

# P1 MARKETPLACE FAQs:

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## 1. WHAT IS THE P1 MARKETPLACE?

The P1 Solutions Marketplace (P1) is the DoD's ground-breaking, digital enabling environment for DoD innovation. It's a digital repository of post-competition, readily-awardable pitch videos, which address the Government's greatest requirements in hardware, software and service solutions. P1 serves as a single location to identify, describe, and promote these technology solutions, products, and services to the DoD in an environment with a rapid acquisition contract pathway.

## 2. WHAT ARE THE REQUIREMENTS FOR A VIDEO SUBMISSION?

Your video must be 5 minutes long, and should accurately convey your technology solution so that government customers can evaluate if it meets their mission requirements. Video submissions which exceed the length limitation of 5:00 minutes will not be assessed. Primarily, it is crucial you review the evaluation criteria listed in the announcement. The evaluation rubric will provide important insight into how your Company's solution will be evaluated by a government buyer. You should also perform a compliance review of your proposed solution prior to submitting your video.

In terms of the content, your Solution video must include, at a minimum:

- **Identification of the problem(s) addressed** – a clear, enthusiastic overview of who you are, what your solution is, why it is critical for the DoD to have and how it will work in defense of the nation. Explain the problem thoroughly but leave time to address the four major elements. Is this a common problem across the Government? Is it a universal problem across Government and commercial markets? Assure that your problem falls within at least one of the Strategic Focus Areas outlined in the announcement.
- **Description of the solution and its application to the problem:** Fully describe your solution but balance your total video time across the four major elements. Identify how your solution addresses the problem you've defined. If your solution is at a lower Technology Readiness Level (TRL) and needs further development, explain your plan to mature the solution to better address the problem. If your solution is at a higher Technology Readiness Level (TRL), provide a demonstration within your video of the product or testimonial of your service.
- **Potential impact of the solution if adopted by DoD** - do not leave anything to the Government customer's imagination. Make your value proposition very clear and elaborate on the science behind your solution. Explain how adoption of your solution would impact the DoD. If you are already providing your solution to DoD or other Federal Agencies, state that and explain the impact it has had. Identify current customers using your solution including Government and commercial entities. Is your solution saving your customers time? Saving money? Reducing Risk? These are just some examples of potential customer impacts. We recommend offering enough information that the customer is left wanting to have a more in-depth conversation with you.
- **Uniqueness:** Highlight what separates your solution from other solutions on the market. Take this time to explain how your solution stands out from the pack and why your company is the only one who can solve a particular problem in the Government. Here, you could also 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?

Additional video tips to create a clear, polished illustration of your solution:

- **Resolution:** HD 1920x1080 **Frame rate:** 23.98FPS **Color Space:** Rec709 or sRGB
- **Audio:** Stereo or MonoMix or Encoded for streaming as a .mp4 file under 5gb

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## 3. WHAT KINDS OF COMPANIES CAN SUBMIT A VIDEO TO THE P1 MARKETPLACE?

All US-based companies, traditional and nontraditional, large business and small business, universities, non-profit companies, and individuals are welcome to participate in the P1 Marketplace. 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 country of origin of the technology provider and the United States.

## 4. AM I ABLE TO MAKE EDITS TO MY VIDEO AFTER IT'S BEEN DEEMED AWARDABLE?

No, you cannot. If you have updates or features you need to include, you will need to create a new video following the criteria above and re-submit it for evaluation.

Also note that each video is limited to one solution. If more than one solution is offered, you should submit multiple videos.

## 5. HOW CAN I SHARE MY AWARDABLE STATUS WITH POTENTIAL GOVERNMENT CUSTOMERS?

Once your video is deemed awardable and placed into the P1 Solutions Marketplace, you will want to promote your solution as broadly as possible to encourage relevant government customers to view and engage with your solution. To help you get started, you will receive a Media Kit with tips and guidance.

- **Social Media:** We strongly urge you to independently post news of your Awardable status through all of your social media channels. When doing so, please tag the P1 Solutions Marketplace on LinkedIn @ DoD Platform One. We are happy to drop supportive comments!
- **Press Release:** Your company may choose to draft a press release announcing your exciting news. P1 encourages issuance of press releases. Should you choose to issue a press release, please refer to the press release template and suggested language included in the Media Kit you received when your solution was deemed Awardable.
- **Graphic Award:** The P1 Solutions Marketplace team has created an "Awardable" graphic icon which you can use in all your communications including social media posts, press releases, announcements, marketing materials, etc. There are no licensing fees and no restrictions on its use. You may even choose to feature the graphic on the homepage of your website to visually display your awardable status and quickly send the signal to potential customers that you're ready to make a deal! The graphic is attached as a separate file to your welcome email.

When sharing your Awardable status, be sure to share a direct link to your video solution on the P1 Solutions Marketplace. Government users can then log into their account on P1AI.com to access, view, and comment on the video.

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## 6. WHAT RESOURCES CAN I SHARE WITH GOVERNMENT CUSTOMERS TO HELP THEM UNDERSTAND HOW TO LEVERAGE THE MARKETPLACE?

You can provide government customers with the [Government Customer Handbook](#) that outlines how to effectively leverage the marketplace. This handbook will guide them through the process, helping them make informed decisions and maximize the benefits of the P1 Solutions Marketplace for their procurement needs.

## 7. WHICH CONTACTS TO TALK TO FOR MORE INFORMATION (ON THE P1 SIDE WITH REGARDS TO CREATING AN ACCOUNT, ETC.) ?

Before reaching out for more information, please review these FAQs thoroughly – this is a robust repository of the questions companies ask us. If you still can't find what you're looking for, email us at [support@p1-marketplace.com](mailto:support@p1-marketplace.com). Our team receives a high volume of emails and will get back to you as quickly as possible.

## 8. HOW DOES THE GOVERNMENT FIND MY VIDEO?

Government customers can find your video in multiple ways:

- They can search specifically for your company name
- You can share the link to your video solution with government (Government users will need to log into the P1 Solutions Marketplace to view your video)
- Government can search for specific technology solution types
- Government can find it through searching for particular strategic focus areas
- Through a variety of marketing activities to DoD customer organizations

To optimize your potential customers' ability to find your solution, we'd strongly encourage you to include the title of your video solution and the direct link to the video in any marketing materials or social media posts that you may issue. That way, potential customers can easily find and engage with your video.

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## 9. I WAS NOT AWARDABLE, WHAT DO I DO?

If your video was evaluated as not being Awardable, please go back and review the evaluation criteria in the announcement, ensure your solution withstands a compliance review, and include the content outlined in Question #1. Then: re-submit using the assessor's feedback in a subsequent submission period. Take another stab at the video, following these directions closely, re-submit your video as many times as required to be deemed Awardable. We also encourage you to avail weekly office hours with the P1 team, [P1 Office Hours](#) Tuesdays @ 1000 – 1400 CST, designed to provide you with helpful feedback that sets you up for success!

Note that when you resubmit a solution, you must also remove the original video solution to avoid confusion in the assessment process.

If your content is fine, it's possible your video may be deemed not Awardable for other reasons, such as:

- If the sound is not working properly and assessors cannot hear the audio or read your narration.
  - Tip: Include subtitles and ensure that your sound is working after upload. If something went wrong, please notify the P1 Support team.
- If your video seems to be experiencing other technical difficulties that preclude assessors from reviewing your response. For example, if your video is less than one minute and cuts off, assessors will request that you resubmit.
- If your video is over the five-minute limit, the assessors will notify you and request that you resubmit. This is the primary reason why video submissions are rejected, so be sure to adhere to the time limit.

In all of these instances, an email will be sent to the point of contact listed in the submission to request your resubmission prior to the assessment period closing to allow you time to resubmit a video. If you do not receive an email by the end of the month, then your video has been submitted to Assessment and your results will be provided to you by the end of the following month.

## 10. WHO CAN I TALK TO ABOUT MY RECENT SUBMISSION?

The P1 Solutions Marketplace team receives a high volume of questions, so your best and quickest bet will be to first search in these extensive FAQs for the specific questions you have about your recent submission. These FAQs cover submission requirements, video tips, how to select technology focus areas, what to do if your submission is not approved, how to share your Awardable status and much more.

If your questions are not answered here, reach out to the P1 team at [support@p1-marketplace.com](mailto:support@p1-marketplace.com) or set up time during [P1's weekly office hours](#)

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## 11. I SUBMITTED MY VIDEO, NOW WHAT? WHEN IS THE ASSESSMENT?

Videos are collected on a Monthly period, and assessed within the first two (2) weeks after the collection period ends. Feedback on your video will be available on the last day of the month after the collection period.

Videos must be received by 12:00pm EST on the last day of the month to be included as part of that month's assessment period. Any videos submitted after this deadline will be included in the next month's review period.

## 12. WHERE DO I FIND MY RESULTS AFTER AN ASSESSMENT?

The results of your assessment will be shared with the Point of Contact you listed on your submission, as well as be reflected on your P1 Marketplace.

## 13. WHO ARE THE USERS OF THE MARKETPLACE?

on the Government side, anyone with a .gov or .mil email address can participate in the P1 Solutions Marketplace. They can search for and view video solutions.

On the vendor side, US-based companies, traditional and nontraditional, large business and small business, universities, non-profit companies, and individuals who have tech solutions that address a strategic focus area outlined by P1 in the [Announcement](#) are welcome to participate in the P1 Marketplace.

## 14. I WANT TO BE AN ASSESSOR FOR THE MARKETPLACE, WHO DO I CONTACT?

Video assessment teams consist of subject matter experts from industry, academia, and government who assess all video submissions using a detailed rubric (provided in the Challenge below). If you're in industry or academia and are interested in serving as an assessor, please fill out the [Assessor Onboarding Form](#) to get started.

## 15. WHERE DO I FIND THE ANNOUNCEMENT FOR THE MARKETPLACE?

Find the Announcement [here](#) on P1, and [here](#) on SAM.gov.

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## 16. HOW DO I LINK TO MY ORGANIZATION?

In your P1 Marketplace profile, be sure to add your company name and logo, as well as designate the primary point of contact.

Once your video submission has been deemed Awardable, you can add a link to your company's website in the comments section.

## 17. HOW OFTEN CAN I SUBMIT A VIDEO?

You can submit as many videos as you have solutions – if you offer more than one solution, please submit one video per solution.

If your submitted video is assessed as being not Awardable, refer to Question #9 on how to resubmit the video using assessor's feedback and the submission guidelines (Question #1). Note that when you resubmit a solution, you must also remove the original video solution to avoid confusion in the assessment process.

## 18. I NEED TO UPDATE THE CONTENT OF MY VIDEO, AM I ALLOWED TO DO ANOTHER SUBMISSION?

Yes, you can. When doing so, please remove your previous video to avoid confusion in the assessment process (your video page in the P1 Solutions Marketplace gives you the option to delete that video from the platform.)

You may also choose to keep your current video active until your new video is deemed Awardable.

Each video you submit should be limited to one solution – if you offer more than one solution, please submit multiple videos (one video per solution).

## 19. MY COMPANY CHANGED THE NAME OF OUR PRODUCT THAT IS AWARDBLE IN THE MARKETPLACE, HOW CAN I UPDATE IT?

Changes and updates to video solutions currently require resubmission through the assessment process to ensure that your new video meets the requirements of the Solutions Marketplace. You may choose to keep your current video active until your new video is deemed Awardable. Once your new submission is assessed as Awardable, you should delete the older, outdated video from the platform.

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## 20. HOW DO I SUBMIT SUPPLEMENTAL INFORMATION FOR MY AWARDBLE VIDEO? DOES IT HAVE TO GO THROUGH ANOTHER ASSESSMENT?

In addition to your solution video, you should also submit a fully completed submission form that captures salient supplemental information that evaluators look for. Details of what should be included in this can be found in the P1 Announcement [here](#).

Beyond this, leverage your video solution page as the primary point of contact to engage with new potential government customers. You can post comments here if you would like to share additional information with your potential government customers. Potential customers can also use the Comments feature on your video page to send you messages and reach out to request more information. You will receive a notification any time a new comment is added to your video page.

## 21. CAN WE SEE AN EXAMPLE VIDEO TO HELP US SHAPE OUR SUBMISSION?

Unfortunately, due to the sensitive nature of the submissions we receive, we're unable to provide you with an exemplary video. The best videos are the ones that adhere to the rubric (posted in the [P1 Announcement](#)) – this rubric tells you exactly what the assessors are looking for, so that serves as your best guidance for submitting a great video.

Closely review Question #1 for more details on your submission video.

## 22. OUR SOLUTION MEETS THE CRITERIA OF TWO TECHNOLOGY FOCUS AREAS, DO WE NEED TO SUBMIT TWO VIDEOS?

You can submit one video and simply select the “blue sky technologies” category. This should be used if you're in doubt as to the proper fit for your technology or believe it spans multiple focus areas.

## 23. HOW DO I DETERMINE MY TECHNOLOGY READINESS LEVEL? I THINK WE CAN FALL ON MULTIPLE LEVELS?

The purpose of including the Technology Readiness Level (TRL) as part of the submission requirements is to help customer organizations understand what types of efforts and funding your company is seeking for future engagements (Research, Development, Prototyping, Test and Evaluation, Production, or Sustainment).

It is important to select the relevant TRL for your solution to align with the proper potential customer organizations and funding. Be sure to address the areas (listed above) that may need funding or support as clearly as possible.

If you are unsure which TRL you fall under, please reach out to our team: [support@p1-marketplace.com](mailto:support@p1-marketplace.com).

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## 24. I AM HAVING TROUBLE GETTING MY GOVERNMENT CLIENT TO GET FAMILIAR WITH THE MARKETPLACE. WHO CAN I DIRECT THEM TO?

Start with this [Government Customer Handbook](#) that outlines for buyers how to effectively leverage the marketplace. This handbook guides buyers through the process, how they can search for technology focus areas, helping them make informed decisions and maximize the benefits of the P1 Solutions Marketplace for their procurement needs. You can also refer your potential government customers to office hours with the P1 team - we'd be happy to walk them through the process. Book time on weekly office hours, [here](#).

## 25. WHAT IS THE SUBMISSION DEADLINE FOR THE P1 ANNOUNCEMENT?

Submissions may be submitted at any time while this call remains open. They are collected monthly (e.g., July 1st through July 31st 12:00pm Eastern Standard Time). Feedback on your video will be available on the last day of the month after the collection period.

Videos must be received by 12:00pm EST on the last day of the month to be included as part of that month's assessment period. Any videos submitted after this deadline will be included in the next month's review period.

## 26. I AM HAVING TECHNICAL ISSUES WITH THE WEBSITE AND/OR SUBMITTING A VIDEO. WHO DO I CONTACT?

Please contact us at [support@p1-marketplace.com](mailto:support@p1-marketplace.com)

## 27. WE ARE A SUBCONTRACTOR AND OUR PRIME IS SUBMITTING A VIDEO. HOW DO WE SUBMIT A JOINT VIDEO TOGETHER?

Joint solutions are allowed, however, submitting teams should continue to only submit one solution per video. Additionally, the solution video should identify who the lead organization is for the submitted solution.

## 28. HOW DOES MY VIDEO GET ASSESSED? IS THERE A RUBRIC?

As you prepare your video, it is crucial you review the evaluation criteria listed in the announcement. The evaluation rubric located at the end of the announcement will provide important insight into how your Company's solution will be evaluated by a government buyer. You should also perform a compliance review of your proposed solution prior to submitting your video. Once your video is submitted, a group of assessors review your video in accordance with the rubric and results are provided to the point of contact listed with the submission. These results are provided by Valid Eval and include a heat map of your score and comments to help provide helpful insights especially if you have to resubmit.