



**P1 MARKETPLACE**



**Platform One  
Solutions Marketplace**

---

# **CUSTOMER HANDBOOK**

VERSION 1.0  
SEPTEMBER 2024

[p1.dso.mil/marketplace](https://p1.dso.mil/marketplace)

## WELCOME TO THE PLATFORM ONE SOLUTIONS MARKETPLACE

The Department of Defense (DOD) Air Force (AF) Platform One (P1) program office, in conjunction with its Marketplace Manager, The Applied Research Institute (ARI), initiated an effort in May 2024 to establish a Marketplace of new and novel technology solutions to expedite the integration of cutting-edge technologies into the DOD's operational framework, enhancing its ability to deliver software at the speed of relevance. The Platform One Solutions Marketplace (PISM) concept was developed and officially launched on 23 September, 2024, and has gained both attention and traction amongst the target communities of cutting-edge technology firms, academic research institutions, and Government organizations.

## WHAT IS THE PLATFORM ONE SOLUTIONS MARKETPLACE

The PISM is a digital environment of post-competition video pitches. The video solutions housed within the marketplace have been assessed through competitive procedures that conform to the competition requirements of 10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70, and thus are readily available to be viewed, selected, negotiated, and awarded by Government organizations. The Marketplace provides a venue for Government organizations to search, view, review, compare, contrast, contact, negotiate, and procure modern hardware, software, and service solutions that support or enable secure, continuous software delivery through rapid acquisition pathways.

## HOW TO USE THIS HANDBOOK

This Handbook details the requirements and steps for participation in the PISM for Government customer organizations (requiring activities). The Handbook details how Government customer organizations and personnel may leverage the PISM, communicate with solution providers, initiate procurement actions, request acquisition support, report awards, participate in the management and direction of the PISM model, issue special topics, and leverage additional resources. The purpose of this Handbook is to assist Government personnel in rapidly acquiring PISM solutions to meet organizational mission requirements.

## WHO CAN PARTICIPATE IN THE PISM

The PISM was developed to address the specific needs of P1 and other similar software-centric organizations within the continuous software delivery space, and is focused on the Strategic Focus Areas identified within the official PISM Announcement. The PISM is built upon Federal and defense-specific authorities, and as such, non-DOD, interagency availability of solutions must be handled on a case-by-case basis to conform with Federal laws. For Non-DOD Federal Civilian Agencies, the availability of PISM solutions via the PISM program is limited to the Federal-Wide Authorities leveraged (Broad Agency Announcement). For Federal Agencies that share Other Transaction Authorities with the DOD (DHS, DOE, others), availability will be determined on a case-by-case basis. Please refer all questions to the PISM Marketplace Manager, the ARI, via [support@p1-marketplace.com](mailto:support@p1-marketplace.com).

## PISM PROGRAM FOUNDATIONAL AND RESOURCE DOCUMENTS

The PISM is founded and supported through the following official program documents:

### 1. The PISM Announcement

The Announcement is the official solicitation document supporting the PISM and is designed to conform to the requirements of the underlying PISM solicitation authorities: 10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70. The Announcement serves concurrently as a Broad Agency Announcement (FAR/DFARS Part 35), Commercial Solutions Opening (Regulatory Version - 10 USC 3458/DFARS 212.70), and Commercial Solutions Opening (Non-Regulatory Version - 10 USC 4021/10 USC 4022). The PISM Announcement is published through the Governmentwide Point of Entry (SAM.gov) and provides information for solution providers on the eligibility criteria, submission requirements, assessment process, factors and weighting, scoring rubric, as well as program-specific requirements for participation in the PISM. The intended audience of the Announcement is potential solutions providers from industry and academia.

### 2. The PISM Customer Handbook

This document details the requirements and steps for participation in the PISM for Government customer organizations. The Handbook details how Government customer organizations and personnel may leverage the PISM, communicate with solution providers, initiate procurement actions, request acquisition support, report awards, participate in the management and direction of the PISM model, issue special topics, and leverage additional resources. The intended audience of the Customer Handbook is requirements personnel from program offices, labs and engineering centers, operational communities, and other requiring activities.

### 3. The PISM Acquisition Guide

The Acquisition Guide details the selection, award, award reporting, and administration of procurement actions of Marketplace Solutions. The Guide was developed to provide descriptions, checklists, samples, and templates specific to the wide array of award instruments available to acquire marketplace solutions. The Guide provides detailed instructions for varied award types including FAR-based orders, contracts, and agreements, as well as non-FAR award instruments, along with some agency-specific procedures. The intended audience of the Acquisition Guide is acquisition teams, including contracting officers/specialists and Agreements Officers/Specialists.

### 4. PISM Assessment Package(s)

A PISM Assessment Package refers to the assessment documentation related to a single PISM Video Solution. The Assessment Package is available to Government customer organizations/Contracting Activities upon request. The Assessment Package includes the Solution Video submission information (month of submission, month of assessment, month added to the marketplace, video link and all submission field data) as well as the solution's written assessment, scoring, and assessor comments. The audience for the Assessment Package is customer organizations considering potential procurement of a marketplace solution as well as contracting activities documenting the underlying competitive process results for a procurement action.



## THE PISM STEPS TO PROCURING MARKETPLACE SOLUTIONS

The below steps identify the customer organization requirements for procuring a marketplace solution. These steps are specific to the customer organization personnel and do not replace the steps required of the contracting activity as detailed within the PISM Acquisition Guide.



## THE PISM STEPS TO PROCURING MARKETPLACE SOLUTIONS

### 1. View Solutions and Communicate with Solution Providers

The first step in leveraging the Solutions Marketplace is to search, filter, and view the relevant solutions for your organization. The PISM is organized with relevant filters by Strategic Focus Area, Business Size, Traditional/Non-Traditional Status, socioeconomic programs, as well as by security and accreditation status, such as ATOs or FEDRAMP. All solutions within the Marketplace are post-competitive, meaning they can be procured without further competition.\* Identifying which of the solutions is the best fit for a given problem can be achieved through these filters, as well as through direct communication with the solution providers themselves. It is highly recommended that Government personnel engage directly with Solution Providers.

\*If the scope of the effort is predominately services, it is recommended that organizations conduct a price competition to support the determination of a Fair and Reasonable price for their identified requirements.

### 2. Vendor Vetting

The PISM Process does not replace Agency requirements related to security, export-control, authority to operate, responsibility determination, Foreign Ownership, Control or Influence, facilities clearance, and other agency or effort-specific requirements. While the solutions included in the Marketplace have been assessed as satisfying Federal competition requirements for the authorities identified, it is the responsibility of the customer organization and awarding activity to satisfy all agency and effort-specific requirements. To accelerate the award process, it is recommended that customer organizations request information to determine whether a PISM solution has the controls in place to support a given effort.

### 3. Select a Solution

All solutions contained within the Solutions Marketplace have satisfied Federal competition requirements and can be procured without additional competitive procedures. Since these solutions have already gone through the competitive process under 10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70, organizations do not need a Justification and Approval (J&A) under FAR Part 6, which is only required for competition exemptions or exceptions.

While not required, organizations may choose to conduct a price competition among Marketplace solutions to determine Fair and Reasonable pricing for their identified requirements. This approach is particularly useful when acquiring a solution that is service-based (rather than hardware).

Additionally, PISM can be used for market research to support an acquisition authority not listed above. If using a different acquisition authority, Contracting Officers must meet all competition requirements for their selected authority, which may involve further competition as per FAR, DFARS, and local policies and procedures.

### 4. Request Contracting Activity Support

The PISM Program employs a “federated” or “distributed” contracting model in which customer organizations must use their assigned cognizant contracting activity to process marketplace awards. P1 does not currently provide contracting support to customer organizations unless the awarded effort includes P1 equities. To process awards from PISM companies, the customer organization must contact its cognizant contracting activity with a request for contracting support. For contracting activities that are not familiar with the PISM, the

## THE PISM STEPS TO PROCURING MARKETPLACE SOLUTIONS

PISM Marketplace Manager (ARI) will provide organization, team, or even individual information sessions to educate contracting personnel on the processes and authorities relevant to the PISM. 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. Requests for information sessions can be submitted to [support@p1-marketplace.com](mailto:support@p1-marketplace.com).

### 5. Request Assessment Package

Once a solution has been identified for procurement, the customer organization (in collaboration with the cognizant contracting activity) must request a copy of the relevant solution's Assessment Package and the PISM Acquisition Guide. Requests should be submitted through [support@p1-marketplace.com](mailto:support@p1-marketplace.com) with the subject; "Request for Assessment Package - [Insert Title of Video Solution]". The Assessment Package includes the Solution Video submission information (month of submission, month of assessment, month added to the marketplace, video link and all submission field data) as well as the solution's written assessment, scoring, and assessor comments.

### 6. Determine/Document the Scope of the Effort and Special Requirements

Once you have selected a solution, engaged your cognizant contracting activity, and requested/received the vendor's Assessment Package and a copy of the PISM Acquisition Guide, you are ready to draft the scope of the effort. The scope of your project should be developed in collaboration with the solution provider and your contracting activity. During this step of the process, you want to document the scope of the effort, deliverables, schedules, terms and conditions, and all special requirements. The object of this step is to draft proposed agreement terms for the vendor to estimate and submit a price proposal for the effort. The PISM Acquisition Guide provides more information on executing this step in the process with your Contracting Activity and selection solution provider.

### 7. Request Pricing/Perform Cost/Price Analysis

Once the scope of the effort and all associated terms have been drafted, the contracting activity should request a price proposal from the vendor to perform and deliver according to the terms provided. If the scope of the effort is predominately services, organizations should consider conducting a price competition to determine Fair and Reasonable pricing for their identified requirements.

The level of detail of the cost/price proposal is dependent on the proposed award instrument (other transaction agreement, procurement contract, purchase order, etc); the total value of the effort and Cost & Pricing Data Thresholds); the status of the vendor (small vs. large / Traditional vs. nontraditional); the contract type (Fixed vs. Cost type); and the commercial status of the effort (commercial vs. non-commercial). Pricing of the contractor's price proposal should conform with appropriate law, regulation, and policy relevant to the effort.

### 8. Support Negotiation and Award

Negotiation of terms, conditions, price, schedule, and deliverables shall be conducted in accordance with applicable laws, regulations, and policies. While the cognizant contracting activity is responsible for

## THE PISM STEPS TO PROCURING MARKETPLACE SOLUTIONS

negotiating, drafting, and awarding the effort, customer organization personnel as the technical experts and requirements holders should provide support to the negotiation to expedite the process. Negotiation support may include review of labor categories, labor mix, travel requirements, materials, schedule, deliverables, or other related matters. Where required, the customer organization must identify a qualified Contracting/Agreements Officer's Representative (COR/AOR) and/or Technical Point of Contact (TPOC). Once negotiations are complete, the cognizant contracting activity shall follow standard award procedures in accordance with applicable laws, regulations, policies, and procedures.

### 9. Award Reporting

It is the responsibility of both the customer organization and the cognizant contracting activity to assure that any award of marketplace solutions is properly reported to the PISM Marketplace Manager (in addition to standard agency award reporting procedures). Award data required includes the name of customer activity, awarding contracting activity, award date, total value of award, name of solution provider receiving the award, title of the relevant video solution, and procurement instrument identifier (PIID). Award reports can be sent to the PISM Marketplace Manager via [support@p1-marketplace.com](mailto:support@p1-marketplace.com), with the subject "PISM Award Report".

## SPECIAL TOPICS

The PISM Marketplace Manager, ARI, in collaboration with PI and other Government Organizations can support the planning, development, announcement, collection, assessment, and selection of solutions for Special Topics. A Special Topic is any topic that either falls outside of the standard PISM Strategic Focus Areas; or which falls within the PISM Strategic Focus Areas but contains additional technical requirements which must be addressed within the video submission (or additional documentation) and must be assessed. Special Topic assessments will run concurrently with the regular monthly collection/assessment of the PISM to ensure maximum flexibility for organizations who wish to leverage the Special Topic process. The Special Topic process allows the organization a fee-free trial of the solutions marketplace model and enables the organization to address a specific problem set via an "opportunity" (Open Call) under the PISM umbrella. When conducting a Special Topic the customer organization will be responsible for: (1) Developing the modified Open Call language; (2) Identifying subject matter expert assessors to assess the video submissions; (3) Providing a selecting Government Official to serve as the final approval authority on all video submissions; and (4) Coordinating with the cognizant contracting activity early in the Special Topic process to assure rapid, streamlined selection and award. The Special Topic process is a great opportunity for customer organizations and contracting activities to try the solutions marketplace model and assess its fitness for their particular organization, while processing a real-world requirement. Organizations interested in learning more about running a Special Topic under the Platform One Solutions Marketplace should contact the Marketplace Manager, ARI, through [support@p1-marketplace.com](mailto:support@p1-marketplace.com).



## ADDITIONAL RESOURCES

There are several additional resources available to solution providers, customer organizations, and contracting activity personnel. Links to those resources are identified below:

### **Platform One Solutions Marketplace Announcement**

<https://sam.gov/opp/8f35c5bb99bd41cb8f154c5c5a77477e/view>

### **Platform One Solutions Marketplace**

<https://www.p1-marketplace.com/>

### **Platform One Help Desk**

[support@p1-marketplace.com](mailto:support@p1-marketplace.com)

### **Platform One Office Hours**

<https://outlook.office365.us/book/PlatformOneOfficeHours@theari.us/>