Workforce 3.0

Attachment 3: Lot 2 Gate Element Criteria

Solicitation Number: HT003821R0001

Program Executive Office, Healthcare Management Systems (PEO DHMS)

**Workforce 3.0 Factor 1: Gate Element Criteria**

*Offeror Team to complete all forms and submit in accordance with instructions provided in 52.212-1, INSTRUCTIONS TO OFFERORS, of the SF1449.*

The WF3 Gate Elements evaluate minimal essential criteria that differentiate WF3 from more typical Defense acquisitions that may jeopardize the success of digital transformations. Potential Offerors shall use these criteria to pursue teaming with complementary industry partners that possess the requisite experience for delivering a holistic digital transformation. The government will evaluate all Gate element criteria as Acceptable or Unacceptable. Passing the Gate is equivalent to passing the thresholds for all associated Gate elements.

Offerors shall attach “supporting evidence” to the Gate Element submission. Supporting evidence includes engagement letters, press releases, financial documentation, and other artifacts demonstrating that the referenced experience meets the capability requirements. Offerors should only provide the portion of the artifact relevant to the respective capability. Accordingly, the Government encourages Offerors to re-use existing documentation to prepare this submission, instead of creating new documents, to the extent practicable.

The Government does not allow (and will not consider) “Other” metrics submitted by Offerors (i.e., metrics other than those described in the Evaluation Criteria section of this solicitation applicable to the Factor 1 Subfactors) due to the subjective nature of such metrics. As the Gate criteria will be graded as Acceptable/Unacceptable, only clearly-defined, consistent objective metrics are suitable. However, the Government will accept derived calculations (i.e., alternative measurements that serve as a clear-and-direct analog to the required metric with reasonable conversions) to demonstrate fulfillment of the stated metric thresholds given sufficient evidentiary data. **Lot 2, Subfactor 1.1: Product Prowess**

This Gate element verifies the Offeror’s expertise at supporting novel product design and development initiatives. The Offeror shall demonstrate experience in successful go-to-market efforts for “*significant new technology product*,” defined as a product effort that differs significantly in characteristics or intended use from previously produced products. *Significant new technology products* will create a new revenue stream that leads to increased profitability within a planned time frame and maintain individual and attributable Profit & Loss measurements. This is in contrast to a new *feature* that aims only to create a greater market share for the company’s existing product line. The referenced product must have been supported by a client services engagement (i.e., not referencing an internal product development effort that occurred within the Offeror organization). Alternatively, the Offeror may demonstrate experience in successful incubation of significant new technology product internal to the customer’s operations that resulted in cost savings or Internal Rate of Return (IRR) for the customer organization.

**Team member and/or sub-contractor experience WILL NOT BE accepted for this Gate.** If an Offeror is proposing under FAR 9.601(2), the Government would treat this as a prime/subcontractor relationship and award to the contractor identified as the Prime, in which case only the Prime’s experience would be accepted. If an Offeror is proposing under FAR 9.601(1), where there is a joint venture or partnership, and the SF-1449 and resulting contract reflects the combined entity as the Prime, the combined entity's experience will be accepted as the Prime.

For an Acceptable proposal, the Prime Offeror shall provide details for an engagement supporting a product that:

1. Achieved Time-to-Market/Time-to-Customer (i.e., general availability of the product in the open market or to internal customer employees) within 24 months of product inception and/or kickoff of product development efforts
2. Achieved product Break-Even-Point (i.e., resultant product gross revenue is equal to total expenditures invested into the product thus achieving a net profit of $0) or Internal Cost Recovery (i.e., realized cost savings equal to initial investment) within 36 months
3. Achieved a Return-on-Investment (i.e., net profit or realized cost savings aligned to the product-specific business line as percentage of total expenditures) of at least 10% at any point of the product lifecycle
4. A Compound Annual Growth Rate (i.e., CAGR aligned to the product-specific business line) or Internal Rate of Return (i.e., return on investment for internal product development) of 20% as measured across any specific (not to exceed) 3-year period of the product lifecycle

The Offeror shall provide a redacted, signed portion of the engagement contract providing evidence of the Offeror’s participation and completion in the effort. The Offeror may also provide redacted and/or simplified financial artifacts substantiating the product measurements.

**Product Prowess Experience Reference Table**

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| --- | --- |
| WF3 Prime with Experience |  |
| Product Name |  |
| Name of sponsor/parent company for product |  |
| Sponsor/parent company OR product webpage URL |  |
| Contract Reference #  |  |
| Initial Product Investment Date (within 8 years) |  |
| Product Time-to-Market/Time-to-Customer (measured as duration between product kickoff/inception to general availability in the open market or to internal customer employees) | ☐ < 24 Months (Pass)☐ ≥ 24 Months |
| Product Break-Even-Point (measured as resultant product gross revenue is equal to total expenditures invested into the product thus achieving a net profit of $0) or Internal Cost Recovery (i.e., realized cost savings equal to initial investment) | ☐ < 36 Months (Pass)☐ ≥ 36 Months |
| Product Return-on-Investment (net profit or realized cost savings measured at any point of the product lifecycle) | ☐ < 10%☐ ≥ 10% (Pass) |
| Compound Annual Growth Rate (aligned to the product-specific business line) or Internal Rate of Return (aligned to internal product development) across any 3-year period during the product lifecycle | ☐ < 20%☐ ≥ 20% (Pass) |
| Briefly describe the new product. If appropriate, clarify how the new product is **differentiated** within the company’s existing product lines. (100 Word Limit) |
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| Briefly summarize the **incubation** process for the product and the role of WF3 Offeror Team Member in the process. (100 Word Limit) |
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| Briefly summarize the **development** process for the product and the role of WF3 Offeror Team Member in the process. (100 Word Limit) |
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| Briefly summarize the **commercialization** process for the product and the role of WF3 Offeror Team Member in the process. (100 Word Limit) |
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