

Request for Submissions

Intellectual Property (IP) Promotion Strategy

Introduction

ERDCWERX is seeking proposals to aid its government partner, US Army Engineer Research and Development Center (ERDC), in its goal to enhance and expand the promotion of patented technologies and licensing to commercialization partners.

ERDCWERX requests that the planning process and pilot implementation be completed no later than 28 February 2021. This includes convenings and communication that support stakeholder consensus regarding implementation steps. The outcome of the process will be a written plan and process map that summarizes current state, highlights prioritized strategies that ERDC agrees to implement, and explains lessons from the implementation pilot and any resulting plan adjustments.

This project will inform process improvement at ERDC and support increased collaboration between ERDC and its commercialization partners over the next three to five years.

Physical meetings and facilitated planning sessions are expected to be held in Vicksburg, Mississippi, the headquarters of ERDC and location of the ERDCWERX offices.

ERDCWERX welcomes email inquiries regarding the expectations and/or scope of work sought through this proposal. Questions may be submitted to info@erdcwerx.org until the submission deadline. Consultant will be selected for this project based on criteria stated in this RFP.

All proposals received by 11:59 p.m. CST on Sunday, 15 March 2020, will receive full consideration.

Submission Process

ERDCWERX requests that proposal submissions be of **not more than 10 (ten) pages** in length with **size 12 font, single spaced** content, as PDF.

One (1) or more organizations may be selected as a result of this process. It should be noted that ERDCWERX is under no obligation to award a contract as a result of this submission process. Based on the proposals received, the selection committee will identify submissions that qualify for an interview in person or by phone. Following interviews, it is expected that the top-rated consultant will be contacted to initiate contract negotiations with ERDCWERX.

Background

ERDCWERX is a program of DEFENSEWERX, a non-profit organization with headquarters in Niceville, Florida. ERDCWERX was established in 2018 through a Partnership Intermediary Agreement (PIA) with the US Army's Engineer Research and Development Center (ERDC) of Vicksburg, MS. Information regarding ERDCWERX can be found at www.erdowerx.org.

The US Army Engineer Research and Development Center (ERDC) maintains, on average, more than 60 patents and over 30 licenses with the majority of those licenses being non-exclusive across approximately 10 technologies.

ERDC is authorized to license its patented and patent-pending intellectual property to private industry and other entities. Firms can buy certain rights to ERDC intellectual property for commercialization and/or private use. The patent license agreement (PLA) may be nonexclusive, partially exclusive or exclusive. The royalty is negotiated on a case-by-case basis and takes many factors into account such as market size, exclusivity or whether additional technology development is needed. The laboratory may provide technical assistance on a reimbursable basis if needed to further develop the technology. For more detail, visit the ERDC website. Source: <https://www.erdowerx.org/Business-With-Us/>

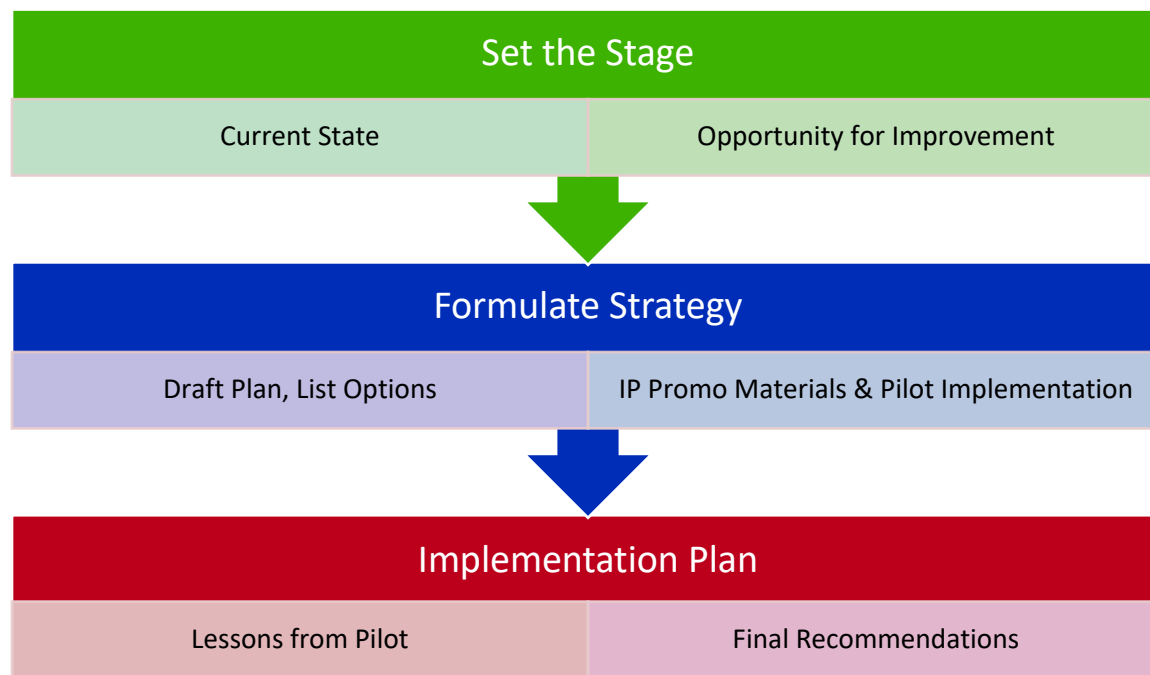
<https://www.erdowerx.org/Business-With-Us/Patents-and-Licenses/>
<https://www.erdowerx.org/Business-With-Us/PatentsAvailableforLicensing/>
<https://www.erdowerx.org/Business-With-Us/Partnering-Mechanisms/Patent-License-Agreements/>

Additionally, TechLink guides businesses through the evaluation and licensing of inventions from federal labs which allows research advancements to become new products and services. Following is a link to ERDC IP that is featured on the TechLink site.

<https://techlinkcenter.org/labs/engineer-research-and-development-center/>

Scope of Services

Anticipated scope of services for this proposal



Set the Stage - Data Collection & Consensus Building

We seek a consultant role to structure, prepare for, and facilitate the process to achieve maximum input and benefit to the plan for process improvement. Project elements that should be addressed in this phase are:

Program Current State - Document commercialization goals and current process flow. Inventory ERDC's existing IP promotion efforts and license agreements. Establish a current-state baseline and identify service gaps and opportunities for expanded collaboration as well as enhanced processes for promotion and negotiation of license agreements.

Identification of Opportunities, Strategies and Vision - Hold a half-day ideation session dedicated to this effort. Update and refine the vision that identifies priorities, opportunities and strategies. Clarify how ERDC's commercialization efforts can be structured and conducted to maximize activity and economic impact.

Strategy Formulation & Pilot Implementation – Create a written summary of process improvement options. Gain input on the most promising options and conduct a pilot project that packages and promotes up to three high-potential patented technologies in order to establish a marketing template, promotion strategy, and ultimately identify licensing candidates for referral to ERDC's Office of Research & Tech Transfer for licensing application and negotiations.

Final Report Presentation & Finalization

Provide a draft final report. Conduct presentation, review and refinement of the document. Deliver a final report including recommended implementation plan.

Proposal Submission Format

1. Introduction.
2. Legal name of the organization, address, phone, fax, and email address, year established, and type of organization.
3. Organization qualifications. Directly related experience and references.
4. Names and roles of all individuals and subcontractors proposed to be involved in this project. Describe qualifications and relevant experience for all proposed members of the consulting team.
5. A clear articulation of the organization's approach to be used in this project. Describe specific steps, tools, and resources to be utilized.
6. Recommended project milestones and timeline.
7. Proposed total cost with expense category detail and fee schedule.

Cost estimates should include all anticipated costs incurred by consultant including labor, travel, and materials. ERDCWERX has a limited amount of funds available for this effort and, therefore, seeks recommendations for ways to achieve efficiency in all phases of the project.

Please submit your proposal at the following link:

<https://share.hsforms.com/1b1UJGH9GSjOul3bE4l2C8Q4207r>

Evaluation of Proposals

A committee of ERDCWERX staff and stakeholders will review and evaluate submitted proposals. The committee will rank proposals based on the criteria stated below:

1. Experience and expertise of the proposer(s).
2. Relevancy of previous work experience.
3. Approach to the project including process improvement philosophy.
4. Understanding of the project scope and a logical methodology for carrying out the tasks in the scope of work.
5. Ability to facilitate, structure, and implement the project including pilot promotion effort.
6. Capability to collaborate with project stakeholders at ERDCWERX and ERDC.
7. Responsiveness and capacity to deliver as shown in proposed project timeline.
8. Cost effectiveness and value proposition exhibited through the proposed cost for the work to be completed.

ERDCWERX reserves the right to reject any and all proposals received as a result of this process. ERDCWERX is under no obligation to award a contract as a result of this process.

ERDCWERX
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Notice for all parties interested in ERDCWERX events: Announcement of ERDCWERX events that are considered to have high potential for further efforts that may be accomplished via FARbased contracting instruments, Other Transaction Authority (OTA) for prototype projects 10 USC 2371b, prizes for advanced technology achievements 10 USC 2374a, and/or prize competitions 15 USC 3719, may be made at the www.erdowerx.org website. All announcements made at the www.erdowerx.org website are considered to satisfy the reasonable effort to obtain competition in accordance with 10 USC 2374a (b), 15 USC 3719 (e) and 10 USC 2371b (b)(2). All FAR-based actions will follow announcement procedures per FAR 5.201(b) accordingly.

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