



HHS PRIZE COMPETITION

Blanket Purchase Agreement
(BPA)
Ordering Guide

NOVEMBER 2014



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1. Background

In September 2009, the President released his Strategy for American Innovation, calling for agencies to increase their ability to promote and harness innovation by using policy tools such as awards and competitions. In December of 2010, Congress passed the *America COMPETES Reauthorization Act of 2010*. Section 105 of the Act provides Federal departments and agencies with a clear legal pathway to plan and execute prize competitions and specifically authorizes the use of appropriated funds for these purposes. In his updated Strategy for Innovation, President Obama called on all federal agencies to increase their use of prizes and prize competitions to mobilize America's ingenuity to solve some of our nation's most pressing prize competitions. It is Administration policy, per OMB Memorandum M-10-11, to strongly encourage agencies to utilize competitions and awards as tools for advancing open government, innovation, and the agency's mission.

Prize competitions are an important instrument to stimulate competitive innovation and solicit creative solutions to important problems. Since 2010, HHS has administered more than 100 competitions in areas critical to the mission of HHS, including environmental health, health information exchange, public health awareness, health data visualization and analytics, and identification of innovative health practices.

Below are some of the potential benefits of prize competitions:

- Establish an important goal without having to choose the approach or the team that is most likely to succeed
- Highlight excellence in a particular domain of human endeavor to motivate, inspire, and guide others
- Increase the number and diversity of individuals, teams, and organizations that are addressing a particular problem or prize competition of national or international significance
- Improve the skills of the participants in the competition
- Stimulate private sector investment that is many times greater than the cash value of the award
- Further a Federal agency's mission by attracting more interest and attention to a defined program, activity, or issue of concern
- Capture the public imagination and change the public's perception of what is possible

2. What is the HHS IDEA Lab?

The HHS IDEA Lab was established in 2013 to improve how the Department delivers on its mission. This effort was started as a response to gain input from the workforce and public to promote advances in organizational management centered around three core beliefs.

- Every individual has the ability to improve the health and well-being of Americans;
- People are more powerful when working together; and
- There is a solution to every problem.

The IDEA Lab is cultivating innovation in government and solving complex problems by:

- investing in internal entrepreneurship;
- bringing in outside talent into government; and
- tackling cross-Departmental issues of strategic importance.

The IDEA Lab develops resources to help HHS Operating Divisions (OPDIVs)/Staff Divisions (STAFFDIVs) advance its modernization and problem solving abilities with the goal of streamlining processes, improving services, and refining the way we meet our mission. Simply put, the IDEA Lab helps people find ways to solve problems and are doing this through a three pronged approach:

- Encouraging internal entrepreneurship by investing in HHS employees;
- Recognizing we don't have all the answers inside government and are bringing in external talent to help; and
- Building communities of like-minded people across HHS to take on issues of strategic importance.

3. HHS Competes Challenge Competitions

HHS Competes is a program within the HHS Idea Lab to implement this prize authority to drive innovation and advance the mission of HHS and its divisions. HHS has successfully administered over 100 competitions, connecting the public, industry, and government to solve the most complex problems we face in government.

The development of your challenge competition concept should be guided by your OPDIVs or STAFFDIVs internal policies on how it wishes to use the challenge competition mechanism and procedures for development. Challenges must also adhere to HHS-specific and federal-wide policies on use of challenges. The Secretary's Delegation of Authority policy delegates authority to OPDIV and STAFFDIV heads, and this authority may be re-delegated to sub-agencies. Current challenges and competitions can be found on Challenge.gov or on the HHS IDEA Lab Blog.

4. What is a Blanket Purchase Agreement (BPA)?

A BPA is a simplified method of obtaining anticipated repetitive needs for supplies or services by establishing "charge accounts" with qualified sources of supply. BPAs are put in place to obtain a broad class of goods or services that are generally purchased but exact items, quantities and delivery requirements are not known.

5. Purpose of HHS Competes Strategic Sourcing BPAs

The purpose of the HHS Competes Strategic Sourcing vehicle is to provide easy access to vendors specializing in prize management services and to expedite the process to run a prize competition under the COMPETES authority. BPA holders provide assistance with design, plan, manage, promote, and evaluate your competition.

The Government may place Orders for the following contract types: Firm Fixed-Price and Labor Hour.

The purpose of this guide is to provide the procedures for ordering Prize Competitions under this Strategic Sourcing Vehicle.

6. BPA Awards and Pricing

The following table provides a breakout of Prize Categories awarded to each BPA Holder.

-CATEGORIES-

BPA Holder	BPA Number	Hardware	Ideation	Scientific	Outreach/ Communication
Capital Consulting Group	HHSP250201400032B	✓		✓	✓
Luminary Labs	HHSP250201400031B	✓			
Sensis, Inc.	HHSP233201400033B	✓	✓		

See Appendix A, B, & C for detailed pricing for the “Basic Package” and “Additional Services” offered for each BPA holder, by BPA period of performance.

7. BPA Structure

The BPAs have four (4) overarching categories: (1) hardware; (2) ideation; (3) scientific; and (4) outreach/communications. Below is a detailed breakdown of the category descriptions and task areas included in the BPA Statement of Work (SOW).

A. BPA CATEGORY #1: HARDWARE

HARDWARE OR PRODUCTS/ENGINEERING PRIZE COMPETITION MANAGEMENT SERVICES PLATFORM

Hardware development prize competitions seek hardware or product solutions. HHS may have a variety of interests in developing or improving hardware for either internal use or as a tool to meet market needs or stimulate innovation. The competitions within this category would ask participants to prototype or build hardware as part of the submission. The prize competition may be part of market stimulation efforts by HHS to promote private-sector innovation in a key problem area or for use by HHS and its partners.

Basic Package:

Task Area 1: Provide a web-based platform for prize competitions

Prize Competition Platform Features

- a) provide a public-facing web platform and smartphone-accessible platform that adheres to HHS web standards and meets the accessibility requirements of Section 508 of the Americans with Disabilities Act of 1990
- b) provide capabilities to invite judges to score submissions based on customizable criteria and scoring systems

- c) provide a feature to highlight and showcase prize competition winners on the prize competition website
- d) provide control of whether submissions are made public, either partially or wholly
- e) provide flexibility on whether entries can be submitted by individuals or groups of individuals
- f) provide option to upload relevant file attachments, both as part of the prize competition post and the submission process, including the capability to support video submissions, either directly embedded on the site or linked to other video hosting sites
- g) provide a way in which interested contestants can interact with other contestants, communicate, and collaborate before submission on the platform
- h) provide a means by which questions and comments can be submitted to the prize competition managers prior to, during, and after submission
- i) train HHS program managers on how to post and run prize competitions on the platform, if applicable
- j) provide capability to submit a variety of file types that can accurately describe the hardware product or prototype created for submission, including specification files, video files, and other relevant file types

Task Area 2: Manage / conduct of prize competition processes end-to-end

Prize Competition Management Activities

Provide expert guidance on competition design parameters including but not limited to problem statement, prize value, judging criteria, judging panel, submissions, intellectual property, and timeline.

Eligibility

- a) contractors will be required to run each competition in accordance with the requirements set forth in Section 105 of the America COMPETES Reauthorization Act of 2010, P.L. 111-358, Jan. 4, 2011.
- b) ensure that members of prize competition judging panels do not have personal or financial interests in, or are an employee, officer, director, or agent of any entity that is a registered participant in a competition; or have a familial or financial relationship with an individual who is a registered participant
- c) ensure that potential prize competition awardees meet COMPETES eligibility guidelines, as well as the eligibility criteria unique to each prize competition
- d) manage prize competition participant document submission including but not limited to releases of liability
- e) manage prize competition reviewer document submission including but not limited to conflicts of interest
- f) ensure that the winners are not on the excluded parties list. Prior to announcing awards, the awarding agency must check the Excluded Parties List System to see if any prospective awardees have been suspended or d[e]barred. *If a potential awardee is on the list, challenge managers should check with HHS Office of General Counsel or the Deputy Assistant Secretary for Grants and Acquisition Policy and Accountability before proceeding.* Consult the Excluded Parties List System for the list.

Subcontractor Management

- a) utilize sub-contractors as necessary
- b) manage subcontractors to ensure that tasks are completed within specifications and deadlines are met for each prize competition
- c) ensure that the winners are not on the excluded parties list. Prior to announcing awards, the awarding agency must check the Excluded Parties List System to see if any prospective awardees have been suspended or debarred. *If a potential awardee is on the list, challenge managers should check with HHS Office of General Counsel or the Deputy Assistant Secretary for Grants and Acquisition Policy and Accountability before proceeding.* Consult the Excluded Parties List System for the list.

Success Measures and Reporting

- a) identify and track metrics input metrics operational cost, prize incentives, and staff time
- b) identify and track web traffic analytics commonly available on standard web analytics tools (e.g. Google analytics)
- c) identify and track submission metrics, which include counts of registered contestants, geographic location, counts of submissions, and size of submission teams.
- d) provide, upon conclusion of each prize competition, a summary report that fulfills all HHS and COMPETES reporting requirements (sample template shown in Post-prize competition Reporting Requirements document).

Marketing and Promotion of Prize Competitions

The COMPETES Act requires that the head of an agency shall widely advertise each prize competition to encourage broad participation.

B. BPA CATEGORY #2: IDEATION

IDEATION PRIZE COMPETITION MANAGEMENT SERVICES AND PLATFORM

Ideation is the process of generating and developing new ideas to solve a problem or improve a product, process, or service. Public and private sector organizations commonly engage in ideation with the public or their customers. Ideation prize competitions can gather ideas from the public, including experts, academics, students, and the private sector on how to solve a problem. Sometimes the ideation phase is the first of several stages in a product or service development cycle.

Basic Package:

Task Area 1: Provide a web-based platform for prize competitions

Prize Competition Platform Features

- a) provide a public-facing web platform and smartphone-accessible platform that adheres to HHS web standards and meets the accessibility requirements of Section 508.
- b) provide capabilities to invite judges to score submissions based on customizable criteria and scoring systems
- c) provide a feature to highlight and showcase prize competition winners on the prize competition website
- d) provide control of whether submissions are made public, either partially or wholly
provide flexibility on whether entries can be submitted by individuals or groups of individuals

- e) provide an option to upload relevant file attachments, both as part of the prize competition post and the submission process, including the capability to support video submissions, either directly embedded on the site or linked to other video hosting sites
- f) provide a way in which interested contestants can interact with other contestants, communicate, and collaborate before submission on the platform
- g) provide a means by which questions and comments can be submitted to the prize competition managers prior to, during, and after submission
- h) train HHS program managers on how to post and run prize competitions on the platform, if applicable.

Task Area 2: Manage conduct of prize competition processes end-to-end

Prize Competition Management Activities

Provide expert guidance on competition design parameters including but not limited to problem statement, prize value, judging criteria, judging panel, submissions, intellectual property, and timeline

Eligibility

- a) contractors will be required to run each competition in accordance with the requirements set forth in Section 105 of the America COMPETES Reauthorization Act of 2010, P.L. 111-358, Jan. 4, 2011.
- b) ensure that members of prize competition judging panels do not have personal or financial interests in, or are an employee, officer, director, or agent of any entity that is a registered participant in a competition; or have a familial or financial relationship with an individual who is a registered participant
- c) ensure that potential prize competition awardees meet COMPETES eligibility guidelines, as well as the eligibility criteria unique to each prize competition
- d) manage prize competition participant document submission including but not limited to releases of liability
- e) manage prize competition reviewer document submission including but not limited to conflicts of interest;
- f) ensure that the winners are not on the excluded parties list. Prior to announcing awards, the awarding agency must check the Excluded Parties List System to see if any prospective awardees have been suspended or debarred. *If a potential awardee is on the list, challenge managers should check with HHS Office of General Counsel or the Deputy Assistant Secretary for Grants and Acquisition Policy and Accountability before proceeding.* Consult the Excluded Parties List System for the list.

Subcontractor Management

- a) utilize sub-contractors as necessary
- b) manage subcontractors to ensure that tasks are completed within specifications and deadlines are met for each prize competition
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- c) provide, upon conclusion of each prize competition, a summary report that fulfills all HHS and COMPETES reporting requirements (sample template shown in Post-prize competition Reporting Requirements document).

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C. BPA CATEGORY #3: SCIENTIFIC

SCIENTIFIC PRIZE COMPETITION MANAGEMENT SERVICES AND PLATFORM

Scientific prize competitions seek solutions to scientific problems requiring technical knowledge. HHS may have a variety of interests in answering persistently tough scientific questions for either internal use or as a tool to stimulate research and commercial interest. The competitions within this category would ask participants to bring in their relevant expertise in proposing a solution from another discipline or perspective not otherwise easily available through a grant or contract.

Basic Package:

Task Area 1: Provide a web-based platform for prize competitions

Prize Competition Platform Features

- a) provide a public-facing web platform and smartphone-accessible platform that adheres to HHS web standards and meets the accessibility requirements of Section 508 of the Americans with Disabilities Act of 1990
- b) provide capabilities to invite judges to score submissions based on customizable criteria and scoring systems
- c) provide a feature to highlight and showcase prize competition winners on the prize competition website
- d) provide control of whether submissions are made public, either partially or wholly
- e) provide flexibility on whether entries can be submitted by individuals or groups of individuals
- f) provide an option to upload relevant file attachments, both as part of the prize competition post and the submission process, including the capability to support video submissions, either directly embedded on the site or linked to other video hosting sites
- g) provide a way in which interested contestants can interact with other contestants, communicate, and collaborate before submission on the platform
- h) provide a means by which questions and comments can be submitted to the prize competition managers prior to, during, and after submission

- i) train HHS program managers on how to post and run prize competitions on the platform, if applicable

Task Area 2: Manage conduct of prize competition processes end-to-end

Prize Competition Management Activities

Provide expert guidance on competition design parameters including but not limited to problem statement, prize value, judging criteria, judging panel, submissions, intellectual property, and timeline

Eligibility

- a) contractors will be required to run each competition in accordance with the requirements set forth in Section 105 of the America COMPETES Reauthorization Act of 2010, P.L. 111-358, Jan. 4, 2011.
- b) ensure that members of prize competition judging panels do not have personal or financial interests in, or are an employee, officer, director, or agent of any entity that is a registered participant in a competition; or have a familial or financial relationship with an individual who is a registered participant
- c) ensure that potential prize competition awardees meet COMPETES eligibility guidelines, as well as the eligibility criteria unique to each prize competition
- d) manage prize competition participant document submission including but not limited to releases of liability
- e) manage prize competition reviewer document submission including but not limited to conflicts of interest;
- f) ensure that the winners are not on the excluded parties list. Prior to announcing awards, the awarding agency must check the Excluded Parties List System to see if any prospective awardees have been suspended or debarred. *If a potential awardee is on the list, challenge managers should check with HHS Office of General Counsel or the Deputy Assistant Secretary for Grants and Acquisition Policy and Accountability before proceeding.* Consult the Excluded Parties List System for the list.

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Success Measures and Reporting

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- b) identify and track web traffic analytics commonly available on standard web analytics tools (e.g. Google analytics)

- c) identify and track submission metrics, which include counts of registered contestants, geographic location, counts of submissions, and size of submission teams.
- d) provide, upon conclusion of each prize competition, a summary report that fulfills all HHS and COMPETES reporting requirements (sample template shown in Post-prize competition Reporting Requirements document).

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D. BPA CATEGORY #4: OUTREACH/COMMUNICATION

OUTREACH/COMMUNICATIONS PRIZE COMPETITION MANAGEMENT SERVICES AND PLATFORM

Outreach and communications competitions and prize competitions seek products aimed at driving mass citizen awareness and engagement around the message in the prize competition. Agencies use this approach to get solvers to create videos, take photographs, make posters, or submit a design concept.

Basic Package:

TaskArea 1: Provide a web-based platform for prize competitions

Prize Competition Platform Features

- a) provide a public-facing web platform and smartphone-accessible platform that adheres to HHS web standards and meets the accessibility requirements of Section 508 of the Americans with Disabilities Act of 1990
- b) provide capabilities to invite judges to score submissions based on customizable criteria and scoring systems
- c) provide a feature to highlight and showcase prize competition winners on the prize competition website
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- g) provide a way in which interested contestants can interact with other contestants, communicate, and collaborate before submission on the platform
- h) provide a means by which questions and comments can be submitted to the prize competition managers prior to, during, and after submission
- i) train HHS program managers on how to post and run prize competitions on the platform, if applicable

Task Area 2: Manage conduct of prize competition processes end-to-end

Prize Competition Management Activities

Provide expert guidance on competition design parameters including but not limited to problem statement, prize value, judging criteria, judging panel, submissions, intellectual property, and timeline

Eligibility

- a) contractors will be required to run each competition in accordance with the requirements set forth in Section 105 of the America COMPETES Reauthorization Act of 2010, P.L. 111-358, Jan. 4, 2011.
- b) ensure that members of prize competition judging panels do not have personal or financial interests in, or are an employee, officer, director, or agent of any entity that is a registered participant in a competition; or have a familial or financial relationship with an individual who is a registered participant
- c) ensure that potential prize competition awardees meet COMPETES eligibility guidelines, as well as the eligibility criteria unique to each prize competition
- d) manage prize competition participant document submission including but not limited to releases of liability
- e) manage prize competition reviewer document submission including but not limited to conflicts of interest;
- f) ensure that the winners are not on the excluded parties list. Prior to announcing awards, the awarding agency must check the Excluded Parties List System to see if any prospective awardees have been suspended or debarred. *If a potential awardee is on the list, challenge managers should check with HHS Office of General Counsel or the Deputy Assistant Secretary for Grants and Acquisition Policy and Accountability before proceeding.* Consult the Excluded Parties List System for the list.

Subcontractor Management

- a) utilize sub-contractors as necessary
- b) manage subcontractors to ensure that tasks are completed within specifications and deadlines are met for each prize competition
- c) ensure that the winners are not on the excluded parties list. Prior to announcing awards, the awarding agency must check the Excluded Parties List System to see if any prospective awardees have been suspended or debarred. *If a potential awardee is on the list, challenge managers should check with HHS Office of General Counsel or the Deputy Assistant Secretary for Grants and Acquisition Policy and Accountability before proceeding.* Consult the Excluded Parties List System for the list.

Success Measures and Reporting

- a) identify and track metrics input metrics operational cost, prize incentives, and staff time
identify and track web traffic analytics commonly available on standard web analytics tools (e.g. Google analytics)
- b) identify and track submission metrics, which include counts of registered contestants, geographic location, counts of submissions, and size of submission teams.

- c) provide, upon conclusion of each prize competition, a summary report that fulfills all HHS and COMPETES reporting requirements (sample template shown in Post-prize competition Reporting Requirements document).

Marketing and Promotion of Prize Competitions

The COMPETES Act requires that the head of an agency shall widely advertise each prize competition to encourage broad participation.

- e. **Additional Services Offered under the Ideation, Hardware, Scientific & Communication/Outreach BPAs:**

Additional services beyond the basic package at the call order level may be required. These services will be used as "add-ons" to the basic package. Additional services such as marketing services, intellectual property scans, additional metrics and reporting, etc. related to the competition. These services will be priced based on hourly rates of relevant labor categories.

Intellectual Property and Market Scans

In order to maximize the utility of a prize competition, HHS may want to better understand the market of a particular technology or sector. Therefore HHS may want services to help them identify current market activity and best frame a competition given this knowledge.

Marketing and Promotion

The marketing and promotion of competitions beyond the standard platform marketing requirements which includes social media are available. HHS may request additional help to promote and market the competition, beyond the typical channels offered through the platform. This may include social media promotion or promotion through other more traditional outlets.

Reporting

HHS may request additional reporting on any existing or new metrics before, during, or after competition. HHS may want additional information beyond the post-competition report, including reports based on competition-related metrics before launch, on-demand reports during a competition, and additional reports after the competition. Additionally, HHS may request services to gather and analyze additional metrics beyond those identified in the basic package.

Hosting or Managing Events Related to Competition

HHS may request services to host or manage events related to the competition, including workshops with HHS, judges, or any other stakeholders. This may also include additional training of competition-related services beyond basic training outlined in the basic package.

Developing or Managing Relationships with External Collaborators on Multi-Stakeholder Competitions

HHS may want to launch competitions that are in collaboration with other federal partners or outside government. In these situations, HHS may require services to coordinate and manage these relationships throughout the lifecycle of the competition.

Prize Award Disbursements

HHS may request the vendor to directly pay award winners and handle the document and tax processing related to proper payment of winners in accordance with the requirements set forth in Section 105 of the America COMPETES Reauthorization Act of 2010, P.L. 111-358, Jan 4, 2011.

8. Authorized Users

All HHS OPDIVs and STAFFDIVs are authorized to place orders under these BPAs. It is the responsibility of the OPDIV and STAFFDIVs Contracting Officer (CO)/Contract Specialist (CS) to ensure that Section 105 of the America COMPETES Reauthorization Act of 2010, P.L. 111-358, Jan. 4, 2011 and all applicable FAR, HHSAR, and other related statutes/regulations are followed.

9. BPA Call Ordering Process

a. Requests for BPA Call Quote

The OPDIV/STAFFDIV CO/CS will request a BPA Call Quote from the BPA Contract holder(s). At a minimum, the request for BPA Call Quote will include:

- a) A description of the work to be performed;
- b) The estimated period of performance or required completion date;
- c) Required deliverables;
- d) Progress reporting requirements;
- e) Security requirements, if applicable;
- f) Call Order type (fixed-price/labor-hour);
- g) Designated base work site;
- h) Any other special requirements; and
- i) The date and time by which the quote is due (**minimum 72 hours**).

If circumstances do not permit issuance of a written Request for BPA Call Quote, the CO/CS may at his/her discretion, use requests for oral quotes or other streamlined procedures to order PRIZE Competitions under the BPA.

b. Contractor Response to Request for BPA Call Quote

Unless otherwise directed by the Agency, the Contractor will respond with a BPA Call Quote **within 72 hours** of receiving a Request for BPA Call Quote from the contracts office that includes:

- a) A description of how the Contractor proposes to accomplish the work;
- b) Labor Mix/Staffing
- c) Assumptions & Constraints;
- d) A price quote that reflects the HHS BPA Holders pricing or further discounted pricing.

c. Call Quote Requests and Agency Rights

The Agency is not obligated to issue a Call Order against any Request for BPA Call Quote issued. The Agency may modify, delay action on, or cancel any Request for BPA Call Quote when deemed to be in

the Agency's best interest. The Agency will not reimburse the Contractor for any expenses related to Request(s) for BPA Call Quote preparation and submission.

10. BPA Period of Performance

The term for each BPA Order placed under the BPA shall be specified in the individual order. Individual orders shall not exceed the 5 year term of the BPA. The period of performance of the BPAs is as follows:

- Base Period: June 26, 2014 through June 25, 2015
- Option Year 1: June 26, 2015 through June 25, 2016
- Option Year 2: June 26, 2016 through June 25, 2017
- Option Year 3: June 26, 2017 through June 25, 2018
- Option Year 4: June 26, 2018 through June 25, 2019

11. Identify a BPA Call Order Contracting Officer's Representative (COR)

OPDIV/STAFFDIVs shall identify a BPA Call Order COR. To utilize these BPAs, the BPA Call Order COR is responsible for working with the OPDIV/STAFFDIV CO/CS from acquisition planning through Call Order award and post-award activities. The BPA Call Order COR is also responsible for monitoring Contractor's performance; receiving and accepting deliverables; notifying the CO/CS if any issues (performance or otherwise) arise during the BPA Call Order period of performance; and to promptly review and approve invoices.

12. Preparing and Submitting a Requisition Package

In order to use the Challenge Competition BPAs, the Program Office/BPA COR must submit a requisition package to the OPDIV/STAFFDIV Contracts Office. The requisition package shall at a minimum include the SOW, Independent Government Cost Estimate (IGCE), and any deliverables required. Please work with your OPDIV/STAFFDIV Contracts Office for the agency required documentation to use the BPAs.

13. Point of Contact

Contact your respective Contracts Office for assistance using these BPAs. Should you have any questions regarding whether your requirement can be accomplished under a challenge/prize competition, contact Mr. Sandeep Patel in the HHS Competes/Office of Business Management and Transformation at (202) 205-0355 or Sandeep.Patel@hhs.gov. Mr. Patel is the COR at the BPA level and can provide technical assistance with developing your requirement.

Appendix A: Capital Consulting Group BPA Pricing

Appendix B: Luminary Labs BPA Pricing

Appendix C: Sensis, Inc. BPA Pricing

Appendix A
Capital Consulting BPA Pricing



Capital Consulting Corporation

Service-Disabled Veteran Owned Business (SDVOSB)

Blanket Purchase Agreement (BPA) for Prize Competition Challenge Support

RFQ No. 14-233-SOL-00161

GSA Contract No: GS-07F-0561T

Submitted: July 22 2014

SCIENTIFIC	BASIC PACKAGE	
	Quantity	Total
Base Year	1	\$ 26,594.69
Option Year 1	1	\$ 27,392.53
Option Year 2	2	\$ 56,428.61
Option Year 3	2	\$ 58,121.47
Option Year 4	2	\$ 59,865.11
Total Pricing		\$ 228,402.40

HARDWARE	BASIC PACKAGE	
	Quantity	Total
Base Year	1	\$ 26,594.69
Option Year 1	1	\$ 27,392.53
Option Year 2	1	\$ 28,214.30
Option Year 3	1	\$ 29,060.73
Option Year 4	1	\$ 29,932.56
Total Pricing		\$ 141,194.81

OUTREACH/COMMUNICATIONS	BASIC PACKAGE	
	Quantity	Total
Base Year	1	\$ 26,594.69
Option Year 1	2	\$ 46,818.59
Option Year 2	2	\$ 56,428.61
Option Year 3	2	\$ 58,121.47
Option Year 4	3	\$ 89,797.67
Total Pricing		\$ 277,761.02

CAPITAL
CONSULTING
CORPORATION

Capital Consulting Corporation

Service-Disabled Veteran Owned Business (SDVOSB)

Blanket Purchase Agreement (BPA) for Prize Competition Challenge Support

RFQ No. 14-233-SOL-00161

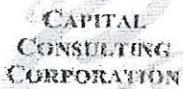
GSA Contract No: GS-07F-0561T

Submitted: July 22 2014

ADDITIONAL SERVICES*

	<i>Labor Category</i>	<i>Labor Rates</i>
Intellectual Property & Market Scans	Program Director	\$ 110.49
	Sr Program Analyst	\$ 122.22
	Analyst Programmer II	\$ 107.11
Marketing & Promotion	Communications Specialist	\$ 84.85
	Sr Conference/Meeting Planner	\$ 93.03
	Conference/Meeting Planner II	\$ 71.05
	Grahics Designer	\$ 70.57
	Scientific/Tech Writer I	\$ 133.46
	Scientific/Tech Writer II	\$ 168.84
Reporting	Program Director	\$ 133.46
Event Hosting/Management	Sr Conference/Meeting Planner	\$ 93.03
	Conference/Meeting Planner II	\$ 71.05
	Conference/Meeting Planner I	\$ 53.44
Relationship Development	Sr Program Analyst	\$ 122.22
	Scientist Level 4	\$ 213.48
	Scientist Level 1	\$ 104.16
Prize/Award Distribution	Program Assistant	\$ 44.34

*Please note that rates for Additional Services are base year rates.



Capital Consulting Corporation

Service-Disabled Veteran Owned Business (SDVOSB)

Blanket Purchase Agreement (BPA) for Prize Competition Challenge Support

RFQ No. 14-233-SOL-00161

GSA Contract No: GS-07F-0561T

Submitted: June 6, 2014

SCIENTIFIC SUMMARY - Basic Package

BASE YEAR: June 26, 2014 through June 25, 2015

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 110.49	70	\$ 7,734.43	1	\$ 7,734.43
Project Manager/Deputy Project Director	AIMS	\$ 102.87	0	\$ -	1	\$ -
Sr. Challenge Manager	AIMS	\$ 93.03	0	\$ -	1	\$ -
Challenge Manager	AIMS	\$ 71.05	0	\$ -	1	\$ -
Challenge Administrator	AIMS	\$ 53.44	170	\$ 9,084.80	1	\$ 9,084.80
Communications Specialist	AIMS	\$ 80.60	40	\$ 3,224.12	1	\$ 3,224.12
Graphics Designer	AIMS	\$ 70.57	16	\$ 1,129.07	1	\$ 1,129.07
Web Developer	AIMS	\$ 90.37	60	\$ 5,422.27	1	\$ 5,422.27
TOTAL LABOR				\$ 26,594.69	1	\$ 26,594.69

G&A on Other Direct Costs (ODC's) @ 12.57%

SCIENTIFIC SUMMARY - Basic Package

OPTION YEAR 1: June 26, 2015 through June 25, 2016

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 113.81	70	\$ 7,966.47	1	\$ 7,966.47
Project Manager/Deputy Project Director	AIMS	\$ 105.96	0	\$ -	1	\$ -
Sr. Challenge Manager	AIMS	\$ 93.03	0	\$ -	1	\$ -
Challenge Manager	AIMS	\$ 73.18	0	\$ -	1	\$ -
Challenge Administrator	AIMS	\$ 55.04	170	\$ 9,357.34	1	\$ 9,357.34
Communications Specialist	AIMS	\$ 83.02	40	\$ 3,320.84	1	\$ 3,320.84
Graphics Designer	AIMS	\$ 72.68	16	\$ 1,162.94	1	\$ 1,162.94
Web Developer	AIMS	\$ 93.08	60	\$ 5,584.94	1	\$ 5,584.94
TOTAL LABOR				\$ 27,392.53	1	\$ 27,392.53

G&A on Other Direct Costs (ODC's) @ 12.57%

SCIENTIFIC SUMMARY - Basic Package

OPTION YEAR 2: June 26, 2016 through June 25, 2017

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 117.22	70	\$ 8,205.46	2	\$ 16,410.92
Project Manager/Deputy Project Director	AIMS	\$ 109.14	0	\$ -	2	\$ -
Sr. Challenge Manager	AIMS	\$ 98.69	0	\$ -	2	\$ -
Challenge Manager	AIMS	\$ 75.37	0	\$ -	2	\$ -
Challenge Administrator	AIMS	\$ 56.69	170	\$ 9,638.06	2	\$ 19,276.13
Communications Specialist	AIMS	\$ 85.51	40	\$ 3,420.46	2	\$ 6,840.93
Graphics Designer	AIMS	\$ 74.86	16	\$ 1,197.83	2	\$ 2,395.65
Web Developer	AIMS	\$ 95.87	60	\$ 5,752.49	2	\$ 11,504.98
TOTAL LABOR				\$ 28,214.30	2	\$ 56,428.61

G&A on Other Direct Costs (ODC's) @ 12.57%

SCIENTIFIC SUMMARY - Basic Package

OPTION YEAR 3: June 26, 2017 through June 25, 2018

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 120.74	70	\$ 8,451.63	2	\$ 16,903.25
Project Manager/Deputy Project Director	AIMS	\$ 112.41	0	\$ -	2	\$ -
Sr. Challenge Manager	AIMS	\$ 101.65	0	\$ -	2	\$ -
Challenge Manager	AIMS	\$ 77.63	0	\$ -	2	\$ -
Challenge Administrator	AIMS	\$ 58.40	170	\$ 9,927.21	2	\$ 19,854.41
Communications Specialist	AIMS	\$ 88.08	40	\$ 3,523.08	2	\$ 7,046.16
Graphics Designer	AIMS	\$ 77.11	16	\$ 1,233.76	2	\$ 2,467.52
Web Developer	AIMS	\$ 98.75	60	\$ 5,925.06	2	\$ 11,850.12
TOTAL LABOR				\$ 29,060.73	2	\$ 58,121.47

G&A on Other Direct Costs (ODC's) @ 12.57%

SCIENTIFIC SUMMARY - Basic Package

OPTION YEAR 4: June 26, 2018 through June 26, 2019

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 124.36	70	\$ 8,705.17	2	\$ 17,410.35
Project Manager/Deputy Project Director	AIMS	\$ 115.78	0	\$ -	2	\$ -
Sr. Challenge Manager	AIMS	\$ 104.70	0	\$ -	2	\$ -
Challenge Manager	AIMS	\$ 79.96	0	\$ -	2	\$ -
Challenge Administrator	AIMS	\$ 60.15	170	\$ 10,225.02	2	\$ 20,450.05
Communications Specialist	AIMS	\$ 90.72	40	\$ 3,628.77	2	\$ 7,257.54
Graphics Designer	AIMS	\$ 79.42	16	\$ 1,270.77	2	\$ 2,541.55
Web Developer	AIMS	\$ 101.71	60	\$ 6,102.81	2	\$ 12,205.63
TOTAL LABOR				\$ 29,932.56	2	\$ 59,865.11

G&A on Other Direct Costs (ODC's) @ 12.57%

SCIENTIFIC SUMMARY - Basic Package

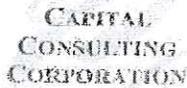
SUMMARY OF ALL YEARS: June 26, 2014 through June 25, 2019

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 110.49	350	\$ 41,063.16		\$ 66,425.42
Project Manager/Deputy Project Director	AIMS	\$ 102.87	0	\$ -		\$ -
Sr. Challenge Manager	AIMS	\$ 93.03	0	\$ -		\$ -
Challenge Manager	AIMS	\$ 71.05	0	\$ -		\$ -
Challenge Administrator	AIMS	\$ 53.44	850	\$ 48,232.44		\$ 78,022.73
Communications Specialist	AIMS	\$ 80.60	200	\$ 17,117.27		\$ 27,689.58
Graphics Designer	AIMS	\$ 70.57	80	\$ 5,994.36		\$ 9,696.72
Web Developer	AIMS	\$ 90.37	300	\$ 28,787.58		\$ 46,567.94
TOTAL LABOR				\$ 141,194.81		\$ 228,402.40

G&A on Other Direct Costs (ODC's) @ 12.57%

*Offer firm for 60 calendar days from receipt by the Government

**Discount provided off our GSA approved labor rates.



Capital Consulting Corporation

Service-Disabled Veteran Owned Business (SDVOSB)

Blanket Purchase Agreement (BPA) for Prize Competition Challenge Support

RFQ No. 14-233-SOL-00161

GSA Contract No: GS-07F-0561T

Submitted: June 6, 2014

HARDWARE SUMMARY - Basic Package

BASE YEAR: June 26, 2014 through June 25, 2015

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 110.49	70	\$ 7,734.43	1	\$ 7,734.43
Project Manager/Deputy Project Director	AIMS	\$ 102.87	0	\$ -	1	\$ -
Sr. Challenge Manager	AIMS	\$ 93.03	0	\$ -	1	\$ -
Challenge Manager	AIMS	\$ 71.05	0	\$ -	1	\$ -
Challenge Administrator	AIMS	\$ 53.44	170	\$ 9,084.80	1	\$ 9,084.80
Communications Specialist	AIMS	\$ 80.60	40	\$ 3,224.12	1	\$ 3,224.12
Graphics Designer	AIMS	\$ 70.57	16	\$ 1,129.07	1	\$ 1,129.07
Web Developer	AIMS	\$ 90.37	60	\$ 5,422.27	1	\$ 5,422.27
TOTAL LABOR				\$ 26,594.69	1	\$ 26,594.69

G&A on Other Direct Costs (ODC's) @ 12.57%

HARDWARE SUMMARY - Basic Package

OPTION YEAR 1: June 26, 2015 through June 25, 2016

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 113.81	70	\$ 7,966.47	1	\$ 7,966.47
Project Manager/Deputy Project Director	AIMS	\$ 105.96	0	\$ -	1	\$ -
Sr. Challenge Manager	AIMS	\$ 93.03	0	\$ -	1	\$ -
Challenge Manager	AIMS	\$ 73.18	0	\$ -	1	\$ -
Challenge Administrator	AIMS	\$ 55.04	170	\$ 9,357.34	1	\$ 9,357.34
Communications Specialist	AIMS	\$ 83.02	40	\$ 3,320.84	1	\$ 3,320.84
Graphics Designer	AIMS	\$ 72.68	16	\$ 1,162.94	1	\$ 1,162.94
Web Developer	AIMS	\$ 93.08	60	\$ 5,584.94	1	\$ 5,584.94
TOTAL LABOR				\$ 27,392.53	1	\$ 27,392.53

G&A on Other Direct Costs (ODC's) @ 12.57%

HARDWARE SUMMARY - Basic Package

OPTION YEAR 2: June 26, 2016 through June 25, 2017

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 117.22	70	\$ 8,205.46	1	\$ 8,205.46
Project Manager/Deputy Project Director	AIMS	\$ 109.14	0	\$ -	1	\$ -
Sr. Challenge Manager	AIMS	\$ 98.69	0	\$ -	1	\$ -
Challenge Manager	AIMS	\$ 75.37	0	\$ -	1	\$ -
Challenge Administrator	AIMS	\$ 56.69	170	\$ 9,638.06	1	\$ 9,638.06
Communications Specialist	AIMS	\$ 85.51	40	\$ 3,420.46	1	\$ 3,420.46
Graphics Designer	AIMS	\$ 74.86	16	\$ 1,197.83	1	\$ 1,197.83
Web Developer	AIMS	\$ 95.87	60	\$ 5,752.49	1	\$ 5,752.49
TOTAL LABOR				\$ 28,214.30	1	\$ 28,214.30

G&A on Other Direct Costs (ODC's) @ 12.57%

HARDWARE SUMMARY - Basic Package

OPTION YEAR 3: June 26, 2017 through June 25, 2018

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 120.74	70	\$ 8,451.63	1	\$ 8,451.63
Project Manager/Deputy Project Director	AIMS	\$ 112.41	0	\$ -	1	\$ -
Sr. Challenge Manager	AIMS	\$ 101.65	0	\$ -	1	\$ -
Challenge Manager	AIMS	\$ 77.63	0	\$ -	1	\$ -
Challenge Administrator	AIMS	\$ 58.40	170	\$ 9,927.21	1	\$ 9,927.21
Communications Specialist	AIMS	\$ 88.08	40	\$ 3,523.08	1	\$ 3,523.08
Graphics Designer	AIMS	\$ 77.11	16	\$ 1,233.76	1	\$ 1,233.76
Web Developer	AIMS	\$ 98.75	60	\$ 5,925.06	1	\$ 5,925.06
TOTAL LABOR				\$ 29,060.73	1	\$ 29,060.73

G&A on Other Direct Costs (ODC's) @ 12.57%

HARDWARE SUMMARY - Basic Package

OPTION YEAR 4: June 26, 2018 through June 25, 2019

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 124.36	70	\$ 8,705.17	1	\$ 8,705.17
Project Manager/Deputy Project Director	AIMS	\$ 115.78	0	\$ -	1	\$ -
Sr. Challenge Manager	AIMS	\$ 104.70	0	\$ -	1	\$ -
Challenge Manager	AIMS	\$ 79.96	0	\$ -	1	\$ -
Challenge Administrator	AIMS	\$ 60.15	170	\$ 10,225.02	1	\$ 10,225.02
Communications Specialist	AIMS	\$ 90.72	40	\$ 3,628.77	1	\$ 3,628.77
Graphics Designer	AIMS	\$ 79.42	16	\$ 1,270.77	1	\$ 1,270.77
Web Developer	AIMS	\$ 101.71	60	\$ 6,102.81	1	\$ 6,102.81
TOTAL LABOR				\$ 29,932.56	1	\$ 29,932.56

G&A on Other Direct Costs (ODC's) @ 12.57%

HARDWARE SUMMARY - Basic Package

SUMMARY OF ALL YEARS: June 26, 2014 through June 25, 2019

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 110.49	350	\$ 41,063.16		\$ 41,063.16
Project Manager/Deputy Project Director	AIMS	\$ 102.87	0	\$ -		\$ -
Sr. Challenge Manager	AIMS	\$ 93.03	0	\$ -		\$ -
Challenge Manager	AIMS	\$ 71.05	0	\$ -		\$ -
Challenge Administrator	AIMS	\$ 53.44	850	\$ 48,232.44		\$ 48,232.44
Communications Specialist	AIMS	\$ 80.60	200	\$ 17,117.27		\$ 17,117.27
Graphics Designer	AIMS	\$ 70.57	80	\$ 5,994.36		\$ 5,994.36
Web Developer	AIMS	\$ 90.37	300	\$ 28,787.58		\$ 28,787.58
TOTAL LABOR				\$ 141,194.81		\$ 141,194.81

G&A on Other Direct Costs (ODC's) @ 12.57%

*Offer firm for 60 calendar days from receipt by the Government

**Discount provided off our GSA approved labor rates.

**CAPITAL
CONSULTING
CORPORATION**

Capital Consulting Corporation

Service-Disabled Veteran Owned Business (SDVOSB)

Blanket Purchase Agreement (BPA) for Prize Competition Challenge Support

RFQ No. 14-233-SOL-00161

GSA Contract No: GS-07F-0561T

Submitted: June 6, 2014

OUTREACH/COMMUNICATION SUMMARY - Basic Package

BASE YEAR: June 26, 2014 through June 25, 2015

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 110.49	70	\$ 7,734.43	1	\$ 7,734.43
Project Manager/Deputy Project Director	AIMS	\$ 102.87	0	\$ -	1	\$ -
Sr. Challenge Manager	AIMS	\$ 93.03	0	\$ -	1	\$ -
Challenge Manager	AIMS	\$ 71.05	0	\$ -	1	\$ -
Challenge Administrator	AIMS	\$ 53.44	170	\$ 9,084.80	1	\$ 9,084.80
Communications Specialist	AIMS	\$ 80.60	40	\$ 3,224.12	1	\$ 3,224.12
Graphics Designer	AIMS	\$ 70.57	16	\$ 1,129.07	1	\$ 1,129.07
Web Developer	AIMS	\$ 90.37	60	\$ 5,422.27	1	\$ 5,422.27
TOTAL LABOR				\$ 26,594.69	1	\$ 26,594.69

G&A on Other Direct Costs (ODC's) @ 12.57%

OUTREACH/COMMUNICATION SUMMARY - Basic Package

OPTION YEAR 1: June 26, 2015 through June 25, 2016

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 113.81	70	\$ 7,966.47	1	\$ 7,966.47
Project Manager/Deputy Project Director	AIMS	\$ 105.96	0	\$ -	2	\$ -
Sr. Challenge Manager	AIMS	\$ 93.03	0	\$ -	2	\$ -
Challenge Manager	AIMS	\$ 73.18	0	\$ -	2	\$ -
Challenge Administrator	AIMS	\$ 55.04	170	\$ 9,357.34	2	\$ 18,714.69
Communications Specialist	AIMS	\$ 83.02	40	\$ 3,320.84	2	\$ 6,641.68
Graphics Designer	AIMS	\$ 72.68	16	\$ 1,162.94	2	\$ 2,325.88
Web Developer	AIMS	\$ 93.08	60	\$ 5,584.94	2	\$ 11,169.88
TOTAL LABOR				\$ 27,392.53	2	\$ 46,818.59

G&A on Other Direct Costs (ODC's) @ 12.57%

OUTREACH/COMMUNICATION SUMMARY - Basic Package

OPTION YEAR 2: June 26, 2016 through June 25, 2017

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 117.22	70	\$ 8,205.46	2	\$ 16,410.92
Project Manager/Deputy Project Director	AIMS	\$ 109.14	0	\$ -	2	\$ -
Sr. Challenge Manager	AIMS	\$ 98.69	0	\$ -	2	\$ -
Challenge Manager	AIMS	\$ 75.37	0	\$ -	2	\$ -
Challenge Administrator	AIMS	\$ 56.69	170	\$ 9,638.06	2	\$ 19,276.13
Communications Specialist	AIMS	\$ 85.51	40	\$ 3,420.46	2	\$ 6,840.93
Graphics Designer	AIMS	\$ 74.86	16	\$ 1,197.83	2	\$ 2,395.65
Web Developer	AIMS	\$ 95.87	60	\$ 5,752.49	2	\$ 11,504.98
TOTAL LABOR				\$ 28,214.30	2	\$ 56,428.61

G&A on Other Direct Costs (ODC's) @ 12.57%

OUTREACH/COMMUNICATION SUMMARY - Basic Package

OPTION YEAR 3: June 26, 2017 through June 25, 2018

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 120.74	70	\$ 8,451.63	2	\$ 16,903.25
Project Manager/Deputy Project Director	AIMS	\$ 112.41	0	\$ -	2	\$ -
Sr. Challenge Manager	AIMS	\$ 101.65	0	\$ -	2	\$ -
Challenge Manager	AIMS	\$ 77.63	0	\$ -	2	\$ -
Challenge Administrator	AIMS	\$ 58.40	170	\$ 9,927.21	2	\$ 19,854.41
Communications Specialist	AIMS	\$ 88.08	40	\$ 3,523.08	2	\$ 7,046.16
Graphics Designer	AIMS	\$ 77.11	16	\$ 1,233.76	2	\$ 2,467.52
Web Developer	AIMS	\$ 98.75	60	\$ 5,925.06	2	\$ 11,850.12
TOTAL LABOR				\$ 29,060.73	2	\$ 58,121.47

G&A on Other Direct Costs (ODC's) @ 12.57%

OUTREACH/COMMUNICATION SUMMARY - Basic Package

OPTION YEAR 4: June 26, 2018 through June 25, 2019

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 124.36	70	\$ 8,705.17	3	\$ 26,115.52
Project Manager/Deputy Project Director	AIMS	\$ 115.78	0	\$ -	3	\$ -
Sr. Challenge Manager	AIMS	\$ 104.70	0	\$ -	3	\$ -
Challenge Manager	AIMS	\$ 79.96	0	\$ -	3	\$ -
Challenge Administrator	AIMS	\$ 60.15	170	\$ 10,225.02	3	\$ 30,675.07
Communications Specialist	AIMS	\$ 90.72	40	\$ 3,628.77	3	\$ 10,886.31
Graphics Designer	AIMS	\$ 79.42	16	\$ 1,270.77	3	\$ 3,812.32
Web Developer	AIMS	\$ 101.71	60	\$ 6,102.81	3	\$ 18,308.44
TOTAL LABOR				\$ 29,932.56	3	\$ 89,797.67

G&A on Other Direct Costs (ODC's) @ 12.57%

OUTREACH/COMMUNICATION SUMMARY - Basic Package

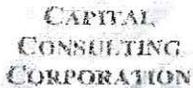
SUMMARY OF ALL YEARS: June 26, 2014 through June 25, 2019

LABOR Category	GSA Rate Schedule	GSA		Total	Quantity	Total Costs
		Discounted Labor Rate	Hours			
Project Director	AIMS	\$ 110.49	350	\$ 41,063.16		\$ 75,130.60
Project Manager/Deputy Project Director	AIMS	\$ 102.87	0	\$ -		\$ -
Sr. Challenge Manager	AIMS	\$ 93.03	0	\$ -		\$ -
Challenge Manager	AIMS	\$ 71.05	0	\$ -		\$ -
Challenge Administrator	AIMS	\$ 53.44	850	\$ 48,232.44		\$ 97,605.10
Communications Specialist	AIMS	\$ 80.60	200	\$ 17,117.27		\$ 34,639.19
Graphics Designer	AIMS	\$ 70.57	80	\$ 5,994.36		\$ 12,130.44
Web Developer	AIMS	\$ 90.37	300	\$ 28,787.58		\$ 58,255.69
TOTAL LABOR				\$ 141,194.81		\$ 277,761.02

G&A on Other Direct Costs (ODC's) @ 12.57%

*Offer firm for 60 calendar days from receipt by the Government

**Discount provided off our GSA approved labor rates.



Capital Consulting Corporation

Service-Disabled Veteran Owned Business (SDVOSB)

Blanket Purchase Agreement (BPA) for Prize Competition Challenge Support

RFQ No. 14-233-SOL-00161

GSA Contract No: GS-07F-0561T

Submitted: June 6, 2014

INTELLECTUAL PROPERTY & MARKET SCANS

Period of Performance: June 26, 2014 through June 25, 2019

SUGGESTED LABOR Category	GSA Rate Schedule	Base Year Labor Rate	Option	Option	Option	Option
			Year 1 Labor Rate	Year 2 Labor Rates	Year 3 Labor Rates	Year 4 Labor Rates
Project Director	AIMS	\$ 110.49	\$ 113.81	\$ 117.22	\$ 120.74	\$ 124.36
Project Manager/Deputy Project Director	AIMS	\$ 102.87	\$ 105.96	\$ 109.14	\$ 112.41	\$ 115.78
Program Analyst II	AIMS	\$ 107.11	\$ 110.32	\$ 113.63	\$ 117.04	\$ 120.55
Challenge Administrator	AIMS	\$ 53.44	\$ 55.04	\$ 56.69	\$ 58.40	\$ 60.15
Web Developer	AIMS	\$ 90.37	\$ 93.08	\$ 95.87	\$ 98.75	\$ 101.71

G&A on Other Direct Costs (ODC's) @ 12.57%

MARKETING & PROMOTION

Period of Performance: June 26, 2014 through June 25, 2019

SUGGESTED LABOR Category	GSA Rate Schedule	Base Year Labor Rate	Option	Option	Option	Option
			Year 1 Labor Rate	Year 2 Labor Rates	Year 3 Labor Rates	Year 4 Labor Rates
Project Director	AIMS	\$ 110.49	\$ 113.81	\$ 117.22	\$ 120.74	\$ 124.36
Project Manager/Deputy Project Director	AIMS	\$ 102.87	\$ 105.96	\$ 109.14	\$ 112.41	\$ 115.78
Program Analyst II	AIMS	\$ 107.11	\$ 110.32	\$ 113.63	\$ 117.04	\$ 120.55
Challenge Administrator	AIMS	\$ 53.44	\$ 55.04	\$ 56.69	\$ 58.40	\$ 60.15
Communications Specialist	AIMS	\$ 80.60	\$ 83.02	\$ 85.51	\$ 88.08	\$ 90.72
Graphics Designer	AIMS	\$ 70.57	\$ 72.68	\$ 74.86	\$ 77.11	\$ 79.42
Web Developer	AIMS	\$ 90.37	\$ 93.08	\$ 95.87	\$ 98.75	\$ 101.71

G&A on Other Direct Costs (ODC's) @ 12.57%

REPORTING (Additional)

Period of Performance: June 26, 2014 through June 25, 2019

SUGGESTED LABOR Category	GSA Rate Schedule	Base Year Labor Rate	Option	Option	Option	Option
			Year 1 Labor Rate	Year 2 Labor Rates	Year 3 Labor Rates	Year 4 Labor Rates
Project Director	AIMS	\$ 110.49	\$ 113.81	\$ 117.22	\$ 120.74	\$ 124.36
Project Manager/Deputy Project Director	AIMS	\$ 102.87	\$ 105.96	\$ 109.14	\$ 112.41	\$ 115.78
Sr. Challenge Manager	AIMS	\$ 93.03	\$ 95.82	\$ 98.69	\$ 101.65	\$ 104.70
Challenge Manager	AIMS	\$ 71.05	\$ 73.18	\$ 75.37	\$ 77.63	\$ 79.96
Challenge Administrator	AIMS	\$ 53.44	\$ 55.04	\$ 56.69	\$ 58.40	\$ 60.15
Web Developer	AIMS	\$ 90.37	\$ 93.08	\$ 95.87	\$ 98.75	\$ 101.71

G&A on Other Direct Costs (ODC's) @ 12.57%

EVENT HOSTING / MANAGEMENT

Period of Performance: June 26, 2014 through June 25, 2019

SUGGESTED LABOR Category	GSA Rate Schedule	Base Year Labor Rate	Option	Option	Option	Option
			Year 1 Labor Rate	Year 2 Labor Rates	Year 3 Labor Rates	Year 4 Labor Rates
Project Director	AIMS	\$ 110.49	\$ 113.81	\$ 117.22	\$ 120.74	\$ 124.36
Project Manager/Deputy Project Director	AIMS	\$ 102.87	\$ 105.96	\$ 109.14	\$ 112.41	\$ 115.78
Sr. Conference/Meeting Planner	AIMS	\$ 93.03	\$ 95.82	\$ 98.69	\$ 101.65	\$ 104.70
Meeting Planner II	AIMS	\$ 71.05	\$ 73.18	\$ 75.37	\$ 77.63	\$ 79.96
Challenge Administrator	AIMS	\$ 53.44	\$ 55.04	\$ 56.69	\$ 58.40	\$ 60.15
Communications Specialist	AIMS	\$ 80.60	\$ 83.02	\$ 85.51	\$ 88.08	\$ 90.72
Graphics Designer	AIMS	\$ 70.57	\$ 72.68	\$ 74.86	\$ 77.11	\$ 79.42
Web Developer	AIMS	\$ 90.37	\$ 93.08	\$ 95.87	\$ 98.75	\$ 101.71

G&A on Other Direct Costs (ODC's) @ 12.57%

RELATIONSHIP DEVELOPMENT

Period of Performance: June 26, 2014 through June 25, 2019

SUGGESTED LABOR Category	GSA Rate Schedule	Base Year Labor Rate	Option	Option	Option	Option
			Year 1 Labor Rate	Year 2 Labor Rates	Year 3 Labor Rates	Year 4 Labor Rates
Project Director	AIMS	\$ 110.49	\$ 113.81	\$ 117.22	\$ 120.74	\$ 124.36
Project Manager/Deputy Project Director	AIMS	\$ 102.87	\$ 105.96	\$ 109.14	\$ 112.41	\$ 115.78
Sr. Challenge Manager	AIMS	\$ 93.03	\$ 95.82	\$ 98.69	\$ 101.65	\$ 104.70
Challenge Manager	AIMS	\$ 71.05	\$ 73.18	\$ 75.37	\$ 77.63	\$ 79.96
Challenge Administrator	AIMS	\$ 53.44	\$ 55.04	\$ 56.69	\$ 58.40	\$ 60.15
Communications Specialist	AIMS	\$ 80.60	\$ 83.02	\$ 85.51	\$ 88.08	\$ 90.72
Graphics Designer	AIMS	\$ 70.57	\$ 72.68	\$ 74.86	\$ 77.11	\$ 79.42
Web Developer	AIMS	\$ 90.37	\$ 93.08	\$ 95.87	\$ 98.75	\$ 101.71

G&A on Other Direct Costs (ODC's) @ 12.57%

PRIZE AWARD DISBURSEMENT

Period of Performance: June 26, 2014 through June 25, 2019

SUGGESTED LABOR Category	GSA Rate Schedule	Base Year Labor Rate	Option	Option	Option	Option
			Year 1 Labor Rate	Year 2 Labor Rates	Year 3 Labor Rates	Year 4 Labor Rates
Project Director	AIMS	\$ 110.49	\$ 113.81	\$ 117.22	\$ 120.74	\$ 124.36
Project Manager/Deputy Project Director	AIMS	\$ 102.87	\$ 105.96	\$ 109.14	\$ 112.41	\$ 115.78
Sr. Challenge Manager	AIMS	\$ 93.03	\$ 95.82	\$ 98.69	\$ 101.65	\$ 104.70
Challenge Manager	AIMS	\$ 71.05	\$ 73.18	\$ 75.37	\$ 77.63	\$ 79.96
Challenge Administrator	AIMS	\$ 53.44	\$ 55.04	\$ 56.69	\$ 58.40	\$ 60.15
Web Developer	AIMS	\$ 90.37	\$ 93.08	\$ 95.87	\$ 98.75	\$ 101.71

G&A on Other Direct Costs (ODC's) @ 12.57%

*Offer firm for 60 calendar days from receipt by the Government

**Discount provided off our GSA approved labor rates.

Appendix B - Luminary Pricing

A Hardware challenge requires greater expertise and experience in the specified subject area to ensure the latest and most cutting-edge solutions are encouraged to participate and selected as winner(s). Moreover, this type of challenge will require resources be made available to accept and to review a prototype or hardware as part of the submission. As hardware challenges by nature tend to attract solutions further along the product development cycle, these challenges often are lengthier, with a longer open submission period and a more involved judging process.

A single basic Hardware challenge is \$277,402, which represents \$264,402 in labor and \$13,000 in expenses.

	Total
Base Year	\$277,402
Option Year 1	\$277,402
Option Year 2	\$277,402
Option Year 3	\$277,402
Option Year 4	\$277,402
Total Pricing	\$1,387,010

A suggested basic Hardware prize purse is \$50,000.

OTHER DIRECT COSTS:

Depending on the Additional Services requested by HHS, key milestones, or travel required for key meetings, Luminary Labs may incur other direct costs. Refer to Standard Form 18 for our pricing schedule for other direct costs.

ADDITIONAL SERVICES

Luminary Labs recognizes the need to tailor each HHS challenge depending on the type, size, scope, duration, and most importantly, overall objective of the challenge. We have designed additional services to address the needs of a given challenge should HHS decide to select specific services in addition to the Basic Package.

MULTI-STAGE CHALLENGES

HHS will have the opportunity to "upgrade" the Basic Package by adding stages. The intent of additional stages is typically to shepherd the strongest solutions, providing them with seed money and/or additional resources to refine their solution.

As multi-stage challenges present a greater ask of the jury, Luminary Labs takes extra steps to ensure that schedules align, jury briefings are provided well in advance, and that the online scoring application is as efficient as possible. Luminary Labs also prepares the judges prior to the live event(s) and facilitates the onstage line of questions.

The optional stages are:

- The Virtual Accelerator
- Innovator's Bootcamp
- Live Event (Demo Day or Finalist Day)
- Pilot or Prototype Stage

A full description of multi-stage challenges is available in Volume 1.

Labor Category	Labor Rate
Executive Strategist	\$302.27
Strategist	\$151.13
Strategist (SME)	\$151.13
Senior Web/Graphic Designer	\$120.90
Junior Web/Graphic Designer	\$104.78
Senior Developer	\$120.90
Junior Developer	\$104.78
Senior Communications & Social Media	\$104.78
Senior Analyst	\$94.71
Analyst	\$75.57

Multi-stage challenges would require a team in the following labor categories:

IP AND MARKET SCAN

IP and market scan analysis. As part of the challenge design and development, we would call upon our own expertise and network of 50+ industry experts to conduct a market and IP scan of possible solutions. Our analysis would ensure that the call-to-action to be defined is not currently addressed in the marketplace and would provide a viable opportunity for a rich set of submissions.

Labor Category	Labor Rate
Executive Strategist	\$302.27
Strategist	\$151.13
Strategist (SME)	\$151.13
Senior Web/Graphic Designer	\$120.90
Senior Communications & Social Media	\$104.78
Senior Analyst	\$94.71
Analyst	\$75.57

The IP and market scan analysis would require a team in the following labor categories:

ADVANCED MARKETING & PROMOTION

In addition to Basic Marketing and Advertising services, Luminary Labs can provide comprehensive support in the areas of PR, custom paid, social, and earned media, advanced blogging, email marketing and newsletters and event marketing. A full description of advanced marketing & promotion is available in Volume 1.

Labor Category	Labor Rate
Executive Strategist	\$302.27
Strategist	\$151.13
Strategist (SME)	\$151.13
Senior Web/Graphic Designer	\$120.90
Junior Web/Graphic Designer	\$104.78
Senior Developer	\$120.90
Junior Developer	\$104.78
Senior Communications & Social Media	\$104.78
Senior Analyst	\$94.71
Analyst	\$75.57

EXTERNAL COLLABORATOR AND MULTI-STAKEHOLDER MANAGEMENT

It is our belief that a successful challenge rests on the partnerships and collaboration across all relevant stakeholders throughout the entire lifecycle of a challenge. Luminary Labs takes great care and detail in working with direct and indirect stakeholders, as well as third-party vendors, to execute a smooth challenge. Through open communication, frequent dialogue, and check-in meetings, Luminary Labs is able to keep all parties informed of the challenge progression, and identify and address any problems that arise.

Labor Category	Labor Rate
Executive Strategist	\$302.27
Strategist	\$151.13
Strategist (SME)	\$151.13
Senior Web/Graphic Designer	\$120.90
Senior Communications & Social Media	\$104.78
Senior Analyst	\$94.71
Analyst	\$75.57

External collaborator and multi-stakeholder management would require a team in the following labor categories:

PRIZE MANAGEMENT

Prize management, including escrow. Luminary Labs has managed prize purses ranging from \$10,000 to \$500,000 and is capable of retaining these moneys in escrow if necessary. We seamlessly award prize money to deserving teams throughout all relevant stages of the challenge (semi-finalist, finalist, and winner announcements).

Labor Category	Labor Rate
Executive Strategist	\$302.27
Strategist	\$151.13
Senior Communications & Social Media	\$104.78
Senior Analyst	\$94.71
Analyst	\$75.57

Enhanced prize purses. Based on the subject matter and industry activity, we recommend a broad range of prize purses above the Basic prize purse to draw a rich and diverse set of entrants. The larger prize purse would also create the opportunity to provide seed funding to semi-finalists or finalists.

Advanced Marketing & Promotion would require a team in the following labor categories:

ADVANCED REPORTING

In addition to providing our standard reporting and analysis included in the Basic Package, Luminary Labs is also able to develop custom reporting depending on the needs of a particular challenge. A full description of advanced reporting is available in Volume 1.

Reporting would require a team in the following labor categories:

Labor Category	Labor Rate
Executive Strategist	\$302.27
Strategist	\$151.13
Senior Web/Graphic Designer	\$120.90
Junior Web/Graphic Designer	\$104.78
Senior Communications & Social Media	\$104.78
Senior Analyst	\$94.71
Analyst	\$75.57

Appendix C
Sensis BPA Pricing

IDEATION	BASIC PACKAGE: Total	Revised Total
Base Year	\$ 83,255.54	\$ 79,092.76
Option Year 1	\$171,507.42	\$162,932.05
Option Year 2	\$176,651.12	\$167,818.56
Option Year 3	\$272,927.57	\$259,281.19
Option Year 4	\$281,113.24	\$267,057.58
TOTAL PRICING	\$985,454.89	\$936,182.15

IDEATION

TOTAL FIRM FIXED PRICE (BASE + OPTIONS) \$936,182.15

HARDWARE	BASIC PACKAGE: Total	Revised Total
Base Year	\$ 83,255.54	\$ 79,092.76
Option Year 1	\$ 83,753.71	\$ 81,466.02
Option Year 2	\$ 88,325.56	\$ 83,909.28
Option Year 3	\$ 90,975.86	\$ 86,427.07
Option Year 4	\$ 93,704.41	\$ 89,019.19
TOTAL PRICING	\$442,015.08	\$419,914.33

HARDWARE

TOTAL FIRM FIXED PRICE (BASE + OPTIONS) \$419,914.33

Additional Services Offered with Ideation, Scientific, Hardware, & Outreach/Communication BPAs:

***Note: only Hardware and Ideation are valid under the Sensis BPA.**

ADDITIONAL SERVICES	LABOR CATEGORIES	LABOR RATES
Intellectual Property & Market Scans	Lead Web Developer	\$ 147.84
Marketing and Promotion	Digital Strategist II	\$ 153.12
Reporting (Additional)	Account Executive II	\$ 115.02
Event Hosting/Management	Account Executive II	\$ 115.02
Relationship Development	Account Executive II	\$ 115.02
Prize Award Disbursement	Account Executive II	\$ 115.02

Labor Categories	GSA Rate
Front-End Developer II	\$ 113.81
Web Developer	\$ 118.42
Group Creative Director	\$ 191.19
Creative Director II	\$ 164.20
Account Director	\$ 156.21
Account Executive II	\$ 115.02
Associate Digital Strategist	\$ 103.84