

**Defense Human Resources Activity (DHRA)**  
**23.3 DoD Small Business Innovation Research (SBIR)**  
**Proposal Submission Instructions**

**INTRODUCTION**

The Defense Human Resources Activity (DHRA) SBIR Program seeks small businesses with strong research and development capabilities to pursue and commercialize technologies in the field of Advanced Computing and Software and Integrated Network Systems-of-Systems.

Offerors responding to a topic in this BAA must follow all general instructions provided in the DoD SBIR Program BAA. DHRA requirements in addition to or deviating from the DoD Program BAA are provided in the instructions below.

Proposers are encouraged to thoroughly review the DoD Program BAA and register for the DSIP Listserv to remain apprised of important programmatic and contractual changes.

- The DoD Program BAA is located at: <https://www.defensesbirsttr.mil/SBIR-STTR/Opportunities/#announcements>. Be sure to select the tab for the appropriate BAA cycle.
- Register for the DSIP Listserv at: <https://www.dodsbirsttr.mil/submissions/login>.

Specific questions pertaining to the administration of the DHRA Program and these proposal preparation instructions should be directed to: Tammy J. Proffitt, DHRA, Office of Small Business Programs, [tammy.j.proffitt2.civ@mail.mil](mailto:tammy.j.proffitt2.civ@mail.mil).

**PHASE I PROPOSAL GUIDELINES**

The Defense SBIR Innovation Portal (DSIP) is the official portal for DoD SBIR proposal submission. Offerors are required to submit proposals via DSIP; proposals submitted by any other means will be disregarded. Detailed instructions regarding registration and proposal submission via DSIP are provided in the DoD SBIR Program BAA.

**Technical Volume (Volume 2)**

The Technical Volume is not to exceed 10 pages and must follow the formatting requirements provided in the DoD SBIR Program BAA. DHRA will not consider any pages in excess of the 10 page limit.

Only the electronically generated Cover Sheets, Cost Volume and Company Commercialization Report (CCR) are excluded from the 10-page limit. Technical Volumes that exceed the 10-page limit will be reviewed only to the last word on the 10th page. Information beyond the 10th page will not be reviewed or considered in evaluating the offeror's proposal. To the extent that mandatory technical content is not contained in the first 10 pages of the proposal, the evaluator may deem the proposal as non-responsive and score it accordingly.

**Content of the Technical Volume (Volume 2)**

Refer to the DoD SBIR Program BAA for detailed instructions on the content of the technical volume.

**Cost Volume (Volume 3)**

The Phase I Base amount must not exceed \$200,000.00.

Please review the updated Percentage of Work (POW) calculation details included in the DOD Program BAA. DHRA will not accept any deviation to the POW requirements.

**Company Commercialization Report (CCR) (Volume 4)**

Completion of the CCR in Volume 4 of the proposal submission in DSIP is required. Please refer to the DoD SBIR Program BAA for full details on this requirement. Information contained in the CCR will be considered by DHRA during proposal evaluations.

**Supporting Documents (Volume 5)**

All proposing small business concerns are REQUIRED to submit the following documents to Volume 5:

1. Contractor Certification Regarding Provision of Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment
2. Disclosures of Foreign Affiliations or Relationships to Foreign Countries
3. Disclosure of Funding Sources

Please refer to the DoD Program BAA for more information.

**PHASE II PROPOSAL GUIDELINES**

Phase II proposals may only be submitted by Phase I awardees. Phase II proposal submission window, notification process, and additional instructions will be provided in the Phase I contract or by subsequent notification. Phase II will be a 12 month base duration with a 6 month option, not to exceed a total value of \$1,250,000.

**DISCRETIONARY TECHNICAL AND BUSINESS ASSISTANCE (TABA)**

Technical and Business Assistance funds are not currently offered for DHRA topics.

**EVALUATION AND SELECTION**

All proposals will be evaluated in accordance with the evaluation criteria listed in the DoD SBIR Program BAA.

Proposing firms will be notified of selection or non-selection status for a Phase I award within 90 days of the closing date of the BAA. The Office of Small Business Programs will notify proposing vendors via email of selection status and debriefing procedures.

Refer to the DoD SBIR Program BAA for procedures to protest the Announcement.

As further prescribed in FAR 33.106(b), FAR 52.233-3, Protests after Award should be submitted to: Tammy J. Proffitt, DHRA Office of Small Business Programs and Contracting Officer, DHRA, Enterprise Acquisition Division via email to [tammy.j.proffitt2.civ@mail.mil](mailto:tammy.j.proffitt2.civ@mail.mil).

**AWARD AND CONTRACT INFORMATION**

Up to two awards are anticipated. DHRA plans to award FAR-based government Firm-Fixed Price contracts, subject to approval of the Contracting Officer. The amount of resources made available for this topic depend on the quality of the proposals received and the availability of funds.

**DHRA**  
**SBIR 23.3 Topic Index**

OSD233-005

Service Member and Veteran Journey Map

OSD233-005 TITLE: Service Member and Veteran Journey Map

OUSD (R&E) CRITICAL TECHNOLOGY AREA(S): Advanced Computing and Software, Integrated Network Systems-of-Systems

OBJECTIVE: Leveraging person centric metadata, create a means to visualize, model and understand these data within the context of the Service Member / Veteran journey map.

DESCRIPTION: DHRA is seeking solutions to visualize and model the data within the Service Member / Veteran Journey Map [1] to improve the understanding of data at each moment that matters, improve the curation of data for decision makers, research and analytics purposes, understanding of the data in context of the service member journey and positioning DoD and VA to gain insights on the metadata.

While each individual's military experience is unique, there are common moments that matter throughout a Service Member's career. These moments that matter are visualized in the Service Member / Veteran Journey Map created by the Department of Veterans Affairs (VA). Tying this visualization to actual data will help our customers discover the metrics, data products and individual data elements corresponding with these moments that matter. This link will include the detailed sub-journeys a Service Member / Veteran can take throughout their lifetime, with the ability to drill down for the key moments that matter in order to view specific metadata and data products as well as contact data stewards.

Relevant Definitions:

- User Groups: Broad audience categories interested in using the metadata and data products behind the Service Member / Veteran Journey Map
- Moments that matter: Within the Service Member / Veteran Journey Map, these are the key points in the career and / or life of a Service Member or Veteran including joining the military, separation, retirement, birth of a child, etc.
- Personas: The different types of Service Members / Veterans each with specific moments that matter

PHASE I: Within 6 months the contractor shall design a concept for the creation of a link between the existing Service Member / Veteran journey map, the moments that matter and the relevant metadata and data products within a data catalog in a DoD accredited platform. The contractor will use the Service Member / Veteran journey map, the moments that matter within it and defined user groups as the foundation of Phase I work.

Required Phase I deliverables:

- Identify and define the different persona types within the Service Member / Veteran journey map and the moments that matter for each
  - Within each persona, understand and document the different sub-journeys 'through' the Service Member / Veteran journey map
- Refine different types of user groups depicted in the Service Member / Veteran journey map
- Define specific moments that matter within the Service Member / Veteran journey map for each user group with the ability to view the relevant metadata and data products
  - Perform an analysis to understand and document moments that matter relevant to all types of user groups
- Define for each user group the levels of granularity and types of metadata and data products required for each
- Provide a recommended high-level plan and timeline for prototype implementation

PHASE II: Upon successful completion of Phase I, contractor shall develop, demonstrate, and validate the prototype for the following:

- A single user group and corresponding moments that matter for that user group
- Complete views for 1-2 personas (across user groups) with relevant views, moments that matter, metadata details and specific data product recommendations
- Visualize the Service Member / Veteran journey map with the moments that matter, associated metadata, and relevant data products and data stewards

The expectation is for the data to be kept current in a multi-user environment, with activities and processes defined and executed to maintain the journey map, underlying data, and supporting integrations. Contractors must:

- Technically link metadata and data products to the Service Member / Veteran journey map leveraging existing interfaces
- Provide architecture documentation for how the prototype components and supporting tools integrate together
- Provide a functional specification and technical specification for the prototype
- Provide security evaluation documentation to support an eventual Authority to Operate (ATO) issuance and IL4/FedRAMP High accreditation (as part of potential Phase III activities), and identify any security ramifications of solution design choices (such as linking to metadata using sensitive URLs or IP addresses)

All members of the contractor team (prime, subcontractors, etc.) providing personnel, including supervisory personnel, to perform the work must comply with the applicable security clearance levels (facilities/personnel) based on the sensitivity of the task/work requiring a clearance.

Additional considerations:

- Coordinate Authority to Connect or MOU requirements for integration with a DoD accredited platform
- Provide a CAC/PIV enabled solution and user provisioning process
- Provision a subset of users to use the prototype and collect feedback (including both DoD and VA users)

The contractor must provide a final report on solution value, user feedback, and overall feasibility within 60-90 days before conclusion of performance

The contractor is required to be present in person for the following Phase II events:

- Initial Phase 2 Kickoff Meeting
- Mid-Year Review 6 months into the 12 month initial period of performance
- Final demonstration of capability upon prototype completion

### PHASE III: DUAL USE APPLICATIONS:

Corporations and government entities often produce graphics depicting core businesses, operations or customers to present to their executives, employees or the public. These graphics are often static and require viewers to manually research what they see should they desire further information or have questions. The technology built to link the Service Member / Veteran Journey Map (a graphic) to live data will drastically reduce the time it takes an individual to understand the graphic and allow deep exploration of the data behind the graphic to enable better insights and decisions. This technology is widely applicable to commercial and government entities who need to enrich their graphics, socialize the

data behind these graphics and improve customer experiences.

REFERENCES:

1. Service Member / Veteran Journey Map. March 5, 2020.  
[https://www.defensesbirsttr.mil/Portals/122/Documents/baa\\_docs/dhra\\_service\\_member\\_veteran\\_journey\\_map.pdf](https://www.defensesbirsttr.mil/Portals/122/Documents/baa_docs/dhra_service_member_veteran_journey_map.pdf).
2. Automated Extract of Active Duty Military Personnel Records. August 26, 2021. Online at  
[https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodi/133605p.pdf?ver=uOa\\_ZL1P51zqOd6seJeBLg%3d%3d0j](https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodi/133605p.pdf?ver=uOa_ZL1P51zqOd6seJeBLg%3d%3d0j)
3. Reserve Components Common Personnel Data System (RCCPDS). August 26, 2021. Online at  
<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodi/773054p.pdf>

KEYWORDS: Service Member, Veteran, Military, Army, Navy, Marine Corps, Air Force, Space Force, Coast Guard, Visualization, Data Steward, Data Stewardship, Data Product, Business Intelligence, BI, B.I., Metadata