi-factor authentication (MFA), and identity governance to ensure that only authorized users have access to critical resources.

License Procurement Management

Hardware, software, or service solutions to enable the management and procurement of licenses. Solutions may include elements such as assistance in the acquisition, management, and compliance of software licenses; negotiation of terms with license vendors; ensuring license compliance; and managing renewals and audits of licenses.

Monolith to Microservice

Hardware, software, or service solutions that transform monolithic applications into microservices architecture. Solutions may include elements such as analyzing the existing application structure, designing microservices, and implementing them with best practices for scalability, maintainability, and reliability in cloud native deployments conforming to the DoD DevSecOps Reference Design.

Pipeline Platform Integration

Hardware, software, or service solutions that integrate and optimize CI/CD pipelines to ensure seamless code deployment and continuous delivery. Solutions may include elements such as automating build, test, and deployment processes, integrating with various development tools, and ensuring consistency and efficiency in pipeline operations.

Blue Sky (Other)

Hardware, software, or service solutions that discover blue sky / other technology applications. Solutions may include novel applications of hardware or software with the potential to materially impact one or more DOD mission areas.

Submission Instructions

Submission, Assessment, and Notification Deadlines

- The P1SM is continuously open for submission of solutions during the period of this Open Call (23 September 2024 - 29 December 2027).
- Submissions are collected monthly (e.g., October 1st through October 31st). This is referred to as the "monthly collection period."
- Submissions must be received by 12:00 (Noon) Eastern Standard Time (EST) on the final day of each month. Submissions received after this deadline will be considered submitted in the subsequent monthly collection period.

- Submissions timely received for a given month (the monthly collection period) will be assessed in the following month with results available within 30 days of the end of the relevant collection period (e.g., for collection period ending October 31st 12:00 (Noon) EST, assessment results will be distributed no later than November 30th (subject to flexibility for instances of high volume)).

Submission Eligibility

Solution videos and form information must be unclassified, and not include any proprietary information, export-controlled information, or controlled unclassified information (CUI). Solution videos must not contain any restrictive markings other than a valid copyright notice. Each video submission shall provide a single technology or service solution. Each solution video submission must be accompanied by a fully completed submission form (automated form populated during the video submission process). Elements of the required submission form include:

- **Submitting Entity Name** (or Individual Name). Use your full legal company/organization/individual name. This name should match your SAM.gov profile if you have an existing SAM.gov profile at time of video submission.

- **Website** (if available). Identify your current website address if applicable (Website is not a required field).

- **Address**. Location of principal place of business (Street Address, City, State, ZIP).

- **Unique Entity ID** (UEI) (if available). The Unique Entity ID (UEI) is a 12-character alphanumeric ID assigned to an entity by SAM.gov. If you do not have a SAM profile, please enter "NA" or "Not Applicable" in the field.

- **Business Size**. Indicate whether your business is classified as either a large or small business. Business size is defined by the SBA in alignment with 13 CFR Part 121 Small Business Size Regulations. This classification is most commonly based upon average annual receipts or the average number of employees. The definition of "small" varies by industry, which is classified by the applicable North American Industry Classification (NAIC) code for the solution you are proposing.

- **Traditional/Non-Traditional status**. Definition: As defined in 10 USC 3014, "nontraditional defense contractor", with respect to a procurement or with respect to a transaction authorized under section 4021(a) or 4022 of this title, means an entity that is not currently performing and has not performed, for at least the one-year period preceding the solicitation of sources by the Department of Defense for the procurement or transaction, any contract or subcontract for the Department of Defense that is subject to full coverage under the cost accounting standards prescribed pursuant to section 1502 of title 41 and the regulations implementing such section.

- **Small Business Designation(s).** Select all applicable small business designations your entity currently holds. This designation must match your SAM.gov account.

- **Video submission Point of Contact (POC).** This is the person that will receive the assessment results and any inquiries about the submission. At any point after submitting, you may want to add additional members and POCs to your organization. Once the submission form is completed, and you are redirected to your dashboard, you may follow these steps to include another POC: Click the "Organization" link in the navigation; Under "View and manage organization members" there will be a tab for "Invitations" that you can click; from there, click on the "Invite" button and add any number of email addresses to add additional POC's to your organization.

- **Submission Type.** Under this section, submitting entities must select the appropriate submission type from the available list. Submissions are categorized into one of four available submission type categories:
    - **New P1SM Submission.** The New P1SM Submission category is appropriate for first time video submissions, as well as submissions that failed a compliance check and have been corrected. The New P1SM Submission category is not appropriate for solutions which have been assessed as non-awardable.
    - **P1SM Resubmission.** The P1SM Resubmission category is appropriate for those solutions that have previously been submitted as a New P1SM Submission, completed the assessment process, and were deemed non-awardable.
    - **New P1SM SBIR/STTR Aisle Submission.** The New P1SM SBIR/STTR Aisle Submission category is appropriate for prior SBIR/STTR efforts which have completed a competitive evaluation under the SBIR/STTR program and achieved a Phase I, Phase II, or Phase III SBIR/STTR award.

- **Submission Title** (less than 128 characters).

- **Abstract Description** (1,500 Characters). Use this section to describe your video solution to appear in the Platform One Solutions Marketplace for the government user to easily understand your solution before watching the video. The purpose of this narrative is to support potential future customers in understanding information about your firm. The narrative is not part of the assessment information. Use this space to identify information (where applicable to your solution) that a prospective customer may want to know (e.g., approved accounting system, GSA Schedules, existing contracts, etc.).

- **Security & Authorization Status.** Select the appropriate response for each field to indicate your facility clearance status, foreign investment, authority to operate status, impact level, and FEDRAMP status. These responses are not part of the assessment process. These responses are intended to inform future

prospective customers of your firm's security and cybersecurity status in the event that your solution is assessed as awardable and placed into the Marketplace.

- **Strategic Focus Area**. The purpose of the strategic focus areas is to collect technology solutions which are relevant to Platform One and its customer organizations. Many solutions may align with multiple focus areas. Select a primary focus area; if relevant for your solution, up to two additional focus areas may be selected. The focus area(s) selected for your solution has no impact on the assessment of your solution. The focus areas are used for categorization and search within the Marketplace for those video solution submissions assessed as "awardable". If you are in doubt as to the proper fit for your technology or believe it spans multiple focus areas, simply select the "Blue Sky (other)" category. Select a primary focus area; and, if relevant for your solution, up to two additional focus areas may be selected.

- **Supplier Type**. Select the response that reflects your supplier type for the technology solution contained in your video submission. Indicate if you are the original supplier of the technology solution, or a reseller. The purpose of this question is to help customer organizations understand how you participate in the market for this technology solution; it is not used to determine whether solutions are assessed as awardable/not awardable.

- **Technology Readiness Level (TRL)**. Select the current Technology Readiness Level of your solution. A description of the Technology Readiness Definitions is available at Appendix A of this document, as well as in a tooltip during the submission workflow process. Ensure that you select the appropriate level, not a range for your submission. The purpose of including the Technology Readiness Level (TRL) as part of the submission requirements is to help customer organizations understand what types of efforts and funding your company is seeking for future engagements (Research, Development, Prototyping, Test and Evaluation, Production, or Sustainment). The TRL is not used to determine whether solutions are assessed as awardable/not awardable. It is important to select the relevant TRL for your solution to align with the proper potential customer organizations and funding.

- **Related Keywords**. Include at least five relevant keywords to your solution that will help the government find it faster. Please separate your keywords with a comma.

Video Submission Format Requirements

Solution video submission shall conform with the following format requirements or will be deemed ineligible and returned for revision.

- Videos must be no longer than five (5) minutes (5:00) in length.

    - Submitters are cautioned against accelerating recordings to reduce the total run time of a video to five minutes or less as this can cause accelerated audio tracks that are difficult to understand.
- Minimum Video production requirements:
    - Resolution: HD 1920x1080 (a 16:9 aspect ratio in landscape orientation)
    - Encoded for streaming as a .mp4 file under 5gb
    - Color Space: Rec709 or sRGB
- Videos must contain no restrictive markings limiting their use or distribution other than a valid copyright notice. Video submissions that contain restrictive markings other than those expressly permitted herein will not be assessed. Submitters will be notified that their video submission contains unauthorized restrictive markings and must be revised and resubmitted.

Video Submission Content Requirements

There are five required elements that each video must address. The Five elements are: (1) Identification of the Problem(s) Addressed; (2) Description of the technology or service solution and its application to the problem(s) identified; (3) Potential impact of the solution if adopted by DoD; (4) Differentiation from other technology and service solutions which address the same or similar problem(s); and (5) Pricing Model. Tips for addressing the five required video submission elements are as follows:

Identification of the Problem Addressed

Begin your video pitch with a description of the problem you solve for your customers (or prospective customers). Explain the problem thoroughly but leave time to address all five video submission elements. Is this a common problem across the Government? Is it a universal problem across Government and commercial markets? Is it specific to a program, platform, or service, or does it have impacts across the DoD? Even if your existing use cases are at a smaller scale, focus on explaining the broader applicability and potential impact of your solution.

Description of the Technology or Service Solution and Its Application to the Problem(s) Identified

Each video must focus on one solution, though it may relate to multiple focus areas. (You may submit additional videos to present other solutions). Fully describe your solution and the technical scientific reasoning behind how it addresses the identified problem. Use relevant, properly cited data to strengthen your argument and establish credibility. Identify how your solution addresses the problem you've defined. If other technologies (such as hardware, software, licenses, or services) are required to use your solution, identify such dependencies and how technical risk and/or dependencies are managed. Identify how your solution aligns to a Strategic Focus Area(s).

If your solution is at a lower Technology Readiness Level (TRLs 1-5) and needs further development or test, explain your plan to mature the solution to better address the problem. If your solution is at a higher Technology Readiness Level (TRLs 6-9), provide a

demonstration within your video of the product or case study of your service. Forgot what TRLs are? Check Appendix A.

All types of technology or service solutions are welcome. The assessment criteria supports a wide variety of solutions, including solutions such as hardware, software, products, and services.

Potential Impact of the Solution if Adopted by DoD

Explain how adoption of your solution would impact the current state of technology/services used by the DoD. In what ways does your proposed solution introduce innovations (defined in DFARS 212.7001) that significantly enhance the DoD's capabilities? If you are already providing your solution to DoD or other Federal Agencies, state that here and explain the impact it has had (case studies are a great way to do so). Identify current customers using your solution including Government and commercial entities. Is your solution saving your customers time? Saving money? Reducing Risk? These are just some examples of potential customer impacts. Lastly, identify and discuss alternatives to solving the identified problem, and why they are less desirable. Provide information to support assertions and/or claims made.

Differentiation from Other Technology and Service Solutions Which Address the Same or Similar Problem(s)

Identify other solutions in the market that seek to address the problem(s) you identified. What companies, technologies, or service solutions are you in competition with? What alternative solutions are out there? What makes your solution the best way to address the problem(s)? How does your solution introduce innovations to enhance the DoD's capabilities? Or, how does your solution demonstrate a new application of an existing technology?

Pricing Model

NOTE: THIS SECTION IS NOT REQUESTING NON-PUBLIC PRICING. DO NOT SUBMIT RATES OR OTHER PROPRIETARY PRICING INFORMATION.

Describe how your company intends to monetize your solution both with the Government and with commercial markets (if applicable). Assure that your pricing model aligns with the current maturity (TRL) of your technology or service solution. If you have commercial pricing that is publicly available, include that here. Do you offer range pricing or quantity discounts? Are you seeking funding for development?

Where to Submit Video Solutions

All solutions must be submitted through the submission portal, available on https://p1.dso.mil/marketplace. No hard copy or physical submissions (CD/DVD/Blue Ray) will be accepted. To submit your solution, navigate to the Platform One Solutions Marketplace page and select "Start My Response" on the lower left-hand side.

Addressing Services-Based Solutions

The P1SM assessment criteria operates in accordance with the requirements of the acquisition authorities discussed in this announcement, and are designed to support a wide variety of solutions. Submissions are welcome for any solutions that align to the strategic focus areas; this may include solutions that are hardware, software, services, or beyond. In response to frequently asked questions the following is provided as information to support the submission of solutions that are predominately services.

Submissions for services-based solutions should demonstrate how the service's methods go beyond standard DOD practices and integrate innovative tools, frameworks, models, etc., or apply tools, frameworks, models, etc. that are not yet widely adopted across the DOD. Submissions should detail how these tools/frameworks/models/etc. provide enhanced capability. Highlight measurable efficiencies gained through automated or streamlined processes, such as reduced costs, improved speed, enhanced security, or higher quality. If your service-based solution offers highly customized, mission-specific solutions that are unmatched by existing methods or tools in the market (commercially or within the DOD), describe how your offering differs from those existing methods or tools.

The P1SM Compliance Check and Notification Process

The P1SM team strives to provide compliance checks in a timely manner (within one (1) business day from submission date) to allow submitting companies the opportunity to revise and resubmit their videos if deemed non-compliant. For the compliance check, the following items are reviewed and verified:

1. The video submission does not exceed five minutes
2. The video can be viewed and is audible
3. Any graphics/charts displayed within the video are legible
4. The video does not contain any prohibited markings
5. The video conforms to the resolution, file type, and color space requirements
6. The video contains all required submission criteria in this announcement
7. The submission form data is complete and accurate, including the accuracy of the business size and traditional/nontraditional status using SAM.gov (where applicable)
8. The effort fits within one of the P1SM strategic focus areas

Upon completion of the compliance review, compliant solutions are placed into the queue for the next scheduled assessment. Those solutions which contain one or more deficiencies will be notified via email and asked to correct the deficiency and complete a new submission. Submissions on the final day of any monthly collection period may

not receive notice prior to closing of the monthly collection, so solution providers are urged not to wait until the final day to submit solutions.

The P1SM Assessment Process

Solution videos submitted against this open call will be assessed in accordance with the scoring rubric included as Appendix B and rated as either “awardable” or “non awardable” for the given assessment round. Solutions are assessed by a peer panel of government, industry, and academic subject matter experts, with final decisions made by the Government Selecting Official. By submitting a video solution, you authorize the video to be distributed and used for this purpose. During the assessment period, the Government and/or supporting SMEs may contact submitting entities to clarify information either within the video submission or within the submission form. Non-Government, SME assessors will be used in the assessment of solution videos. Such assessors will be operating at the direction of the Government and through signed non-disclosure agreements (NDAs). The pool of SME assessors is composed of experts from industry, academia and non-profit research institutions with programs related to software development, cloud computing, DevSecOps, cyber and platform security, digital, and artificial intelligence/machine learning.

In conformance with Statutory and regulatory requirements for the authorities leveraged by the P1SM (10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70), Government and Non-Government SME Assessors will develop a written assessment of each submission applying the established assessment criteria, weighting, and scoring, which is included at Appendix B of this document. The recommended scoring, ratings, and comments for each video solution are presented monthly by the Peer Panel to the designated Government Selecting Official, who is ultimately responsible for determining the awardable/non awardable status of each solution for the rating period.

Organizational Conflicts of Interest

Platform One and the Platform One Solutions Marketplace manager, ARI, have identified and evaluated potential organizational conflicts of interest (OCIs) related to the activity of video solution assessment by non-Government, industry and academic subject matter experts. A recognized potential OCI, ”providing evaluation services”, requires that contracts for the evaluation of offers for products or services shall not be awarded to a contractor that will evaluate its own offers for products or services, or those of a competitor, without proper safeguards to ensure objectivity to protect the Government’s interests (see Federal Acquisition Regulation 9.505-3). The Government and Marketplace manager, exercising common sense, good judgment, and sound discretion in both the decision on whether a significant potential conflict exists and, if it does, the development of an appropriate means for resolving it, have determined the following:

Significant Potential Conflicts

A significant potential conflict exists as to SME assessors evaluating their own technology solutions. The Government will avoid this potential OCI by excluding any requirement for assessors to evaluate their own technology solutions, or the solutions of another submitter in which the assessor holds any financial interest from their contract requirements. Further, the Government will mitigate any potential OCI by prohibiting assessors to evaluate their own technology solutions, or the solutions of another submitter in which the assessor holds any financial interest and requiring assessors to deliver a statement certifying that they recognize this prohibition, including an affirmative duty to identify any such financial interests. All assessors will be required to complete Government ethics training, covering this duty to identify financial interests, prior to assessing any solution submissions and will operate under nondisclosure agreements to protect any information received through the assessment activity.

Potential Conflicts

A potential conflict exists as to SME assessors evaluating the technology solutions of a competitor. This OCI is a lesser risk due to the characteristics of the evaluation effort. Under the Solutions Marketplace assessment methodology, submissions must be non-proprietary. The non-proprietary submissions are assessed against a published rubric for Technical Merit to determine whether they are viable solutions and thus rated "awardable" for future requirements. The assessments are performed by a minimum three-member peer panel, and the peer panel is composed of a Government, Industry, and Academic representative, with the Government Selecting Official responsible for all final decisions. Finally, the assessments are not evaluated against a specific requirement, but on their viability to support future needs. The characteristics of the assessment process, thus, partially mitigate the potential OCI. To fully mitigate this potential OCI, the Government will monitor the consistency in scoring of all assessors to identify inconsistent scoring. All assessors will be required to complete Government ethics training, covering this duty to identify competitors, prior to assessing any solution submissions and will operate under nondisclosure agreements to protect any information received through the assessment activity.

Important Information for Participants and Prospective Participants

- All costs of preparing and submitting solution videos and submission forms are the responsibility of the submitting entity and not eligible for funding or reimbursement by the Government.
- An "awardable" assessment and placement into the Platform One Solutions Marketplace does not guarantee any current or future award.

- Government purchasing organizations must determine that the price of their selected solution is Fair and Reasonable prior to awarding a contract.
- P1SM will publish a list of companies with solutions available on the Marketplace on the P1SM public website and through Platform One digital media. The list will identify company/individual name; name of solution; and associated strategic focus area. Entities that do not wish to be identified in this manner must submit a written notice to support@p1sm-helpdesk.com.
- Solution providers may submit one or multiple video submissions while this announcement remains open.
- Scoring and Assessor comments will be provided for both awardable and non-awardable submissions at the end of each assessment round. All submitting entities can request a feedback session to review the scoring and comments related to their solution by reserving time at this link: https://outlook.office365.us/book/PlatformOneOfficeHours@theari.us/
- Feedback Sessions are conducted by the Marketplace Manager, ARI, and are intended to assist solution providers in addressing weaknesses identified in the assessor scoring and comments, for the purpose of revising any non-awardable solution, and resubmitting to a subsequent collection period. Any dispute regarding scoring or final rating may be addressed to the Government Selecting Official. Platform One does not provide names, contact information, or any other personal information of the SME assessors themselves.
- Any questions related to this announcement or related P1SM matter may be sent to support@p1sm-helpdesk.com.
- More information related to the Platform One Solutions Marketplace can be found at: https://p1.dso.mil/marketplace.

Data Handling / Licenses Granted

Solutions videos placed within the Platform One Solutions Marketplace are viewable by all Federal Government accounts (.mil / .gov) and by the submitting entity or individual. The submitting entity/individual remains the owner of the video and the associated submission data and may request the video and associated submission data be removed from the P1SM website at any time. By participating in the Platform One Solutions Marketplace initiative each submitting entity grants the following Government-wide, nonexclusive, fully paid up, non-assignable, non-royalty bearing licenses in both the video solution submission and the accompanying submission data:

- A license for the Government to view, review, research, comment, and share the video solution and associated submission data within the Government and to covered Government support contractors[2] for the purposes of performing

[2] See Defense Federal Acquisition Regulation Supplement (DFARS) 252.227-7990(a)(2) (as of DFARS DEVIATION 2026-0036), "Covered Government support contractor" means a contractor (other than a litigation support contractor covered by 252.204-7014) under a contract, the primary purpose of which is to furnish independent and impartial advice or technical assistance directly to the Government in support of the

assessments of the solution; performing market research; negotiating for award; and making an award of the solution at any time while the video solution and associated submission data remain active within the Platform One Solutions Marketplace.

- A license for the Government to view, review, research, and share the video solution and associated submission data within the Government and to covered Government support contractors, whether assessed as awardable or non-awardable, for the purposes of improving/revising the submission, assessment, and/or selection processes, submission criteria, scoring criteria, or user interface/user experience, in perpetuity.
- A license for the Government and its covered Government support contractors to transcribe the video for the purposes of improving the search functionality of the marketplace, to address accessibility requirements, to support marketing of the solution for potential award, to support Government reporting, performing market research, and supporting requirements development. The entity/individual grants and the Government retains a perpetual license in the transcription data itself for the purpose identified within this paragraph.
- A license for the Government and its covered Government support contractors to use the video solutions and associated submission data for Government training purposes including training in the planning, implementation, execution, and administration of the Solutions Marketplace model, Solutions Marketplace processes, Solutions Marketplace Assessment criteria and scoring, Solutions Marketplace research, Conducting Feedback Sessions, Award of marketplace solutions, and other such related Government training.

The P1SM SBIR/STTR Aisle

Effective in Version 1.3 of the Platform One Solutions Marketplace Announcement, Platform One introduced the P1SM Small Business Innovation Research (SBIR) and Small Business Technology Transfer Program (STTR) Aisle (hereinafter, the "P1SM SBIR/STTR Aisle"). The P1SM SBIR/STTR Aisle is a digital environment of video pitches consisting of previously competed SBIR and STTR efforts. The video solutions housed within the P1SM SBIR/STTR Aisle have been assessed through competitive, merit-based selection procedures that conform to the competition requirements of 15 USC 638(s) under the SBIR/STTR programs. The solutions housed in the P1SM SBIR/STTR Aisle are readily available to be viewed, selected, negotiated, and awarded by Government organizations

Government's management and oversight of a program or effort (rather than to directly furnish an end item or service to accomplish a program or effort), provided that the contractor—(i) Is not affiliated with the prime contractor or a first-tier subcontractor on the program or effort, or with any direct competitor of such prime contractor or any such first-tier subcontractor in furnishing end items or services of the type developed or produced on the program or effort; and (ii) Receives access to technical data or computer software for performance of a Government contract that contains the clause at 252.227-7994, Limitations on the Use or Disclosure of Government-Furnished Information Marked with Restrictive Legends.

in accordance with the SBIR/STTR Phase III process under the authority of 15 USC 638(r)(4)(B).

What is the purpose of the P1SM SBIR/STTR Aisle:

The purpose of the P1SM SBIR/STTR Aisle, as part of the larger P1SM, is to provide a venue for solution providers (for the Strategic Focus Areas, described above) to present and promote their SBIR/STTR solutions through a standardized and curated solutions marketplace. For Government requirements personnel, the P1SM SBIR/STTR Aisle provides a venue to search, view, review, compare, contrast, contact, negotiate, and procure capabilities through the SBIR/STTR Phase III process. The P1SM SBIR/STTR Aisle promotes statutory and programmatic goals to consider Phase III awards of SBIR/STTR technologies to the greatest extent practicable (15 USC 638(r)(4)).

Who can participate in the P1SM SBIR/STTR Aisle:

The P1SM SBIR/STTR Aisle was developed on behalf of Platform One to address the specific needs of Platform One and its customer organizations within the software solution space, and is focused on the Strategic Focus Areas identified in this official P1SM Announcement. Any participating SBIR/STTR Firm, assignee, or successor in interest to a relevant, Phase III-eligible SBIR/STTR solution, may submit a solution video to the P1SM SBIR/STTR Aisle. The P1SM SBIR/STTR Aisle is available for viewing by all Government users via https://p1.dso.mil/marketplace.

The P1SM SBIR/STTR Aisle Submission Process:

Firms interested in publicizing and promoting their relevant SBIR/STTR solutions through the P1SM SBIR/STTR Aisle must follow the submission instructions and are subject to the license terms identified (both as detailed within this Announcement). Submissions are made via the P1SM opportunity page, available via https://p1.dso.mil/marketplace. Within the submission form field entitled, “Submission Type,” select “New P1SM SBIR/STTR Aisle Submission.” Entities submitting solutions to the P1SM SBIR/STTR Aisle must identify the following information within the “Abstract Description” field:

- Relevant Phase I / Phase II / Phase II Supplemental / Phase III Award number(s);
- Awarding Agency(ies);
- Topic Number(s);
- Abstract Title(s); and
- Date(s) of Award for each relevant underlying effort.

The P1SM SBIR/STTR Aisle Review Process:

Unlike non-SBIR/STTR solutions submitted to the P1SM, which undergo an assessment under the requirements of 10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70, P1SM SBIR/STTR Aisle solutions have already met competition requirements under 15 USC 638(s) and do not require additional assessment. To assure

that P1SM SBIR/STTR Aisle solutions are prepared for Phase III awards in the future, prior to placement on the P1SM, the Solutions Marketplace Manager, ARI, will conduct a compliance review to assure that the submission meets all requirements of the P1SM Announcement, as well as requirements for future award. Compliance checks are performed within three business days of submission (compliance reviews may exceed three business days during periods of high volume). Where a submission is incomplete, inconsistent, noncompliant with submission criteria requirements, or contains inappropriate markings, the submitting entity will be notified in writing and provided an opportunity to revise the solution and resubmit for consideration.

The P1SM SBIR/STTR Aisle Compliance Scope of Review:

In conducting the compliance review process, the Solutions Marketplace Manager, ARI, reviews the video submission and the associated submission data for compliance with the requirements of the P1SM Announcement. The scope of review of the compliance check is as follows:

1. Review the "Abstract Description" field for relevant SBIR/STTR information (as detailed above)
2. Review that the video submission is no longer than 5:00 minutes in length
3. Review that the video can be viewed and is audible
4. Review that any graphics/charts displayed within the video are legible
5. Review that the video does not contain any prohibited markings[3]
6. Review that the video conforms to the resolution, file type, and color space requirements
7. Review that the video contains all required submission content as detailed in this Announcement
8. Review the submission form data for completeness and accuracy
9. Review accuracy of business size and traditional/nontraditional characterization using SAM.gov
10. Review that the effort fits within one of the P1SM strategic focus areas.

[3] MARKINGS. P1SM SBIR/STTR Aisle solution videos and form information must be unclassified, and not include any proprietary information, export-controlled information, or controlled unclassified information (CUI). P1SM SBIR/STTR Aisle solution videos must not contain any restrictive markings other than a valid copyright notice and/or appropriate SBIR/STTR markings in accordance with FAR clause 52.227-20 and/or DFARS clause 252.227-7993 (as of DFARS DEVIATION 2026-00036).