



TRADEWINDS

Tradewinds Solutions Marketplace Customer Handbook

VERSION 1.2, AUGUST 2023

Welcome to the Tradewind Solutions Marketplace.

The Department of Defense (DOD) Chief Digital and Artificial Intelligence Office (CDAO) in conjunction with its marketplace manager, ARI, initiated a long-term, open call for new and novel technology solutions to support the DoD in advancing research, development, prototyping, and adoption of AI/ML, digital and data analytics capabilities in November 2022. Under this initiative, the CDAO is seeking to obtain solutions or potential capabilities that fulfill requirements, close capability gaps, or provide potential technological advancements that are new as of the date of submission; or technologies, processes or methods that represent a new application as of the date of submission. This initiative, entitled the “Tradewind Solutions Marketplace” solicits, collects, assesses, and curates AI/ML, digital and data analytics solutions, and makes those solutions available through rapid acquisition pathways to DOD and the Military Services. The Solutions Marketplace serves industry and academic organizations, and individual developers by providing a forum to showcase their relevant research, products, and services to prospective Government customers, and serves DoD by providing a forum to access varying technical and scientific approaches to AI/ML, digital and data analytics solutions and rapidly ingest game changing technology solutions.

What is the Purpose of This Handbook?

The purpose of the Tradewinds Solutions Marketplace Customer Handbook is to provide Government customers and their supporting contracting activities with the information required to leverage all aspects of the Solutions Marketplace. This includes how to access and view video solutions through tradewindai.com; communicate directly with solution providers or through the Marketplace manager, ARI; identify requirements for acquisition; and acquire those solutions.

What is the Tradewind Solutions Marketplace?

The Tradewind Solutions Marketplace is a digital environment of post-competition video pitches. The video solutions housed within the marketplace have been assessed through competitive procedures which conform to the competition requirements of 10 USC 4021 and 4022, FAR/DFARS Part 35, and Class Deviation 2022-00007, implementing Section

803 of the FY2022 National Defense Authorization Act (NDAA), and thus are readily available to be viewed, selected, negotiated, and awarded by DoD activities. The Marketplace provides a venue for customer organizations to search, view, review, compare, contrast, contact, negotiate, and procure AI/ML, digital and data analytics capabilities through rapid acquisition pathways. For industry, academia, and individual developers, the Marketplace is a valuable tool to promote AI/ML, digital and data analytics technology solutions, products, and services to the DoD in an environment with a rapid acquisition contract pathway. Once a video pitch has successfully passed through the assessment process, and been placed within the Marketplace, that technology solution is available for funding via other transaction agreement, purchase order, cooperative agreement, procurement contract, and other award mechanisms. Thus, the Tradewind Solutions Marketplace serves as the DoD's digital environment of post-competition, readily awardable, technology solutions.

What are the Goals of the Tradewind Solutions Marketplace?

The Goals of the Solutions Marketplace are to establish a centralized location where DoD can assess the state of the art in available AI/ML, digital and data analytics technology solutions, and where industry, academia, and individual developers can promote their research, technologies, and related products and services to the Government. Further, the structure of the publication and assessment functions of the Marketplace allow for streamlined procurement of available solutions, addressing a major barrier to small business and nontraditional defense contractors. Finally, by leveraging the statutory and regulatory authorities available, the Solutions Marketplace can provide a technology transition pathway from idea to research, research to prototype, prototype to test and evaluation, and to production, fielding and sustainment of a given technology solution.

Who Can Participate?

For customer organizations, all Department of Defense and Military Service Agencies may participate in the Marketplace. For solution providers, all US-based companies, traditional and nontraditional, large business and small business, universities, non-profit companies, and individuals are welcome to participate. In addition, foreign universities, research institutions, and entities may submit video pitches for their related technology solutions provided that such submissions are compliant with international law, including export laws for both the county of origin of the technology provider and the United States.

How are Solution Video Submissions Assessed?

The Marketplace was designed to support the solicitation, assessment, and selection of solutions against broadly defined areas of interest (strategic focus areas) to accelerate the procurement and adoption of artificial intelligence and machine learning, digital, and data analytics solutions across the DoD. The Marketplace utilizes a long-term, open call (W519TC-23-S-CTSM) that is publicized on the Governmentwide point of entry ("GPE") to invite partners in industry and academia to upload solution videos to pitch their technology and service solutions to DoD. Submissions to the Marketplace are assessed against established evaluation criteria (See **Appendix A** to this Handbook) which are defined and described, along with their weighting (relative importance) and the method

of assessment, and published through the Governmentwide point of entry. Assessments are conducted on a monthly basis during the period in which the Open Call is active by a peer panel of subject matter experts comprised of experts from industry, academia, government, and non-profit research institutions with programs related to data, analytics, digital and artificial intelligence/machine learning. Peer Panel assessment rating recommendations are submitted for final approval to the marketplace Government Assessment Authority. Assessments include written evaluation reports, and disappointed offerors are provided feedback from the peer panel to incorporate into any resubmission. Submissions that are rated “awardable” are placed in the Marketplace and made available to requiring activities who are ultimately responsible for determining the award vehicle and negotiating the terms and conditions of award based on their needs. While the Marketplace competitive assessment procedures were developed to satisfy the competition standards of 10 USC 4021 and 4022, FAR/DFARS Part 35, and Class Deviation 2022-00007, implementing Section 803 of the FY2022 National Defense Authorization Act (NDAA), the award of marketplace solutions may be subject to further statutory and regulatory requirements and may require the offeror and Government customer to collaboratively develop and negotiate a scope of effort, pricing, project milestones and deliverables, period of performance, relevant terms and conditions and a definition of successful completion for the effort.

Customer Viewing and Funding of Marketplace Solutions

The video solutions rated “awardable” and selected to be included within the Marketplace are accessible by, and actively marketed to, DoD customer organizations, via a free Government account on Tradewindai.com. Through Marketplace advertising, solution showcases, “movie nights”, and other regular activities, the solutions included within the Marketplace are made available to DoD requiring activities. Where a given activity identifies a solution that it seeks to fund, that activity may contact the solution provider directly or through the CDAO’s marketplace manager, ARI. The funding activity may request additional information from solution providers, request demonstrations of a video solution, and negotiate an agreement (with support from a cognizant contracting activity) to procure the solution directly with the solution provider, or through the CDAO’s marketplace manager, ARI. For contracting support, customer organizations may leverage the current Tradewind contracting activity (Army Contracting Command – Rock Island)(Subject to availability); future contracting capabilities to be made available through the CDAO itself; or may leverage their own contracting support activity. Regardless of a funding customer’s preferred contracting support activity and pathway, the funding action will take the form of a procurement contract, cooperative agreement, other transaction agreement, or other relevant acquisition or assistance instrument, as determined by the cognizant, warranted contracting or agreements officer.

Acquisition Pathways for Awardable Video Submissions

The process for award of any Marketplace video solution will vary based upon requiring activity needs, type of solution, solution maturity, and structure/maturity of the solution provider. While all solutions which are assessed as awardable and placed on the Solutions Marketplace have satisfied the competition requirements of 10 USC 4021 and 4022, FAR/DFARS Part 35, and Class Deviation 2022-00007, implementing Section 803 of the FY2022 National Defense Authorization Act (NDAA), the award of such solutions may be subject to further statutory and regulatory requirements and may require the offeror and

Government customer to collaboratively develop and negotiate a scope of effort, pricing, project milestones and deliverables, period of performance, relevant terms and conditions and a definition of successful completion for the effort.

Federated (or Distributed) Contracting

The Tradewind Solutions Marketplace has adopted an approach that permits an interested DOD activity to procure a technology of interest from the Solutions Marketplace through the CDAO's contract support activity, ACC-RI (subject to availability), or through their own contracting support activity. In the latter case, the rules and processes related to negotiation and award of solutions, as determined by the interested agency's contracting activity will be used for the execution of the award. It should be noted that contracting activities from the Services and other DOD Fourth Estate organizations may have specific requirements for award. Under this federated contracting approach, different contracting support activities may request additional information from selectees, such as a further description of the offering, pricing information, desired milestones, and intellectual property requirements and/or restrictions. Varying contracting support activities may also elect to use their existing FAR-based contract mechanisms or Other Transaction agreements to award solutions selected from the marketplace, which may leverage existing Consortia to handle the processing and submission of the offering to the Government. This may require the selectee to become a member of the agencies' Consortium. Rules for membership may vary among Consortia. In all cases and under each circumstance the goal remains to be as efficient and timely with all procurement actions, and to leverage existing award mechanisms and contracting support resources to the maximum extent. Additional requirements, specific to the selected contracting pathway, are described immediately below and a sample (OTA) template of relevant agreement sections is included at **Appendix B**.

Awarding Activity Responsibilities and Documentation (By Selected Award Authority)

10 U.S.C. §4021 - Research Projects: Transactions Other Than Contracts and Grants

For awards of Marketplace solutions through Research Other Transaction Agreements, the Marketplace competitive procedures provide for fair and transparent competitive procedures to the maximum extent practicable. The awarding activity must assure, however, that the following award requirements are met:

- A. The award is for basic, applied, or advanced research
- B. To the maximum extent practicable, the project does not duplicate research under an existing program
- C. To the extent practicable the funds provided by the Government do not exceed the total amount provided by other parties to the agreement
- D. Price Reasonableness
- E. Awarding Activity-Specific Requirements (as applicable)
- F. Project-Specific Requirements (as applicable)

10 U.S.C. §4022 – Authority of the Department of Defense to Carry Out Certain Prototype Projects

For awards of Marketplace solutions through Prototype Other Transaction Agreements, the Marketplace competitive procedures provide for fair and transparent competitive procedures to the maximum extent practicable. The awarding activity must assure, however, that the following award requirements are met:

- A. The award is for a prototype project.
- B. The awarded effort is directly relevant to enhancing the mission effectiveness of personnel of the Department of Defense or improving platforms, systems, components, or materials proposed to be acquired or developed by the Department of Defense, or to improvement of platforms, systems, components, or materials in use by the armed forces.
- C. The award is approved at the appropriate level as identified by Statute and in Awarding Activity Policy
- D. Statutory access and participation requirements are met and documented.
- E. Price Reasonableness
- F. Awarding Activity-Specific Requirements (as applicable)
- G. Project-Specific Requirements (as applicable)

FAR 6.102 and 35.016 – Broad Agency Announcement

For award of basic and applied research efforts of Marketplace solutions through contract or purchase order, the Marketplace competitive procedures satisfy FAR Part 35.016 by providing competitive procedures, which (1) describe broadly defined areas of interest covering the full range of the DoD's requirements ; (2) describe the criteria for selecting the proposals, their relative importance, and the method of evaluation ; (3) specify the period of time during which proposals submitted in response to the Open Call will be accepted ; (4) provide instructions for the preparation and submission of proposals ; (5) publicize the Open Call through the Governmentwide point of entry (GPE) ; (6) Assess solutions through a peer review panel of subject matter experts ; (7) produce written evaluation reports of individual solution assessments ; and (8) select solutions for placement into the Marketplace based upon an assessment of their technical viability and merit and potential for operational impact to the Department of Defense . To satisfy the full requirements of the Broad Agency Announcement requirements, the awarding activity, additionally, must assure that the following award requirements are met:

- A. Funds are available to support award of the effort.
- B. Cost realism and reasonableness are considered to the extent appropriate.

- C. Fair and Reasonable Price Determination.
- D. Regulatory Requirements for Contract or Purchase Order are Satisfied.
- E. Awarding Activity-Specific Requirements (as applicable).
- F. Project-Specific Requirements (as applicable).

Class Deviation 2022-00007, implementing Section 803 of the FY2022 National Defense Authorization Act (NDAA).

For award of Marketplace solutions through contract or purchase order, to procure innovative commercial products, technologies, or services (including efforts for advanced component development through operational systems development), the Marketplace competitive procedures satisfy Class Deviation 2022-00007, implementing Section 803 of the FY2022 National Defense Authorization Act (NDAA) by providing competitive procedures, which (1) describe broadly defined areas of interest covering the full range of the DoD's requirements ; (2) describe the criteria for selecting the proposals, their relative importance, and the method of evaluation ; (3) specify the period of time during which proposals submitted in response to the Open Call will be accepted ; (4) provide instructions for the preparation and submission of proposals ; (5) publicize the Open Call through the Governmentwide point of entry (GPE) at least annually ; (6) Assess solutions through a peer review panel of subject matter experts ; (7) produce written evaluation reports of individual solution assessments ; (8) select solutions for placement into the Marketplace based upon an assessment of their technical viability and merit and potential for operational impact to the Department of Defense ; and (9) use the prescribed procurement instrument identifier (PIID) to identify the solicitation is a CSO. To satisfy the full requirements of the CSO Deviation requirements, the awarding activity, additionally, must assure that the following award requirements are met:

- A. Funds are available to support award of the effort.
- B. Price is considered to the extent appropriate.
- C. Fair and Reasonable Price Determination.
- D. Awards resulting from the CSO Deviation are fixed-price including fixed-price incentive contracts.
- E. Proposed Awards in excess of \$100 million are supported by OUSD(A&S) or cognizant service acquisition executive approval in a written determination prior to award.
- F. Awards in excess of \$100 Million require notification to the congressional defense committees subsequent to award.
- G. Documentation of Market Research conducted and rationale supporting the conclusion that the requirements of the class deviation have been satisfied.
- H. Regulatory Requirements for Contract or Purchase Order are Satisfied.

- I. Awarding Activity-Specific Requirements (as applicable).
- J. Project-Specific Requirements (as applicable).

Documenting the Contract File

As a best practice, Awarding activities should document the contract file to include a memorandum (or other document as prescribed by local policy) that captures the nature of the marketplace selection and award. The Marketplace manager, ARI, can confirm any specific information regarding submission, assessment, or selection upon request to success@tradewindai.com. The activity should include the following within their contract file documentation:

- A. The title of the Marketplace video solution selected.
- B. The company name and company POC who submitted the Video Solution.
- C. The date of Submission, month of assessment, and date added to the Marketplace.
- D. The value of the award and summary abstract of the awarded effort.
- E. The type of award instrument (R&D OT, Prototype OT, Procurement Contract, Cooperative Agreement, etc.).
- F. A statement describing the manner in which all requirements of the solicitation (BAA, CSO, or OTA Open Call) and award authorities (R&D OT, Prototype OT, Procurement Contract, Cooperative Agreement, etc.) selected were met.
- G. A Fair & Reasonable determination statement.
- H. Identification of the method and manner of cost or price analysis employed.

Reporting Marketplace Activities

As a condition of use, customer organizations must report to the Marketplace manager, ARI, via success@tradewindai.com, any Marketplace engagement to include direct conversations with solutions providers through the marketplace; demonstrations requested, and awards of Marketplace solutions. For each engagement, the customer organization should submit the following information through success@tradewindai.com:

- A. Name of Customer Organization.
- B. Type of Engagement (Conversation, Demonstration, award, other).
- C. The title of the relevant Marketplace video solution and provider.
- D. The date(s) of the engagement(s).
- E. The total value(s) date of any award(s).

F. The resulting award instrument identifier.

Additional Information

Additional Information on the submission process is available at:

<https://www.tradewindai.com/solutions-marketplace>

Additional Information on the Tradewinds Solutions Marketplace monthly collection is available at:

<https://www.tradewindai.com/opportunities/cljmyfxh00000l1090eeyez2s>

The Official Governmentwide Point of Entry Announcement is available at:

<https://sam.gov/opp/80ed1dcab9304fc0bb5095531cc3fod9/view>

To access the Solutions Marketplace and view video solutions, create a Government Account at:

<https://www.tradewindai.com/>

For additional questions, contact the Marketplace Manager, ARI, at:

success@tradewindai.com

Tradewinds Solutions Marketplace v1-4 Evaluation Criteria Defined

		UNSATISFACTORY	MARGINAL	SATISFACTORY	SUPERIOR
INTRODUCTION	<i>weight 5%</i>	Ineffective summary. Failed to convey innovation's ultimate use-case and value.	Adequate summary. Gradually conveys innovation's ultimate case and value.	Effective summary. Systematically conveys innovation's ultimate use-case and value.	Exceptional summary. Immediately conveys innovation's ultimate use-case and value.
	PROBLEM YOU SOLVE	Undefined problem scope.	Somewhat defined problem scope.	Adequately defined problem scope.	Very well defined problem scope.
SOLUTION DESCRIPTION	<i>weight 10%</i>	Fails to describe product and beneficial features. Fails to establish a differentiated unique sales proposition.	Partly describes product and beneficial features. Partially establishes a differentiated unique sales proposition.	Adequately describes product and beneficial features. Establishes a differentiated unique sales proposition.	Clearly and concisely describes product and beneficial features. Establishes a highly differentiated unique sales proposition.
DOD VALUE	OPERATIONAL IMPACT	If successful, no improvement vs. existing technological approaches.	If successful, slight improvement vs. existing technological approaches.	If successful, significant improvement vs. existing technological approaches.	If successful, radical improvement vs. existing technological approaches.
	POTENTIAL SCALE OF IMPACT	A fully deployed, mature solution could impact only niche use cases.	A fully deployed, mature solution could impact an DoD element.	A fully deployed, mature solution could impact several DoD elements.	A fully deployed, mature solution could have impact across the entire DoD.
	<i>weight 30%</i> DIFFERENTIATION	Does not demonstrate the solutions value proposition in comparison to other, similar providers	Partially demonstrates the solutions value proposition in comparison to other, similar providers.	Adequately demonstrates the solutions value proposition in comparison to other, similar providers.	Persuasively demonstrates the solutions value proposition in comparison to other, similar providers.
TECHNOLOGY VIABILITY	SCIENTIFIC FEASIBILITY	No scientific basis for presented approach.	Incomplete scientific basis for presented approach.	Credible scientific basis for presented approach.	Convincing scientific basis for presented approach.
	ENABLING TECHNOLOGIES	Requires nonexistent or unavailable technology.	Requires emerging, cutting edge technology.	Requires proven technologies.	Requires DoD-fielded technologies.
	<i>weight 35%</i> ALTERNATIVE TECHNICAL APPROACHES	No examination of alternatives.	Partially refutes alternatives.	Adequately refutes alternatives.	Persuasively refutes alternatives.
INNOVATION MATURITY	JUDGE TRL ASSESSMENT	TRL 1-3	TRL 4-5	TRL 6-7	TRL 8-9
	<i>weight 0%</i> SELF-REPORT TRL	Innovator's TRL assessment is unrealistic	Innovator's TRL assessment seems optimistic.	Innovator's TRL assessment seems realistic.	Innovator's TRL assessment seems highly credible.
PITCH QUALITY	PITCH QUALITY	Poorly presented. Very difficult to impossible to follow.	Moderately presented. Sometimes difficult to follow.	Effectively presented. Convincing, easy to follow.	Clearly and persuasively presented. Compelling arguments.
	<i>weight 10%</i> DATA QUALITY & ATTRIBUTION	Poorly supported by data. Little to no data attribution.	Partially supported by data. Some data attribution.	Credibly supported by data. Adequate data attribution.	Persuasively supported by meaningful data. Comprehensive data attribution.

Tradewinds Solutions Marketplace v1-4 Evaluation Criteria Defined

		VIDEO PRODUCTION PROMPTS
INTRODUCTION	<i>weight 5%</i>	Deliver a clear, concise description of what your innovation does or will do, and how it will impact the DoD. Briefly describe the use-case you envision.
PROBLEM YOU SOLVE	<i>weight 10%</i>	Deliver a clear and concise description of the problem you are attempting to address with your technology or service.
SOLUTION DESCRIPTION	<i>weight 10%</i>	Fully describe what you are offering in your solution and describe the scientific basis for the solution and how it solves the problem statement identified.
DODVALUE	OPERATIONALIMPACT	Looking only at the DoD personnel who will be impacted by your solution, argue that their mission or effectiveness will be significantly improved if your solution is adopted. What is the impact of your solution vs. today's solution in the context of a single individual's work role and responsibilities?
	POTENTIALSCALE OF IMPACT	Look into the future to a time when your solution is both technically mature and fully "transitioned" (actively in use by DoD.) Describe the scale of your impact within the context of the DoD.
	DIFFERENTIATION	What differentiates this solution from other, similar solutions? Identify other solutions in the market. What companies, technologies, or service solutions are you in competition with? What alternative solutions are out there? What makes your solution the best way to address the problem?
TECHNOLOGY VIABILITY	SCIENTIFIC FEASIBILITY	Is the science behind the innovation sound? Why should a skeptic believe that your approach is built upon a firm scientific foundation?
	ENABLING TECHNOLOGIES	Do the required enabling technologies introduce added risk? Using proven underlying technologies and techniques helps to lower technical risk.
	ALTERNATIVE TECHNICAL APPROACHES	Why is your approach is the best from a technical perspective? If you can convincingly refute alternative means to solving this problem, please briefly do so.
INNOVATION MATURITY	JUDGE TRL ASSESSMENT	Please give the viewer a clear understanding of your innovation's technology readiness level (TRL.) In this SubDimension, the judges will assign the TRL they think best matches your innovation's maturity.
	SELF-REPORT TRL	Do you accurately understand today's technology readiness level (TRL) for your solution? Briefly provide some details supporting your self-assessment.
PITCH QUALITY	PITCHQUALITY	We don't care about video production quality. We care about your ability to communicate about your innovation and the impact you believe it will have. (Amateur videos shot on your smart phone are fine. Do make sure the audio is clear and easily understood. Practice and/or multiple takes are recommended.)
	DATA QUALITY & ATTRIBUTION	Support your arguments with relevant, properly attributed data to enhance your credibility.

APPENDIX B – Sample (OT) Agreement Sections

TRADEWINDS SOLUTIONS MARKETPLACE

PROJECT AGREEMENT XXXXXX-XX-X-XXXX

BETWEEN

[Insert Government Contracting Activity and Customer Organization Here]

[Insert Solution Provider Here]

This Agreement is made and entered into on XXX 2023 (“Effective Date”) between the _____, having its principal offices at _____ (The Government) and _____ (hereinafter the “THE PERFORMER” or “PERFORMER”) having its principal offices located at _____. The agreement of the parties is as follows:

I. OVERVIEW

II. BACKGROUND

III. PROTOTYPE PROJECT REQUIREMENTS

A. STATEMENT OF WORK

As detailed within the PERFORMER’S project proposal, dated _____, the PERFORMER shall perform the following tasks under this agreement:

B. PERIOD OF PERFORMANCE

The Period of Performance for this effort begins on the effective date and concludes on _____, unless otherwise modified by the parties.

C. FUNDING

This agreement is funded at a total value of \$ _____. The total value of the agreement represents the maximum funding available.

D. DELIVERABLES, MILESTONES, AND PAYMENTS

This effort is a Fixed-Price, Milestone-based agreement. Payment is conditioned upon successful delivery of the Project Milestones identified below:

G. PROJECT SPECIFIC SECURITY, DATA HANDLING, and EXPORT CONTROL REQUIREMENTS

For each agreement, the parties shall document the security level, as well as export-control, and CUI handling requirements within the below table. Where an individual agreement requires security forms such as a DD Form 2345 and/or DD Form 254, those documents shall be attached to the document.

Security Level	Export-Controlled?	CUI Required?	DD Form 2345 Required / Attached?	DD Form 254 Required / Attached?
UNCLASSIFIED	NO	YES	YES / YES	NO / NO

H. TERMS AND CONDITIONS

This project agreement is subject to the additional terms and conditions included below at Appendix A.

I. EXECUTION

IN WITNESS WHEREOF, GOVERNMENT and PERFORMER have executed this agreement as of the Effective Date.

GOVERNMENT

PERFORMER

By: _____
Name:
Title:

By: _____
Name:
Title: