



NASA Headquarters Small Business Initiatives

Goddard Contractor's Association (GCA)

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Assistant Administrator
Office of Small Business Programs



Agenda

- **Overview: E.O. 14369 “Ensuring American Space Superiority”**
- **Future Direction of NASA Small Business Goals**
- **Evolution of the Small Business Program**
- **SB Set-Aside Category Determination Process**
- **Accountability for Large Business Teaming Commitments**
- **General NASA OSBP Updates**





Ensuring American Space Superiority

Executive Order 14369



National Space Policy Priorities:

Lead global space exploration — return to Moon by 2028; lunar outpost by 2030.

Sustain US presence to enable Mars exploration.

Strengthen national & economic security space operations.

Grow a vibrant commercial space economy, including private investment targets and new markets.

Develop next-generation capabilities & robust space industrial base.

Optimized and Enable Scientific Discovery: Long-term Science and Technology Leadership



Targeted Investments in Science & Research for America's Future

NASA's science and aeronautics programs deliver transformative knowledge, technologies, and innovations that protect our planet, improve lives, and inspire exploration to create a legacy of discovery that serves humanity while advancing America's leadership in space and aviation.

Exploring the cosmos to unveil cosmic mysteries, answer questions about the solar system, understand space weather, and detect asteroids.



Developing next-generation air traffic management systems for safer and more efficient flight.



Providing decision makers with critical Earth data on severe weather challenges and changing agricultural conditions.



Advancing supersonic and hypersonic flight technologies for the future of air transportation.



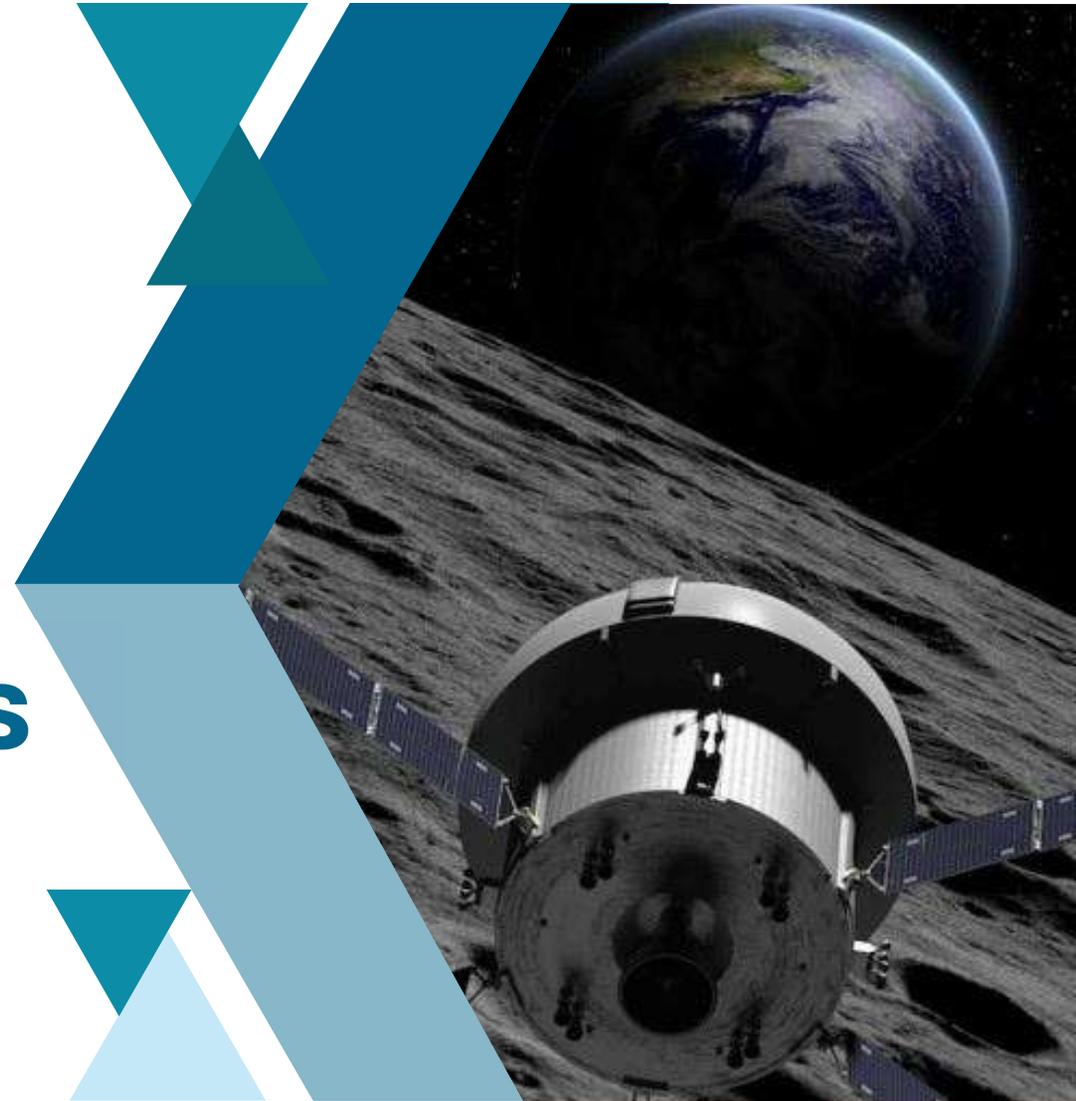
Leveraging commercial partnerships to efficiently acquire data and develop tools that directly address science community and public user needs.



OFFICE OF SMALL BUSINESS PROGRAMS ...Above and Beyond Goals

National Aeronautics and Space Administration

**Future
Direction of
NASA
Small Business
Goals**



Future Direction of NASA Small Business Goals



Increased Emphasis on Competition

SBA is prioritizing increased competitive opportunities and reduced reliance on sole-source small business awards.



Higher Small Business Goal Expectations

SBA has proposed significantly increased small business prime and subcontracting goals beyond NASA's historical performance levels.*

*Currently, SBA has suspending finalizing FY2026 SB Goals with all Federal Agencies (including NASA)



NASA's Strategic Approach

- Advocate for realistic, mission-aligned goals
- Expand competitive set-aside opportunities
- Strengthen early acquisition planning and small business engagement



Enhanced Accountability and Performance Focus

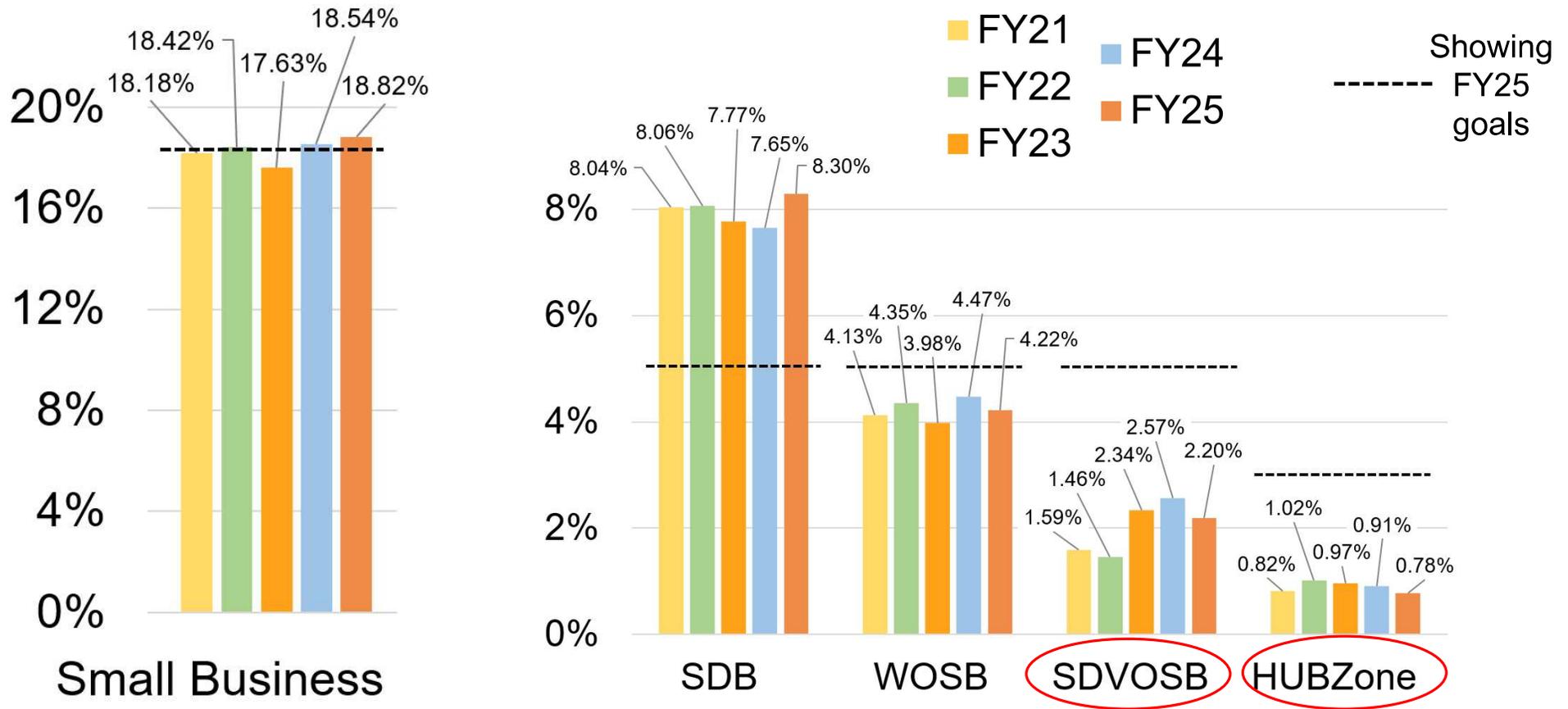
Align Center-level planning, forecasting, and execution to improve goal attainment and measurable outcomes



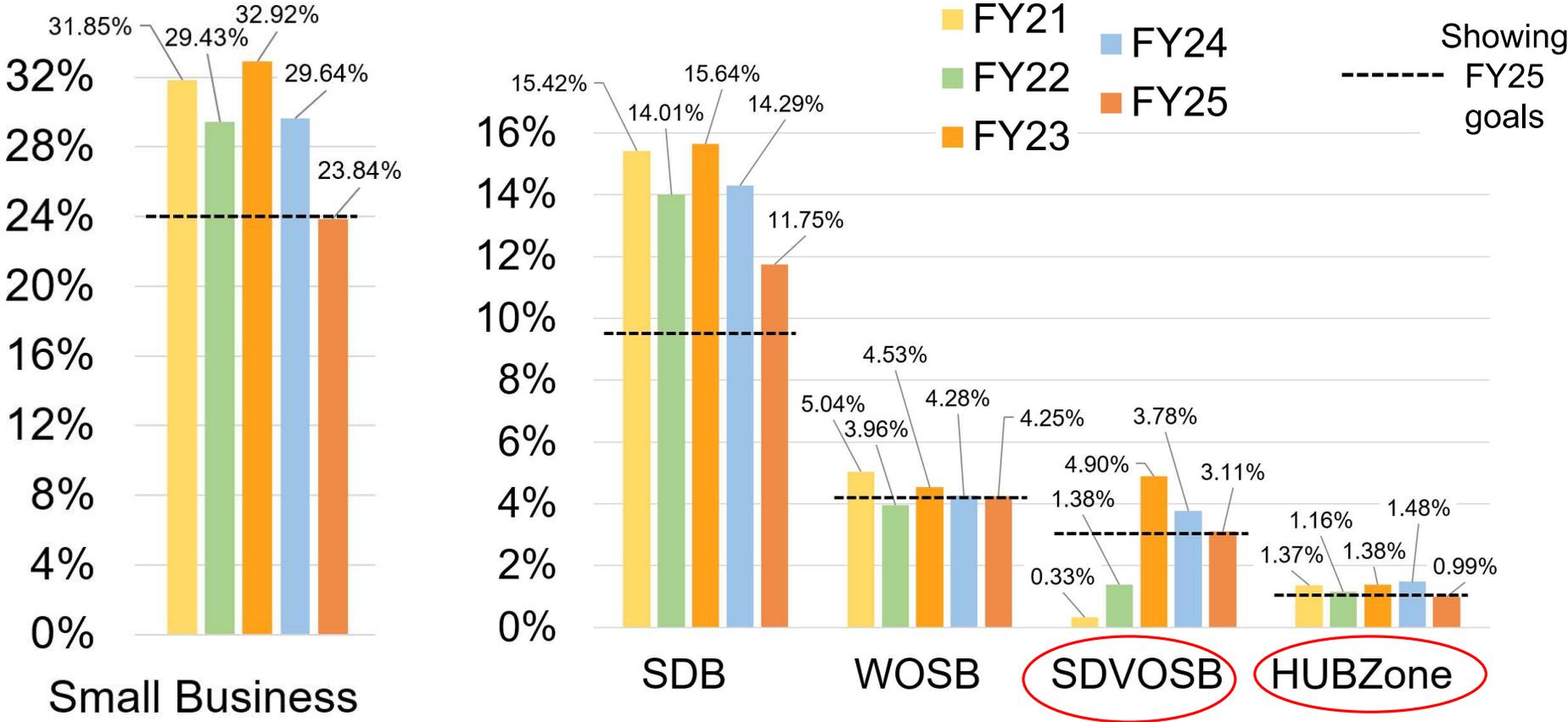
Commitment to Mission Success

Ensure sustainable small business participation that strengthens NASA's industrial base and mission delivery

NASA Small Business Achievements



GSFC Small Business Achievements



Evolution of the Small Business Program



ARTEMIS II

MISSION TO THE MOON: FROM LAUNCH TO SPLASHDOWN

Evolution of Small Business Program

Substantially increased small business participation in both prime contracts and subcontracts over the past five years.

Targeting start-ups, non-traditional B2G businesses, SDVOSB, and HUBZone firms to strengthen the industrial base.

Leveraging Small Business Subcontracting, Mentor-Protégé Program and SBIR/STTR to build capacity and drive industrial base sustainability .

Improving procurement forecasting and digital tools to increase small business accessibility.

Aligning small business contracting with mission needs, competition, and contract outcomes .

SB Set-Aside Category Determination Process





NASA Small Business Set-Aside Category Determination Process

NASA's Office of Small Business Programs (OSBP) uses a market-driven approach to determine the appropriate set-aside category, ensuring maximum participation of small business concerns in pioneering the future of space exploration.

Set-Aside Thresholds

<\$10,000: Open market (usually).

\$10,000 – \$250,000 (SAT): Automatically set aside for small business.

>\$250,000 (Above SAT): Requires "Rule of Two" determination.

Core Resources

SAM.gov: For opportunities.

NASA Acquisition Forecast: For future opportunities.

NASA Vendor Database: To showcase capabilities.

NASA Small Business Set-Aside Category Determination Process Cont.

01

Market Research & Capability Analysis (FAR Part 10)

Acquisition team assesses whether at least two small businesses can perform the work at fair market prices.

02

NAICS Code & Size Standard Assignment

Determine the primary NAICS code to establish the size standard.

03

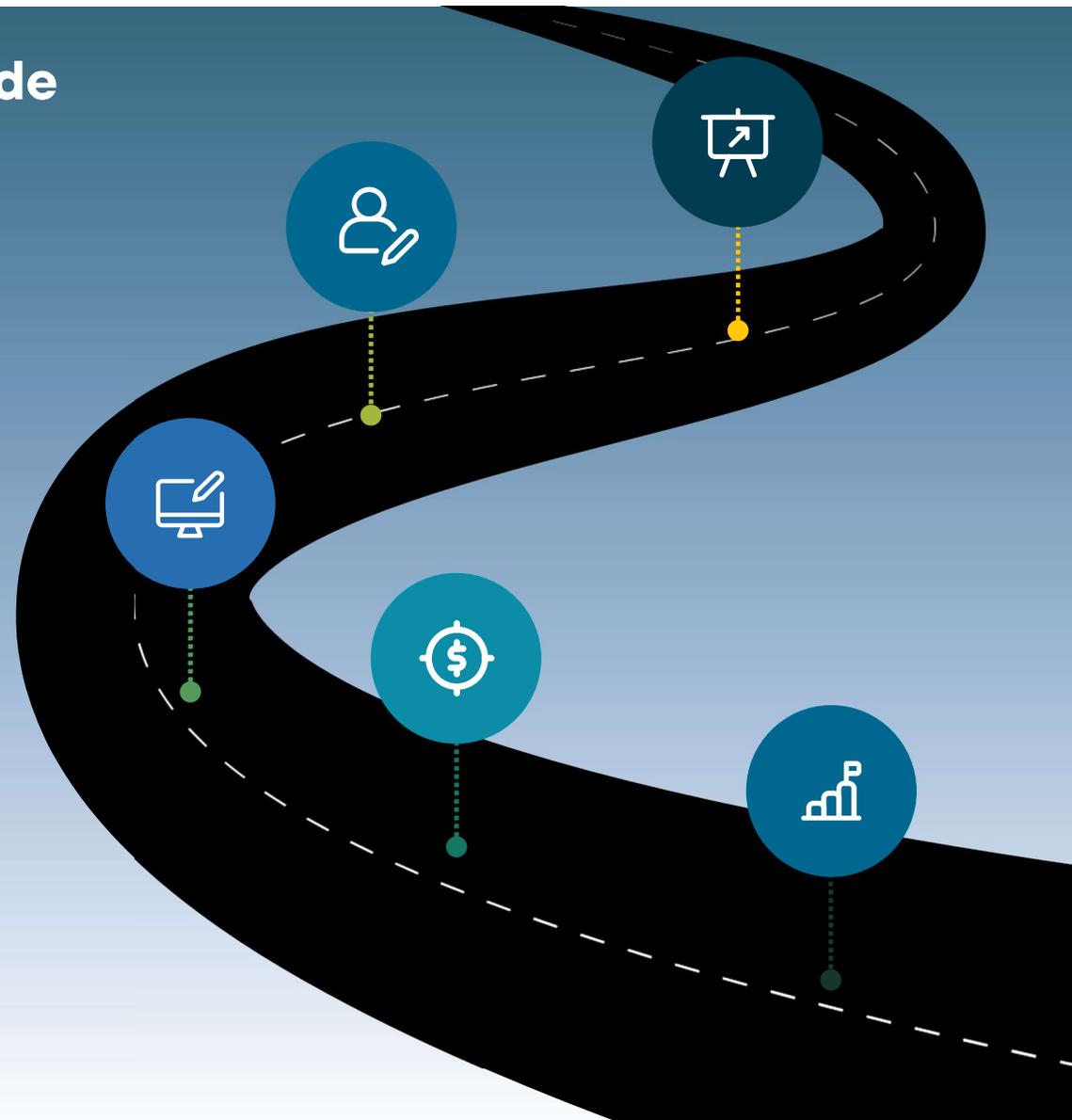
Applying the "Rule of Two"

If two or more small businesses can meet requirements, the procurement is set aside.

04

NASA Acquisition Coordination with OSBP (Form 1787)

OSBP Small Business Specialists (SBS) review the acquisition strategies and make recommendations related to small business set-asides and/or subcontracting.



**Accountability
for Large
Business
Teaming
Commitments**



Accountability for Large Business Teaming Commitments

NASA holds large primes accountable for honoring small business teaming commitments, ensuring that "maximum practicable" is not just a promise, but a measurable performance metric and drives contract outcomes.

Core Policy

- Subcontracting Plans (FAR 52.219-9)
- "Maximum Practicable Opportunity"
- Binding Commitments

Monitoring

- Performance Tracking
- Good Faith Efforts
- Individual Subcontracting Reporting Periods

Accountability & Performance

- Post-Award Partnership w/ OSBP
- CPARS Rating
- Award Fee



ROBOTIC EXPLORERS



ARTEMIS II CREW



COMMERCIAL SPACESUITS

NASA OSBP Updates



Small Businesses Power NASA's Missions

Small businesses play a vital role across NASA, providing:



Specialty components and materials.



Subcontracting support and large prime contracting.



Staff and services to support our field centers.



Technical expertise that meets critical NASA needs.

NASA Office of Small Business Programs Core and Functional Competencies

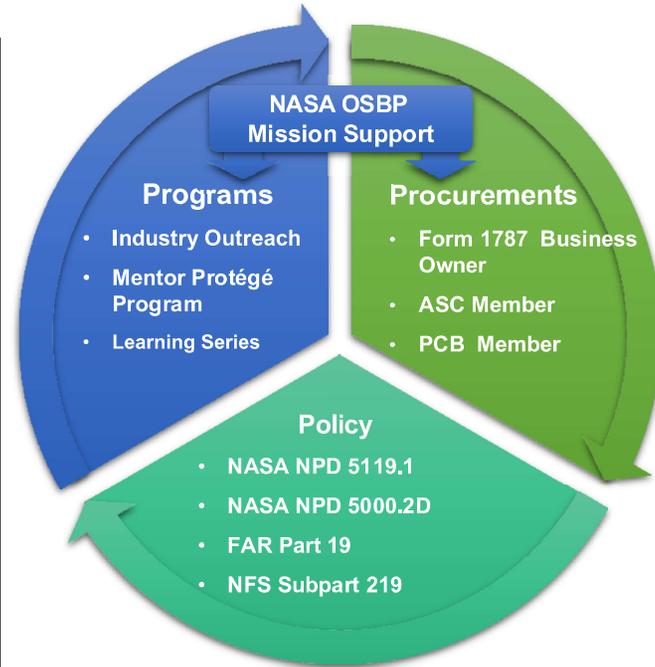
Core Competencies

- Principal Advisor on SB Matters-Policy, Programs, Procurements
- Enterprise SB Outreach
- Enterprise Small Business Training (internal/external)



Functional Competencies

- Small Business Utilization
- SB Contracting/Procurement
- Smalls Business Advocacy
- SB Industry Domain Expertise
- SB Technical Assistance on Contracting w/ NASA



Office of Small Business Programs

VISION

Improvement, Intensification and Sustainment of all small business concerns within NASA supply chains.

MISSION

Promote and integrate small businesses into the industrial base of contractors and subcontractors that support the future of space exploration, scientific discovery, and aeronautics research.

R4oward



01 **RESHAPE** RESHAPE AND STANDARDIZE SMALL BUSINESS INDUSTRY ENGAGEMENT



02 **REFOCUS** REFOCUS THE SMALL BUSINESS PROGRAM TO ESTABLISH A CENTER FOR SMALL BUSINESS SUPPLY CHAIN ANALYTICS AND INDUSTRIAL BASE ADVANCEMENT (SBIBX)



03 **REDEPLOY** REDEPLOY SMALL BUSINESS SUBCONTRACTING TACTICS TO EXPAND THE AMERICAN SPACE SMALL BUSINESS INDUSTRIAL BASE



04 **REDESIGN** REDESIGN AND MAINTAIN STRONG AGENCY-WIDE SMALL BUSINESS PROGRAMS STATUTORY PERFORMANCE



STRATEGIC PRIORITIES: FY26-FY28

OSBP Strategy Lab Data Analytical Tool

Industry (NAICS) Analysis

Supplier Illumination

Contract Opportunities

SDVOSB

HUBZone

SDVOSB

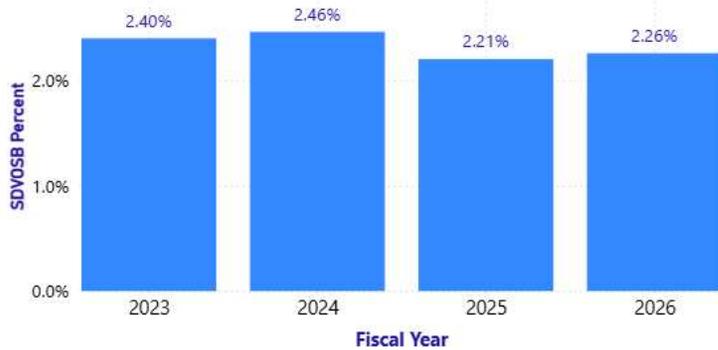
HUBZone

SDVOSB

HUBZone

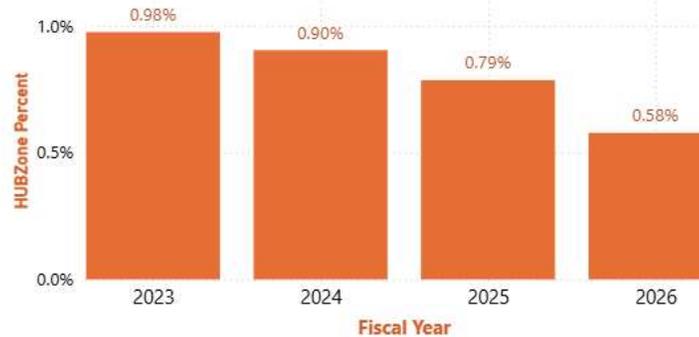
Service-Disabled Veteran-Owned Program

The statutorily mandated goal for contracts with SDVOSBs is **5 percent** (15 U.S.C. §644(g)(1)(A)(ii)).



Historically Underutilized Business Zone Program

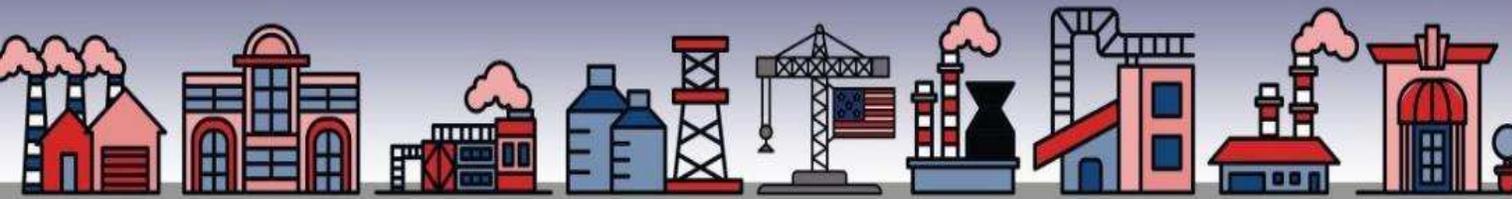
The statutorily mandated goal for contracts with HUBZone concerns is **3 percent** (15 U.S.C. §644(g)(1)(A)(iii)).



- The **OSBP Strategy Lab** is designed to identify opportunities for increased participation by **Service-Disabled Veteran-Owned** and **HUBZone** small business concerns in NASA contracts.
- Highlight industries where NASA can expand utilization of SDVOSB and HUBZone concerns.
- Identify SDVOSB and HUBZone concerns performing similar work for other agencies.

MADE IN *AMERICA*

RESTORING U.S. MANUFACTURING



sba.gov/manufacturing

[Make Onshoring Great Again portal:](https://sba.gov/onshoring)

- sba.gov/onshoring

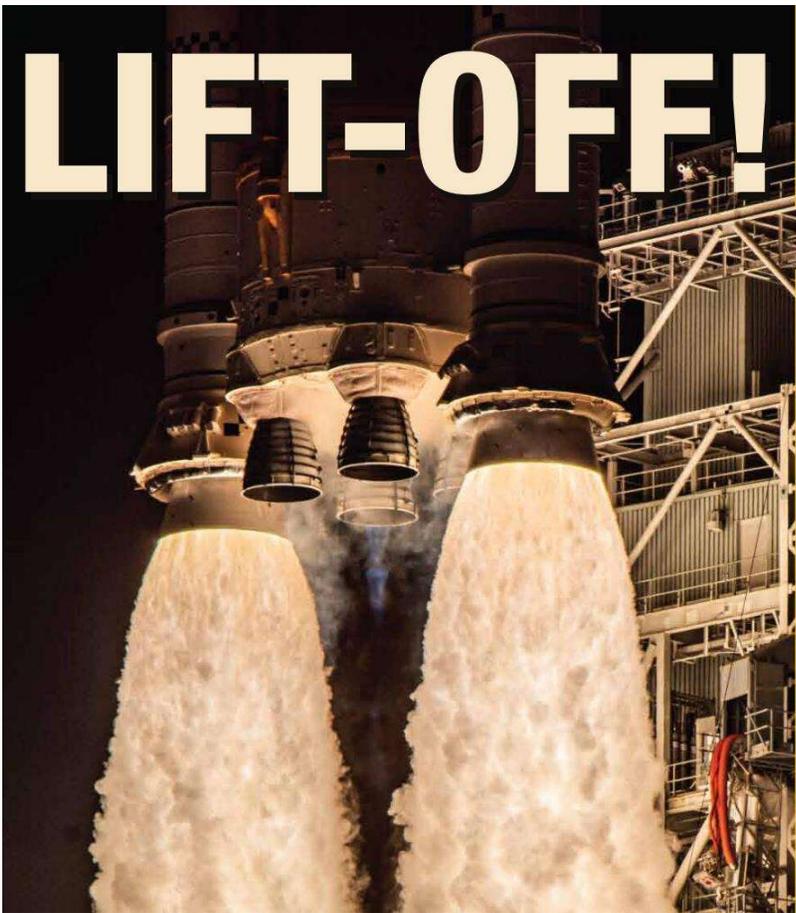
[Cutting Red Tape for Small Manufactures:](https://advocacy.sba.gov/hotline)

- advocacy.sba.gov/hotline
- **800-827-5722**

[Empower to Grow:](https://sba.gov/e2g)

- sba.gov/e2g

NASA Mentor Protégé Program



NASA Mentor-Protégé Program *Relaunch*

PEOPLE • PROCESSES • PERFORMANCE

Needs-Based Program: The revamped MPP will now be more needs-based, that targets NASA supply chain gaps.

Contracts Under Strategic NAICS Codes: The program will prioritize subcontracts to proteges under specific NAICS codes that align with the Space Technology Mission Directorate (STMD) technology taxonomies, ensuring a direct connection to mission-critical needs and supply chain gaps.

All small businesses are now eligible to participate as protégés, as well as AbilityOne, Historically Black Colleges and Universities (HBCUs), and Minority Serving Institutions (MSIs). This expansion is aimed at fostering a more inclusive environment for a diverse range of small businesses to collaborate with NASA and its prime contractors. These updates ensure that more small businesses can contribute to NASA's mission and benefit from this impactful program.



OFFICE OF **SMALL BUSINESS** PROGRAMS

...Above and Beyond Goals

National Aeronautics and Space Administration

NASA Office of Small Business Programs Organizational Chart



Call to Action

A central image of an astronaut in a white spacesuit floating in space. The astronaut is wearing a helmet with a dark visor and has various equipment attached to their suit. The background is a dark blue space with a bright light source on the left, creating a lens flare effect.

For Industry (Large and Small Businesses):

- Focus on core capabilities and contract performance that delivers on NASA's current and future needs
- Engage early in NASA planning cycles.
- Leverage commercial capabilities for simplified acquisition pathways.
- Seek partnerships and teaming arrangements for scalability and competitiveness

Competitive SB Industrial Base +
Resilient Supply Chains =
Stronger NASA.

Unlocking SB Competition =
Advancing NASA

For NASA Leaders:

- Sustain commitment to small business contracting competition and utilization .
- Foster open communication & industry engagement throughout the acquisition lifecycle

Questions and Answers Session

Thank You For Your Attention

