BARDA Industry Day Boston


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What is a white paper?

• A white paper is an abridged version of a traditional “full” proposal. White papers outline the Offeror’s overall objective, technical background, scientific approach, planned level of effort, and nature/extent of anticipated results.
  • Much more condensed than a full proposal:
    • Quad Chart
    • Page limits (follow guidelines in each BAA)

• When submitting, ensure the white paper:
  • Is within stated scope of BAA
  • Speaks to the Evaluation Criteria (i.e. Part V)
White Paper Review Process

- Decisions are reached following a peer and/or scientific review process based on Evaluation Criteria delineated in the BAA. A decision letter is sent notifying the Offeror whether a full proposal is requested.

  - **Timing**
    - Receipt – within one week (via email)
    - Decision letters – within 90 calendar days of submission deadline or receipt
      - Delays and unpredictability
      - The better the white paper, the quicker the turnaround
    - Cyclical review dates

  - **Communication**
    - Contracting Officer will be *only* point of communication
    - “Blackout Period” for communication with technical team
Decision Letters (Invite/Do-Not-Invite Letters)

• Purpose
  • Full proposal or constructive feedback

• Level of detail
  • Letters tailored to highlight specific strengths/deficiencies of each individual white paper proposal
Invite Letter

• Formal request for full proposal
  • Timing (follow guidelines established in specific BAA and instructions accompanying Decision Letter)

• Detailed instructions (e.g. level of detail desired, formatting examples, page limits, etc.)
  • Instructions may supersede the BAA instructions.
Do-Not-Invite Letter

• Formal letter to unsuccessful white paper Offeror
  — Feedback is intended to facilitate to improve white paper submissions in future

• What’s Next?
  — Technical Point of Contacts listed in the BAA
  — Tech Watch Program
  — Revise and Resubmit
In Summary: White Papers

• Increase your probability of success:
  – Utilize the resources available to you

• White Papers are valuable tool to HHS & potential offerors

• The better the White Paper the faster the potential award
Q & A?