

Scope of Services: **Unsolicited Proposal – Projects #1 and #2**

- 1.** Assist the Company in reviewing recent, current, and upcoming federal grant opportunities that have been announced or for which Requests for Information (RFIs) have been issued to locate opportunities that were, are, or will be relevant to advancing the Company's innovation.
- 2.** If not, prepare and submit an unsolicited proposal on behalf of the Company.

Advantages of Unsolicited Proposals:

It is the policy of the U.S. government to encourage the submission of proposals that contain new ideas and innovative concepts pertaining to agency program areas. When a new, innovative idea is overlooked by agency-initiated funding opportunity announcements or does not fall under publicized topic areas, the idea may be submitted as an unsolicited proposal.

An "unsolicited proposal," as defined in the Federal Acquisition Regulations (F.A.R. Subpart 15.6) is a written proposal that is submitted to an agency on the initiative of an offering individual or company for the purpose of obtaining a contract with the government that is not in response to a request for proposals, broad agency announcement, or any other government-initiated solicitation or funding program.

Unsolicited proposals are welcomed by most agencies since they allow companies to demonstrate how new ideas, innovations, and projects, which do not fit with current grant, loan or loan guarantee opportunities, tie in with existing agency programs and advance agency missions and, therefore, are deserving of agency support.

There are several advantages to being able to submit an unsolicited proposal:

- The maximum length for an unsolicited proposal is 25 pages.
- Most grant applications, in contrast, consist of multiple sections, sometimes more than 20, and hundreds of pages plus attachments.
- Unsolicited proposals can be submitted for innovations at any Technology Readiness Level (TRL), up through TRL-8, commercial demonstration.
- The loan guarantee programs offered by Departments of Energy and Agriculture, at TRL-9, are sufficiently broad-based to provide financing to commercialize a wide range new technologies and innovations
- If not, an unsolicited proposal offers a pathway to commercialization.
- Unsolicited proposals are not limited by the narrow scope of a typical solicitation and its topic areas.



- Moreover, while normal grant awards are restricted solely to the funds made available for each specific funding opportunity, unsolicited proposals are not. This means that all the funding available for an agency's standing programs and competitive solicitations, as well as the additional funding that has been provided by the Bipartisan Infrastructure Bill and Inflation Reduction Act, can be used to advance an unsolicited proposal.
- Because an unsolicited proposal is not competing with other proposals, the amount of time required to review the proposal often is much less.
- If accepted, an agency will request additional detail, in line with the agency's normal grant application requirements (see Project #2 below), but the work and expense of preparing the application will be carried out, not with the hope of securing an award, but with the knowledge that it is to satisfy the requirements to receive an award.
- From start to finish, from initial submission of a proposal to receipt of an award, can take half as much time as proceeding through an agency's normal application process: 6-7 months instead of 12-14 months.
- Moreover, if an agency will be involved in providing facilities, staff, or other resources, thus participating in the advancing the proposal's workplan, the agency will, instead of awarding a grant, enter into a cooperative agreement with the awardee.
- Grants are one-time awards, usually on a 50/50 matching basis, tied to carrying out a specific workplan.
- Cooperative agreements can be renewed to carry out additional workplans, to advance an innovation through additional TRLs up through TRL-8, and even through TRL-9 to full commercialization.

Project #1

Term: 30 days

Typical Completion Date: Upon submission of unsolicited proposal.

Target Completion Date: When the unsolicited proposal is ready for submission

Flat Fee – Project #1: \$10,000

Consultant Duties:

1. Review recent, current, and upcoming federal grant opportunities that have been announced or for which Requests for Information (RFIs) have been issued to confirm that the Company's innovation does not fall under and cannot be advanced under any of these opportunities.
2. Assist the Company in obtaining all necessary registrations to pursue federal funding opportunities, including Uniform Entity Identity (UEI), System for Award Management (SAM), North American Industry Classification System (NAICS), agency portal registrations, etc.
3. Provide an unsolicited proposal template to the Company outlining the unsolicited



proposal requirements, with a request for the Company to provide the information necessary to complete the proposal including, tables, charts, photographs, schematics, and other representative graphics

4. The substance that the Company provides for an unsolicited proposal is critical. Substance is what will make the proposal successful ... or not. Because of the page limits for unsolicited proposals, content needs to be compressed, focusing on the key, most compelling elements. **The Consultant will help the Company select the content and compress it, so it is most effective.** Because of its page limits, and the fact that an unsolicited proposal is not something on which an agency is required to act, **presentation is equally important. Presentation can make the difference between having a reviewer want to read the proposal, and more: to be engaged and engrossed by the proposal, and come away impressed, ready to recommend a positive decision.** Thus, it is important to be sure the proposal excels in both substance and presentation. **This is where the Consultant's experience, knowledge, and skill come in: with 20 years' experience in knowing what reviewers are looking for, how best to present it, and get their attention.**
5. The Consultant will provide a first draft to the Company for review with a request for additional input, clarification, and amplification as necessary.
6. The purpose of the first draft will be to meet the agency's unsolicited proposal requirements as completely and fully as possible, and to collect as much information as possible to determine what and how much to use.
7. The page length at this point will not be an issue.
8. The second draft will focus on selecting and prioritizing the information and graphics to be used, organization, refinement, enhancement, and presentation of the proposal's substance to tie it as directly as possible into the agency's mission.
9. The final draft under the **Project #1** flat fee will be the third draft, where the Company's input from the second draft will be incorporated and the proposal will be finalized, undergoing its final production steps: copy editing; proofreading; sizing of graphics; inclusion and sizing of text boxes, pull outs, large-point-size quotes to grab attention, enhance engagement, and emphasize key points; elimination of widows; and use of space-saving edits to maintain proper page breaks and pagination, and comply with the page length requirement.
10. The Consultant will provide the Company with a PDF of the completed proposal for a final review, to check solely for accuracy and, should any corrections need to be made, using space-for-space corrections only.
11. The Consultant will then prepare the transmittal email, attach the proposal, and submit the unsolicited proposal to both the primary agency contact for the submission of unsolicited proposals as well as the point of contact within the department(s) or program area(s) applicable to the unsolicited proposal.



Deliverables:

Consultant will provide the Company with the following deliverables:

1. Weekly progress reports.
2. Information requests and work assignments giving detailed instructions on the assistance needed from the Company to meet the unsolicited proposal requirements.
3. Three drafts for input and review by the Company.
4. A final, ready-for-submission PDF for review by accuracy and, if required, space-for-space correction.
5. Transmittal and submission verification.

Company Responsibilities:

1. Make Company's project team, vendors, and outside consultants available to the Consultant on an on-call basis to provide the information, context, amplification, and clarification necessary in prompt, timely way for the Consultant to meet the unsolicited proposal requirements.
2. Review, comment on, and provide input to the Consultant on each draft of the unsolicited proposal that the Consultant prepares.
3. Ensure appropriate officers with authority to sign necessary forms and certifications are available to review and sign necessary documents and to return original signed documents to Consultant by priority overnight delivery.
4. Cooperate with Consultant in every reasonable way to ensure a timely complete response to the unsolicited proposal requirements and to expedite its submission.

Project #2

Assist the Company in preparing the documents as necessary to respond to agency requests for detailed information to advance the unsolicited proposal through the steps necessary to receive an award. If pursuing a cooperative agreement, existing company documents, including business plan, feasibility study, technical description, and environmental assessment may be sufficient to meet an agency's requests, supplemented with additional information and detail as requested. In other cases, when seeking a grant, for example, an agency will require that an application, meeting the application requirements for one of its competitive grant programs, be completed and submitted.

Term: Effective date through completion of project

Typical Completion Date: 60 – 90 days, depending upon the complexity of the agency application requirements

Target Completion Date: 10 days prior to submission deadline, if applicable, to allow for copy editing, formatting, and finalization; if no deadline, date when completed

Initial Retainer: \$15,000, or "Anticipated Spend" for the first 60 days, whichever is greater, with any unspent amounts from **Project #1** carried over as a credit for **Project #2**.



Retainers for Additional Months: The Anticipated Spend is intended to be a one-time retainer sufficient to complete an application, with any remaining amounts refunded back to the Company. Otherwise, the Consultant will invoice for individual retainers of \$15,000, as required, for the services to be rendered, with a minimum of a \$7,500 retainer credit required to be available to cover the services being rendered prior to invoicing for an additional retainer.

Consultant Duties:

Application Preparation:

1. Determine what materials meet agency requests and requirements and what materials need to be revised, refined, and/or developed to meet requirements
2. Work with the Company to assemble documents and plan responses to these requirements, with a view toward initiating long-lead items early.
3. Provide the Company with an assessment of what existing materials can be used without modification or only minor modification, which materials need to be revised, and what additional materials need to be developed and prepared.
4. Provide templates for use as guides to respond to agency requests and requirements.
5. Work with the Company on making work assignments to collect and assemble all necessary information to respond to requirements.
6. Collect required information from the Company, project partners, project engineer and technology provider to respond to requirements.
7. Organize and oversee the work of all individuals and firms involved in preparing the documents for submission to the agency.
8. Prepare/write sections and fill out application forms as required
9. Keep all work and deliverables on schedule.
10. Supervise the workflow.
11. Edit and maintain consistency and quality control over all parts of the submission.
12. Use information collected to assemble a full written and digital submission and presentation materials.
13. Assist the Company as necessary in submitting completed documents.

Filing of Application:

14. Prepare the complete package of documents, attachments and, if required, application sections, for the Company ready for submission, including signed and completed forms and certifications, as required.
15. Submit or deliver, as appropriate, completed digital and, if required, hard copies to the agency before the due date, or provide final submission documents to the Company for submission.

Deliverables:

Consultant will provide the Company with the following deliverables:

1. Weekly progress reports.
2. Work assignments giving detailed instructions on completing each section of the required documentation



3. Drafts of all work assignments.
4. Edited copies of all work assignments.
5. Completed digital copy of all proposal volumes, attachments and forms and hard copies of signed documents ready for submission.

Company Responsibilities:

1. Bring together the project team, recruiting project team members from staff, project partners and technology provider.
2. Retain other consultants, as necessary, to obtain additional specialized expertise necessary to complete the submission documents.
3. Work with Consultant to provide information required to complete the submission.
4. Designate project team members with appropriate expertise in technical, financial and business areas to work with Consultant to provide all necessary information.
5. Provide all information as requested by the Consultant in a prompt, timely way.
6. Direct project team members to be available for teleconferences scheduled by Consultant to coordinate work efforts.
7. Ensure appropriate officers with authority to sign necessary forms and certifications are available to review and sign necessary documents and to return original signed documents to Consultant by priority overnight delivery.
8. Cooperate with Consultant in every reasonable way to ensure a timely complete response to the submission.

AGREED:

The Company	The Consultant:
By:	By:
Printed Name:	Printed Name: CJ Evans
Title:	Title: Managing Director
Date:	Date:
On Behalf of:	On Behalf of: American Diversified Enterprises LLC