



U.S. Department *of* Defense

APEX ACCELERATORS

GOALS AND METRICS 1.1

FEBRUARY 2023

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OVERVIEW

APEX Accelerators provide critical assistance to new and existing businesses interested in government contracting to foster a diverse and resilient domestic industrial base that can deliver preeminent solutions to the military and other government users. The purpose of these goals and metrics is to incentivize and drive performance, and not to exist as a performance requirement.

In regard to metrics, the requirements are to propose goals, work toward those goals, and provide updates in your quarterly reports explaining your progress on your proposed goals. Not meeting a goal is not considered a failure. The government's requirements are instead based on your ability to explain why a goal wasn't met and to provide a plan to meet that goal in the following quarter(s).

The Fiscal Year (FY) 2023 metrics reflect the programmatic goals for the Department of Defense (DoD) Office of Small Business Programs (OSBP) and the APEX Accelerators program. Please begin working towards these goals, and utilizing the metric measurements, within your program and submit your proposed goals against each metric to the Agreements Officer listed on your award and the OSBP APEX Accelerator Program Office (osd.pentagon.ousd-a-s.mbx.apex-accelerators@mail.mil) no later than February 15, 2023 (not applicable to FY 2022 awards and prior).

It is acceptable that some goals may be proposed at zero for a particular metric based on your individual accelerator's circumstances. In such circumstances, a justification in narrative form is required for the government team to review. Additionally, please note that there is no requirement to propose a metric for Goal 7 – Capture Market Data in Key Industries – in FY 2023. Goal 7 is a mission that is required, as applicable. Therefore, you will not be measured against this goal but will be required to report what you have captured in FY 2023.

To help all Accelerators align towards our mission – “Serve as the axis for existing and new business to strengthen the defense industrial base by accelerating innovation, fostering ingenuity, and establishing resilient and diverse supply chains” – and achieve desirable outcomes, the program provides the following goals and performance metrics for which detailed information is available in *Appendix I*.

Goal 1. Cultivate the Defense Industrial Base (DIB) and Government Industrial Base (GIB).

Performance Metric

1.1. Facilitate achievement of DIB readiness for new entrants.

Metric Measurement:

- Number of new DIB-ready clients.

Reporting Requirements:

- Number of new DIB-ready clients.

1.2. Facilitate achievement of GIB readiness for new entrants.

Metric Measurement:

- Number of new GIB-ready clients.

Reporting Requirements:

- Number of new GIB-ready clients.

1.3. Restore former DIB and GIB participants.

Reporting Requirement:

- Number of clients attempting to re-enter the DIB and GIB (e.g., the number that submitted bids).

Goal 2. Increase Equity and Inclusion.

Performance Metric

2.1. Increase number of DIB and GIB-ready Small Disadvantaged Businesses (SDBs).

Metric Measurement:

- Number of new SDBs.

Reporting Requirement:

- Number of new SDBs.
- Details of contract awards to SDBs.

2.2. Increase number of DIB and GIB-ready Historically Under-utilized Business Zone (HUBZone) businesses.

Metric Measurement:

- Number of new HUBZone businesses.

Reporting Requirement:

- Number of new HUBZone businesses.
- Details of contract awards to HUBZone businesses.

2.3. Increase number of DIB and GIB-ready Service-Disabled Veteran-Owned Small Businesses (SDVOSBs).

Metric Measurement:

- Number of new SDVOSBs.

Reporting Requirement:

- Number of new SDVOSBs.
- Details of contract awards to SDVOSBs.

2.4. Increase number of DIB and GIB-ready Women-Owned Small Businesses (WOSBs).

Metric Measurement:

- Number of new WOSBs.

Reporting Requirement:

- Number of new WOSBs.
- Details of contract awards to WOSBs.

2.5. Promote subcontracting opportunities for SDBs, HUBZone businesses, SDVOSBs, WOSBs, and other underrepresented small businesses.

Metric Measurement:

- i. Number of trainings for Small Business Liaison Offices (SBLOs).
- ii. Number of matchmaker events.

Reporting Requirements:

- Number of trainings for SBLOs and corresponding details.
- Number of matchmaking events and corresponding details.
- Number of direct referrals that resulted in a business opportunity.

2.6. Encourage and support participation in Mentor-Protégé Program (MPP).

Metric Measurements:

- i. Number of client training events on the DoD MPP.
- ii. Number of client training events on the Small Business Administration (SBA) MPP.

Reporting Requirements:

- Number of client training events on the DoD MPP and corresponding details.
- Number of client training events on the SBA MPP and corresponding details.
- Number of clients with a new DoD MPP agreement and client details.
- Number of clients with a new SBA MPP agreement and client details.

Goal 3. Increase Awareness of and Compliance with Foreign Ownership, Control, or Influence (FOCI).

Performance Metric

3.1. Educate businesses in the DIB and GIB on FOCI.

Metric Measurement:

- i. Number of hosted and/or supported FOCI webinars and/or training events.

Reporting Requirements:

- Number of hosted and/or supported FOCI webinars and training events and corresponding details.
- Number of FOCI publications such as newsletters, articles, and any press releases.
- Number of clicks on online FOCI publications.

Goal 4. Improve Cybersecurity of the DIB and GIB.

Performance Metric

4.1. Increase the number of Cybersecurity Maturity Model Certification (CMMC) secure businesses.

Metric Measurement:

- i. Number of clients that have become compliant with CMMC 2.0 Level 1.
- ii. Number of clients that have become compliant with CMMC 2.0 Level 2 or above.
- iii. Number of clients that have become compliant with Federal Acquisition Regulation (FAR) 52.204-21 (although not necessarily compliant with CMMC 2.0).

Reporting Requirements:

- Number of clients that have become compliant with CMMC 2.0 Level 1.
- Number of clients that have become compliant with CMMC 2.0 Level 2 or above.
- Number of clients that have become compliant with Federal Acquisition Regulation (FAR) 52.204-21 (although not necessarily compliant with CMMC 2.0).

4.2. Educate on enhanced cybersecurity.

Metric Measurement:

- i. Number of hosted/cohosted Project Spectrum (PS) training events.
- ii. Number of cybersecurity webinars and training events.

Reporting Requirements:

- Number of hosted/cohosted trainings or events on PS and corresponding details.
- Number of cybersecurity webinars and training events and corresponding details.
- Number of cybersecurity publications such as newsletters, articles, and any press releases.
- Number of clicks on online cybersecurity publications.

Goal 5. Facilitate Innovation for the DIB and GIB.

Performance Metric

5.1. Connect innovative businesses to Government-led Innovation Programs (GIPs).

Metric Measurement:

- i. Number of counseling hours on GIPs.
- ii. Number of referrals that connect clients to federal laboratories.
- iii. Number of training events conducted on GIPs.

Reporting Requirements:

- Number of counseling hours on GIPs.
- Number of referrals that connect clients to federal laboratories.
- Number of training events conducted on GIPs and corresponding details.
- Number of proposals submitted to GIPs by clients who received technical assistance.
- Number of proposals and the dollar amount won in GIPs by clients who received technical assistance.

Goal 6. Strengthen the Supply Chain.

Performance Metric

6.1. Support Defense Production Act (DPA) Title III activities.

Metric Measurement:

- i. Number of training and other events related to the DPA Title III.

Reporting Requirements:

- Number of training and other events related to the DPA Title III and corresponding details.
- Number of clients submitting white papers to Funding Opportunity Announcements (FOAs) who received technical assistance.
- Number of clients submitting full proposals to FOAs who received technical assistance.

6.2. Support Industrial Base Analysis and Sustainment (IBAS) activities.**Reporting Requirements:**

- Number of client referrals to local workforce development and/or other Career and Technical Education (CTE) programs.

Goal 7. Capture Market Data in Key Industries.**Mission**

7.1. Identify businesses working on critical and emerging technologies and capture information about the businesses.

Task Statement:

- Catalog businesses, including university spin-offs and entrepreneurial sole proprietors, working on the U.S. critical and emerging technologies and DoD critical technology areas.

(Note: The data collection points are defined in Appendix II while the key technology areas are listed in Appendix III.)

APPENDIX I. METRIC GUIDELINES

Goal 1. Cultivate the DIB and GIB.

- (1) **DIB:** The worldwide industrial complex with capabilities to perform Research and Development (R&D) and design, produce, and maintain military weapon systems, subsystems, components, or parts to meet military requirements.
- (2) **GIB:** The worldwide industrial complex with capabilities to perform R&D and design, produce, and maintain local, state, and/or federal government that meet government (except military) requirements.
- (3) **Client:** A person or an entity that is eligible for the APEX Accelerators program services.
- (4) **New DIB- or GIB-ready client:** A client that became ready to bid on contract opportunities by receiving an Accelerator's service although it had not met DIB- or GIB-ready criteria when first engaged with an Accelerator. In general, a new DIB- or GIB-ready client:
 - Has necessary business controls and skills to perform on contracts.
 - Has established a capability statement and competitive marketing strategy.
 - Has passed a self-check for contractor responsibilities.
 - Has completed vendor registrations at System for Award Management (SAM), state, and/or local government registration systems.
 - Is aware of applicable FAR, state, and/or local regulations requirements.
 - Understands and is progressing toward required cybersecurity compliance.
 - Recognizes potential for certified business status (e.g., SDB, HUBZone Business, SDVOSB, WOSB, state/local equivalent, etc.) and has applied or self-certified, as appropriate.
- (5) **DIB- or GIB re-entry client:** a client with a verifiable history of service as a contractor or subcontractor and requests an Accelerator's assistance with returning to the government marketplace. Since such clients have not participated on the government marketplace in a substantial period of time (i.e., over the past 24 months), they should satisfy all criteria to be DIB- and/or GIB-ready after receiving an Accelerator's service.

Goal 2. Increase Equity and Inclusion.

- (1) **SDB:** A firm that meets the following criteria set by the Code of Federal Regulations.
 - The firm must be 51% or more owned and controlled by one or more disadvantaged persons.

- The disadvantaged person or persons must be socially disadvantaged and economically disadvantaged.
- The firm must be small, according to SBA's size standards.

(2) HUBZone-certified business: A small business that meets the following criteria set by the code of federal regulations. The firm must:

- Be at least 51% owned and controlled by U.S. citizens, a Community Development Corporation, an agricultural cooperative, an Alaska Native corporation, a Native Hawaiian organization, or an Indian tribe.
- Have its principal office located in a HUBZone*.
- Have at least 35% of its employees living in a HUBZone*.

**The HUBZone map is changing on July 1, 2023.*

(3) SDVOSB: A small business owned by a veteran (a person who served in the active military, naval, or air service, and who was discharged or released under conditions other than dishonorable) with disability that was incurred or aggravated in line of duty in the active military, naval, or air service.

(4) WOSB: To be eligible for the WOSB Federal Contract program, a small business must:

- Be at least 51% owned and controlled by women who are U.S. citizens.
- Have women manage day-to-day operations who also make long-term decisions.

(5) New SDB, HUBZone, SDVOSB, or WOSB refers to a client that has not been certified in these categories but has become one through the assistance of the reporting APEX Accelerator for the reporting period.

(6) Underrepresented (or underserved) small business: A small business owned by populations sharing a particular characteristic, as well as geographic communities, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life.

(7) SBLO: A contractor's representative responsible for implementing and monitoring the subcontracting program for the contractor.

(8) Training for SBLOs: A live in-person or virtual training on aspects of the small business programs of the United States that:

- Helps new part-time and full-time SBLOs come up-to-speed on the details of federal small business programs.
- Provides regulatory updates and clarifications for SBLOs and Small Business Specialists.
- Strengthens the network of APEX Accelerators, businesses, DoD, and other federal agencies.

- (9) **Small business matchmaker:** a part of or a structured in-person or virtual event designed to allow 1-on-1 meetings between small businesses and prime contractors or federal agencies. A matchmaker may incorporate breakout training opportunities.
- (10) **Direct referrals:** APEX Accelerators may make direct referrals or facilitate introductions of suitable small businesses to specific prime contractors and/or government agencies.
- (11) **Businesses resulted a business opportunity:** Businesses that successfully submitted proposals and have received one or more awards.
- (12) **MPP:** A program that helps eligible small businesses (protégés) gain capacity and win government contracts through partnerships with more experienced companies (mentors).
- (13) **MPP training:** A training for small businesses in which the attendees learn the various benefits of MPP as well as the participation requirements and regulations.

Goal 3. Increase Awareness of and Compliance with FOCI.

- (1) **FOCI:** The following criteria are used in determining whether a company is under FOCI.
- Record of economic and government espionage against US targets.
 - Record of enforcement and/or engagement in unauthorized technology transfer.
 - Type and sensitivity of information requiring protection.
 - The source, nature, and extent of foreign ownership, control, or influence.
 - Record of compliance with pertinent US laws, regulations, and contracts.
 - Nature of bilateral and multilateral security and information exchange agreements.
 - Ownership or control, in whole or in part, by a foreign government.
- (2) **FOCI training:** A training sponsored, hosted, or co-hosted by Accelerators for small businesses that provides an understanding of the federal, state, or local government's concerns regarding FOCI (e.g., how to recognize FOCI and take necessary steps to mitigate the FOCI-related risks).
- (3) **FOCI publication:** Written Information published online or offline by Accelerators that provides an understanding of the federal, state, or local government's concerns regarding FOCI and/or risks and mitigation issues.

Goal 4. Improve Cybersecurity of the DIB and GIB.

- (1) **Cybersecurity:** The art of protecting networks, devices, and data from unauthorized access or criminal use and the practice of ensuring confidentiality, integrity, and availability of information.
- (2) **CMMC:** The cybersecurity maturity model certification program is designed to enhance DIB cybersecurity to meet evolving threats and safeguard the information that supports and enables the warfighter. Under the program, DoD contractors will be required to implement certain cybersecurity protection standards, and as required, perform self-assessments or obtain third-party certification as a condition of DoD contract award.
- (3) **CMMC 2.0 compliance:** Clients' achievement of certification at Level 1, 2, or above of CMMC 2.0.
- (4) **FAR 52.204-21:** Basic safeguarding of covered contractor information systems. Here, contract information means information, not intended for public release, that is provided by or generated for the federal, state, or local government under a contract to develop or deliver a product or service to the government, but not including information provided by the government to the public or simple transactional information (e.g., information necessary to process payments).
- (5) **FAR 52.204-21 compliance:** Clients' implementation of all elements in FAR 52.204-21.
- (6) **PS:** A digital platform that provides companies, institutions, and organizations with cybersecurity information, resources, tools, and training to help them improve cybersecurity readiness, resiliency, and compliance.
- (7) **PS training:** A Cybersecurity webinar or other training events sponsored, hosted, or co-hosted by Accelerators on PS.
- (8) **Cyber webinars/training:** A cybersecurity webinar or other training events sponsored, hosted, or co-hosted by Accelerators, regarding compliance with FAR and/or DFARS cybersecurity clauses.
- (9) **Cybersecurity publication:** Written Information published online or offline by Accelerators that provides an understanding of compliance with CMMC 2.0, FAR, and/or DFARS cybersecurity clauses and related standards, certifications, and regulations.

Goal 5. Facilitate Innovation for the DIB and GIB.

- (1) **GIPs:** Open innovation programs managed by a federal agency. The programs include but are not limited to the Challenges program (www.challenge.gov), the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs, and any Science and Technology (S&T) program of which funding opportunities are published through the Broad Agency Announcement (BAA), etc.
- (2) **GIP client:** a client who has established an intention to seek a GIP award, and who has performed significant work toward that end.
- (3) **GIP training:** An in-person or virtual training on any agency's or a group of agencies' GIPs and application processes.
- (4) **GIP proposal submittal:** A timely and complete submittal of a proposal under any GIP. The proposal process must have involved substantive assistance from the APEX Accelerators.
- (5) **GIP proposal wins:** Awards of a contract or grant under any GIP. The proposal process must have involved substantive assistance from the APEX Accelerators.
- (6) **Federal laboratory:** Any laboratory, any federally funded research and development center, or any center that is owned, leased, or otherwise used by a federal agency and funded by the federal government, whether operated by the government or by a contractor (15 U.S.C. § 3703).
- (7) **Federal laboratory referrals:** APEX Accelerators can make direct referrals or facilitate introductions of suitable businesses to specific federal laboratories for the purpose of engendering cooperation and/or technology transfer.

Goal 6. Strengthen the Supply Chain.

- (1) **DPA Title III:** A program dedicated to ensuring the timely availability of essential domestic industrial resources to support national defense and homeland security requirements. The program works in partnership with the uniformed services, other government agencies, and industry to identify areas where critical industrial capacity is lagging or non-existent.
- (2) **DPA Title III training:** A DPA Title III related webinar or training event sponsored, hosted, or co-hosted by Accelerators (e.g., how to do business with the Office of DPA Title III).
- (3) **FOA:** A publicly available document in which a federal agency makes known its intentions to award discretionary award, usually as a result of competition for funds. The announcements may be requests for applications, notices of funding availability, solicitations, or other identifiers depending upon the agency and type of program.

- (4) **White paper submitted to FOA:** A white paper submitted by a client to an FOA which should align with a stakeholder's requirements and include a rough order of magnitude.
- (5) **Full proposal submitted to FOA:** A response to the invitation to a full proposal by DPA Title III that has already been vetted and where funding has been identified with calls.
- (6) **IBAS:** A program dedicated to ensuring that the DoD is positioned to effectively address industrial base issues and support the national security innovation base.
- (7) **CTE:** A course or program designed to prepare students for careers in current or emerging professions. At the high school level, it provides students with opportunities to explore a career theme of interest while learning a set of technical and employability skills that integrate into or complement their academic studies.
- (8) **Referrals to local workforce development programs and/or other CTE programs:** Referrals made to local workforce development programs and/or other CTE programs for clients who need trained workforce, especially welders, metrologists, machinists, and other technicians.

Goal 7. Capture Market Data in Key Industries.

Mission and task statement

- No performance metric is applicable to this Goal in FY 2023.
- A designated digital platform will be provided starting in FY 2023 at no additional cost to the Accelerators.

APPENDIX II. DATA COLLECTION POINTS

The data collection points for Goal 7 shall be:

1. Meeting date (MM/DD/YYYY)*
2. Company name (entrepreneur's name, if the company name is not available)*
3. Point of contact (name and email address)*
4. Key technology area(s)*
5. Own Intellectual Property (IP)? (Yes/No)*
 - a. If Yes, does the company license its technology to a foreign national or entity?*
 - b. If No, what organization owns the IP?*
6. Commercially available? (Yes/No)*
 - a. If Yes, what is the annual production capacity?*
 - b. If No, what is the approximate Technology Readiness Level (TRL)?*

TRL 1: Basic principles observed and reported	TRL 2: Technology concept/ application formulated	TRL3: Characteristic proof-of-concept
TRL 4: Component validation in laboratory environment	TRL 5: Component validation in relevant environment	TRL 6: System demonstration in relevant environment
TRL 7: System prototype demonstration in a real environment	TRL 8: Actual system "completed" and "qualified" through test and demonstration in a real environment	TRL 9: Actual system "proven" through successful mission operations

(Source: National Aeronautics and Space Administration (NASA), [Technology Readiness Level](#))

7. Capability statement*
8. Number of employees
9. Website
10. Address including 5-digit zip code
11. Phone number
12. Identification numbers such as the Commercial and Government Entity (CAGE) codes

** Required information*

APPENDIX III. KEY TECHNOLOGY AREAS

The following twenty-one critical and emerging technology areas are of particular importance to the Department of Defense and the national security of the United States.

Advanced and Networked Sensors, Sensing, and Signature

Advanced Manufacturing

Advanced Materials

Artificial Intelligence (AI)

Biotechnologies

Communication and Networking Technologies

Computing and Software (Advanced)

Cyber and Integrated Sensing

Directed Energy

Financial Technologies

Future Generation Wireless Technology (FutureG)

Gas Turbine Engine Technologies (Advanced)

Human-Machine Interfaces

Hypersonics

Integrated Network Systems-of-Systems

Microelectronics and Semiconductors

Nuclear Energy Technologies (Advanced)

Quantum Science including Quantum Information Technologies

Renewable Energy Generation and Storage

Robotics and Autonomous Systems

Space Technologies and Systems

(Note: More information is available at <https://www.cto.mil/usdre-strat-vision-critical-tech-areas/> and <https://www.whitehouse.gov/wp-content/uploads/2022/02/02-2022-Critical-and-Emerging-Technologies-List-Update.pdf>.)

APPENDIX IV. LIST OF ABBREVIATIONS

BAA	Broad Agency Announcement
CMMC	Cybersecurity Maturity Model Certification
CTE	Career and Technical Education
DFARS	Defense Federal Acquisition Regulation Supplement
DIB	Defense Industrial Base
DoD	Department of Defense
DPA	Defense Production Act
FAR	Federal Acquisition Regulation
FOA	Funding Opportunity Announcements
FOCI	Foreign Ownership, Control, or Influence
FY	Fiscal Year
GIB	Government Industrial Base
GIP	Government-led Innovation Program
HUBZone	Historically Under-utilized Business Zone
IBAS	Industrial Base Analysis and Sustainment
IP	Intellectual Property
MPP	Mentor-Protégé Program
NASA	National Aeronautics and Space Administration
OSBP	Office of Small Business Programs
PS	Project Spectrum
R&D	Research and Development
S&T	Science and Technology
SAM	System for Award Management
SBA	Small Business Administration
SBIR	Small Business Innovation Research
SBLO	Small Business Liaison Office
SDB	Small Disadvantaged Business
SDVOSB	Service-Disabled Veteran-Owned Small Business
STTR	Small Business Technology Transfer
TRL	Technology Readiness Level
WOSB	Women-Owned Small Business