



AFWERX
AFVENTURES

Open Topic Phase II and D2P2: Completing the Customer Memorandum

28 March 2024

Rules of Engagement

1. Call is recorded
2. No Classified/Proprietary Information
3. Post Questions in Q&A portion

**All information is subject to change.
The final, authoritative source of information &
requirements is the solicitation instructions.**

Branch Org Inboxes

- Open Topic Phase I: p1@afwerx.af.mil
- Open Topic Phase II: p2@afwerx.af.mil
- Specific Topic: usaf.team@afsbirsttr.us
- STRATFI/TACFI: stratfi.tacfi@afwerx.af.mil



Visit our website at [AFWERX.com](https://afwerx.com)
and social media channels:





AFVentures

SBIR/STTR Program Quickview

Strategy: Capital as a Capability

Open Topic, Specific Topic & STRATFI/TACFI programs fall under AFVentures management.

Open Topic:

- Technology-agnostic solicitation
- Encourages commercial industry to submit dual-use technology solutions without having a known end-user
- Used to capture the best capabilities and emerging technologies that can impact our Airmen and Guardians

**Customer Memorandum?
You are HERE**

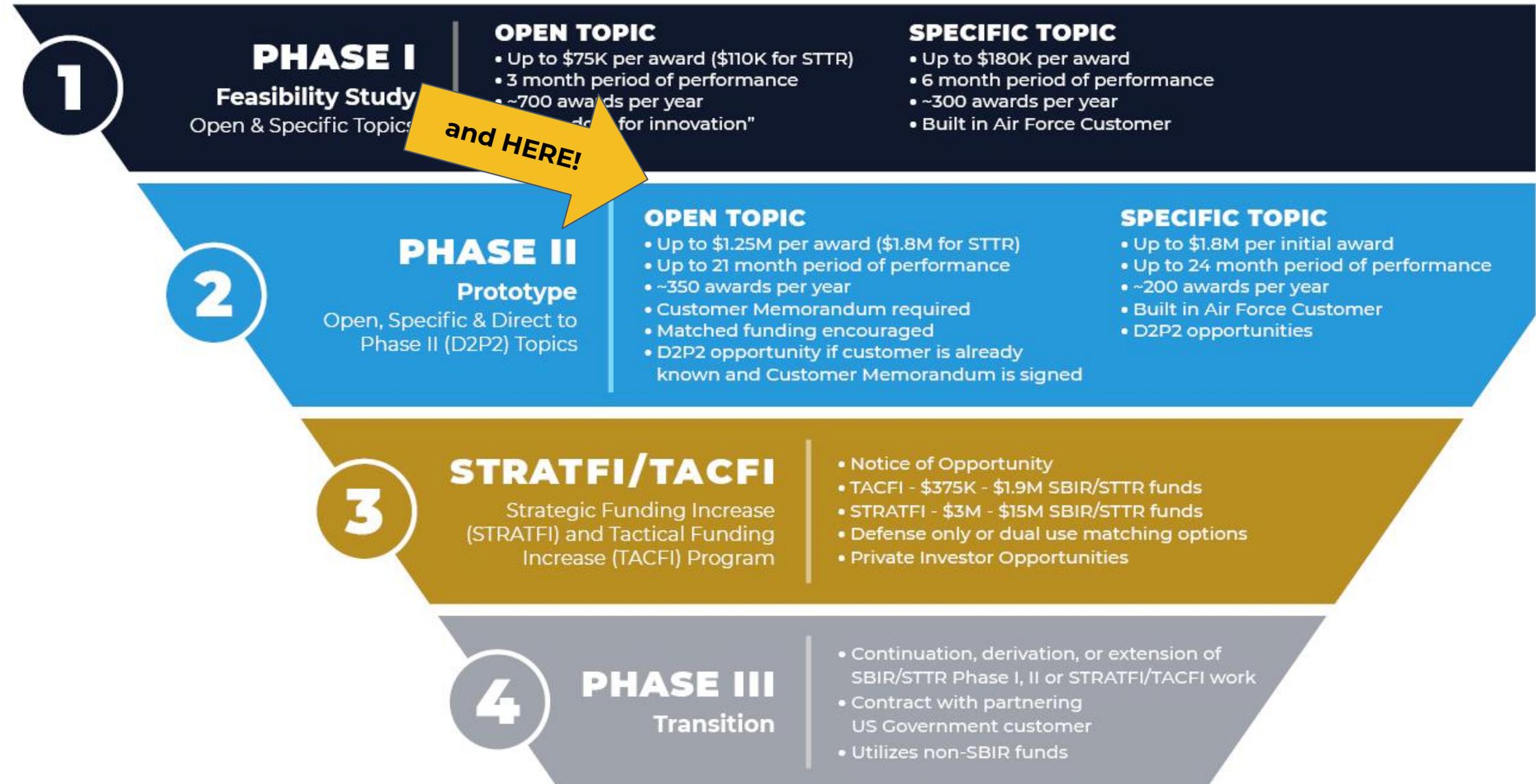
Specific Topic:

- Seeks innovative solutions for a particular problem set defined by a DAF end user or customer
- Many times, the topics and requirements are not a dual-use capability and are specific to the DoD
- These topics have clearly-defined requirements and a known DAF customer built in to the topic solicitation

STRATFI/TACFI:

- STRATFI (Strategic Funding Increase) Program
- TACFI (Tactical Funding Increase)
- Awards help scale Phase II efforts to the level needed to achieve better technology transitions
- De-risks development through syndication with multiple transition-focused partners and leveraging outside investment

AFVentures - HOW THE PROGRAM WORKS





SBIR/STTR

Phase II/D2P2 Review

2

PHASE II

Prototype

Open, Specific & Direct to
Phase II (D2P2) Topics

OPEN TOPIC

- Up to \$1.25M per award (\$1.8M for STTR)
- Up to 21 month period of performance
- ~350 awards per year
- Customer Memorandum required
- Matched funding encouraged
- D2P2 opportunity if customer is already known and Customer Memorandum is signed

Phase II/D2P2: Purpose

- The principal Research or Research and Development (R/R&D) effort
 - **“Traditional Follow-On Phase II”**: Aims to continue effort from the completed Phase I effort
 - **Direct to Phase II (D2P2) Topic (SBIR ONLY)**: Aims to continue R&D from prior non-SBIR/STTR research
 - ***NOTE: D2P2 Phase I feasibility documentation cannot be based upon or logically extend from any prior or ongoing federally funded SBIR or STTR work.***
- Expected to produce a well-defined deliverable prototype

2

PHASE II

Prototype

Open, Specific & Direct to
Phase II (D2P2) Topics

OPEN TOPIC

- Up to \$1.25M per award (\$1.8M for STTR)
- Up to 21 month period of performance
- ~350 awards per year
- Customer Memorandum required
- Matched funding encouraged
- D2P2 opportunity if customer is already known and Customer Memorandum is signed

Phase II/D2P2: Proposal Standard

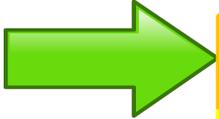
Proposal should provide sufficient information to persuade the DAF the proposed effort represents an innovative solution worthy of support under the stated evaluation criteria.

SBIR/STTR Phase II & D2P2 Proposal Structure

- **Vol 1: Proposal Cover Sheet (SAM, UEI, CAGE, Abstract, etc)**
- **Vol 2: Technical Volume**
 - Mandatory White Paper
 - 15 page maximum, excluding Table of Contents and Glossary (pages in excess NOT reviewed)
- **Vol 3: Cost Volume**
 - System formatted inputs
- **Vol 4: Company Commercialization Report (CCR)**
 - Follow solicitation instructions for Volume 4
 - CCR information is maintained and report is generated via sbir.gov
 - CCR is uploaded to DSIP as part of the proposal submission process, as applicable

SBIR/STTR Phase II & D2P2 Proposal Structure, Cont'd

- Vol 5: Supporting Documents



MANDATORY Customer Memorandum (CM) on Required Template**

- **Attachment 8:** Disclosures of Foreign Affiliations or Relationship to Foreign Countries
- **Attachment 12:** Regulatory Compliance Information for Phase II
- *IP Agreement with RI (SBA template available) (STTR ONLY)
- Additional Required Attachments (I.e: DoD Funding Agreement Certification, Work Plan (Non-proprietary), Lifecycle Certification, ESOH Questionnaire)

- Vol 6: Fraud, Waste, and Abuse Training

IMPORTANT:
Proposals that do not include properly prepared Attachments 8 and 12 will also be deemed noncompliant and will not receive an evaluation.



Customer Memorandum

The Why

Customer Memorandum: The Why

Purpose

Document interest from DAF/Joint organization(s) to work w/AFWERX and an Open Topic SBIR/STTR Phase II awardee on a proposed Phase II effort

The image shows a screenshot of a 'Customer Memorandum' form from the Department of the Air Force. At the top, it features the logos for AFWERX and SPACEWERX, and the title 'CUSTOMER MEMORANDUM For 23.7 Phase II, 23.E Phase II, and 24.6 D2P2'. Below this is the Department of the Air Force logo and the text 'DEPARTMENT OF THE AIR FORCE'. A 'DATE' field is present. A light blue box contains a 'NOTE' stating that the document is subject to updates and that the most recent version should be used. Below the note, there is text explaining that while older versions can be used for reference, the most current version should be used for signatures. A red arrow points to 'See page 19 for Form Instructions'. At the bottom, there is a 'References' section with three items: 15 U.S.C. §638, Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Program Policy Directive (Oct 2020), and 5 C.F.R. §2635.702(c), Exception (1).

Customer Memorandum: The Why

X DOES NOT:

Qualify as a support agreement or Memorandum of Understanding (MOU) as defined by DoDI 4000.19

- Involve binding resource sharing
- Require additional review by other legal teams/HQ
- Require lengthy approval



IS: Simply validation of DAF and/or Joint interest in a proposed solution

The image shows a form titled "AFWERX | SPACEWERX CUSTOMER MEMORANDUM" with subtext "For 23.7 Phase II, 23.E Phase II, and 24.6 D2P2". It features the Department of the Air Force logo and a "DATE" field. A light blue box contains a "NOTE" and instructions. Below the note is a red arrow pointing to "See page 19 for Form Instructions". A "References:" section lists three items: 15 U.S.C. §638, Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Program Policy Directive (Oct 2020), and 5 C.F.R. §2635.702(c), Exception (1).

AFWERX | SPACEWERX **CUSTOMER MEMORANDUM**
For 23.7 Phase II, 23.E Phase II, and 24.6 D2P2

DEPARTMENT OF THE AIR FORCE

NOTE: As DAF priorities, programming, and requirements evolve – and as government and industry partner feedback is received – the Open Topic tools and forms needed to support those efforts continue to be refined. As such, this document is subject to updates each solicitation cycle. **It is important that you use the most recent version of the Customer Memorandum when you submit your proposal.** Make sure the solicitation number in the header above corresponds to the solicitation to which you are responding. This will ensure you have the latest (and only acceptable) version.

While it is acceptable to share older versions of the Customer Memorandum for reference and understanding, wait for the solicitation-specific version to be released before acquiring signatures from your customer, end-user, and Technical Point of Contact (TPOC). The Proposal is limited to one completed Customer Memorandum with three digital, CAC-enabled signatures. Multiple Memorandums with individual signatures are not accepted and will result in disqualification.

Note that scans, photos, and image reproductions of this form are also not accepted, as they do not allow for digital signature verification. Avoid using Adobe Distiller to complete or modify this form – use Adobe Acrobat to mitigate data corruption issues. Failure to comply with these requirements may be grounds for disqualification.

OPEN TOPIC CUSTOMER MEMORANDUM

▶ See page 19 for Form Instructions

References:

- 15 U.S.C. §638
- Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Program Policy Directive (Oct 2020)
- 5 C.F.R. §2635.702(c), Exception (1)

Customer Memorandum: The Why

Open Topic Phase II: Common Disqualifier

Why?

- All elements **MUST** be present & complete
- Fill in all fields (if question not applicable to solution, use “N/A”)
- Ensure all digital signatures properly included on a single memorandum

IMPORTANT:

A completed and signed customer memorandum is required to be considered for award.

Customer Memorandum: The Why

Template

Subject to frequent (generally minor) updates or changes.

It is important that you submit only the most recent version with your proposal.

The most recent version will be made available on afwerx.com.



AFWERX | SPACEWERX

CUSTOMER MEMORANDUM
For 23.7 Phase II, 23.E Phase II, and 24.6 D2P2

 **DEPARTMENT OF THE AIR FORCE**

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- 15 U.S.C. §638
- Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Program Policy Directive (Oct 2020)
- 5 C.F.R. §2635.702(c), Exception (1)

Ensure solicitation # on template matches the solicitation to which you are responding.

Customer Memorandum

Open Topic Phase II: Criteria A*

Why?

The potential for Government or private sector commercialization and benefits expected to accrue from commercialization.

The SBC's record of commercializing SBIR or other research, as indicated by pre-sales, pilots, sales, revenue, active users, subscriptions, downloads, and/or other forms of traction/adoption.

The size of the market & potential for revenue, and the clarity of the SBC's business plan.

The **existence of Phase II follow-on commitments** for the subject research, and funding commitments related to the subject effort, whether **from Government sources, as documented in the Air Force Customer Memorandum**, or private sources, as documented through a letter of commitment, **are evidence of commercialization potential.**

A sound transition strategy in the Air Force Customer Memorandum is also evidence of commercialization potential.

Customer Memorandum: The Why

Open Topic Phase II: Criteria B*

Why?

The appropriateness, relevance, and specificity of an identified Defense Need.

A complete and compelling Customer Memorandum using the mandatory template, signed by an appropriate end-user, customer, and TPOC indicates the appropriateness, relevance, and specificity of an identified Defense Need.

While not required, signed letters of support from other Government personnel may be indicators of the appropriateness, relevance, and specificity of an identified Defense Need.

Adequacy of the proposed effort and its relationship to fulfilling the identified Defense Need.

The level of defense mission impact and urgency of the Defense Need.

The breadth of applicability of the solution.



Customer Memorandum

The What

Customer Memorandum: The What

Sections

1. CM Purpose Statement
2. Defense Mission Need
3. Project Timeline
4. Phase II Funding Commitment
5. Additional Agreement
6. Phase III Interest
7. Milestones

The screenshot shows a form titled "CUSTOMER MEMORANDUM" for AFWERX and SpaceWERX. It is for the Department of the Air Force and applies to 23.7 Phase II, 23.E Phase II, and 24.6 D2P2. The form includes a header with logos, a date field, and a note about updates. It also contains sections for "OPEN TOPIC CUSTOMER MEMORANDUM" with a link to form instructions, "References" (a, b, c), "FROM:" (DAF CUSTOMER ORGANIZATION and DAF END-USER ORGANIZATION), "SUBJECT:", and "1. PURPOSE".

CUSTOMER MEMORANDUM
For 23.7 Phase II, 23.E Phase II, and 24.6 D2P2

AFWERX | SPACEWERX

DEPARTMENT OF THE AIR FORCE

DATE

NOTE: As DAF priorities, programming, and requirements evolve – and as government and industry partner feedback is received – the Open Topic tools and forms needed to support those efforts continue to be refined. As such, this document is subject to updates each solicitation cycle. **It is important that you use the most recent version of the Customer Memorandum when you submit your proposal.** Make sure the solicitation number in the header above corresponds to the solicitation to which you are responding. This will ensure you have the latest (and only acceptable) version.

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OPEN TOPIC CUSTOMER MEMORANDUM

▶ See page 19 for Form Instructions

References:

- 15 U.S.C. §639
- Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Program Policy Directive (Oct 2020)
- 5 C.F.R. §2635.702(c), Exception (1)

FROM:

(DAF CUSTOMER ORGANIZATION) _____
The organization responsible for procuring the solution for the end user.
They support the acquisition/fielding of the capability.

(DAF END-USER ORGANIZATION) _____
The operational user of the solution being prototyped.
They should be the ones directly benefiting from the solution.

SUBJECT:

¹AFWERX and SpaceWERX Small Business Innovation Research (SBIR)/Small Business Technology Transfer (STTR) Phase II – DAF Organization Defense Need and Participation Interest in the SBIR/STTR Program under (TOPIC) with (SBIR/STTR COMPANY)

1. PURPOSE

This memorandum is executed in furtherance of references (a) and (b) and the applicable Air Force and Space Force SBIR/STTR solicitation, which constitute authority to promote products, services, and enterprises within the meaning of reference (c). The purpose of this memorandum is to document interest from a Department of the Air Force organization(s) in working with AFWERX and SpaceWERX an open topic SBIR/STTR Phase II awardee on a proposed Phase II effort. See page 19 for form instructions.

DISTRIBUTION A. APPROVED FOR PUBLIC RELEASE; DISTRIBUTION UNLIMITED. AFRL-2024-####

Customer Memorandum: The What

Sections, Cont'd.

8. Stakeholders
 - a. Primary Customer Organization
 - b. Primary End-User Organization
 - c. Technical Point of Contact (TPOC)
 - d. TPOC Designation
 - e. Staff Functions
9. Phase III Transition Strategy
10. Security Requirements
11. Cybersecurity
12. Flight Testing/Utilization of UAS
13. Human Subject Research
14. Signatories

AFWERX | SPACEWERX CUSTOMER MEMORANDUM
For 23.7 Phase I, 23.6 Phase II, and 2.4.6 DDP2

2. DEFENSE MISSION NEED
(DAF CUSTOMER ORGANIZATION)
has a national defense-related mission need in the area of (AREA OF INTEREST), specifically (DESCRIBE MISSION NEED)

AFWERX | SPACEWERX CUSTOMER MEMORANDUM
For 23.7 Phase I, 23.6 Phase II, and 2.4.6 DDP2

2. DEFENSE MISSION NEED (CONTINUED)
We believe this solution supports the following Operational Imperatives:

- Space Order of Battle
- Op
- Mc
- Tcr
- Re
- Gk
- Re

AFWERX | SPACEWERX CUSTOMER MEMORANDUM
For 23.7 Phase I, 23.6 Phase II, and 2.4.6 DDP2

2. DEFENSE MISSION NEED (CONTINUED)
Indicate how your firm believes the technology development under this effort could contribute to future mission-need fulfillment. Describe the mission impact of this project on the DAF and DOD below.
DAF/DOD Mission-need fulfillment (MINIMUM REQUIREMENTS)

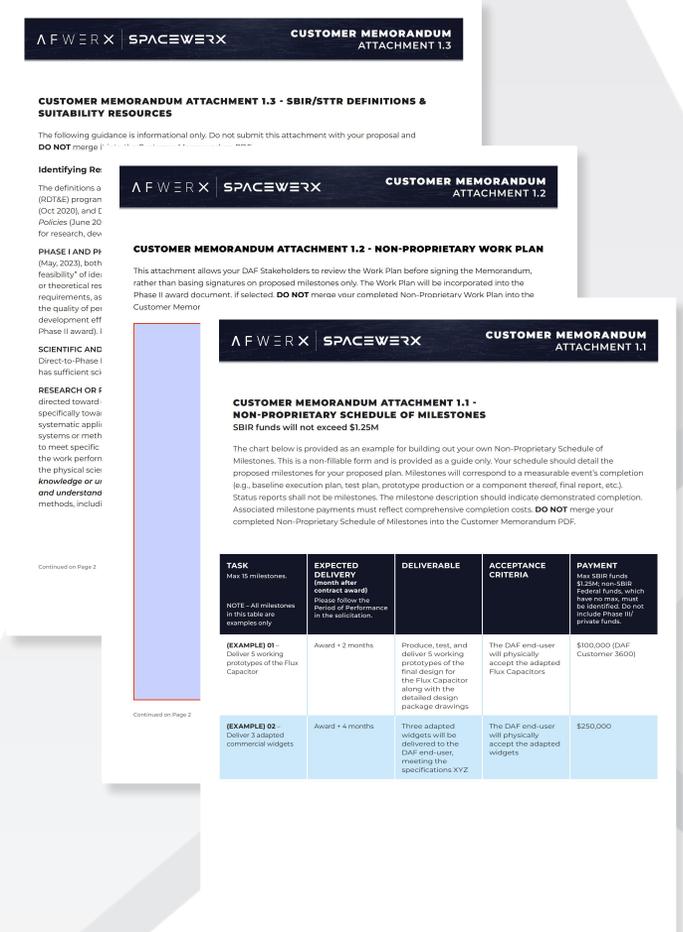
Customer Memorandum: The What

Attachments

1.1 Non-Proprietary Schedule of Milestones
(REQUIRED)

1.2 Non-Proprietary Work Plan
(REQUIRED)

1.3 SBIR/STTR Definitions & Suitability Resources
1.3 only: Do not include w/signed memo





Customer Memorandum

The How: A Deeper Dig

Customer Memorandum: The How

2. Defense Mission Need

- Details and describes the customer's national Defense-related mission need
- Identifies solution alignment with [Operational Imperatives](#)
- Describes how technology developed under the effort could contribute to future mission-need fulfillment and describes the mission impact on the DAF (Air or Space Forces) and DoD
- Identifies and describes main, measurable goals of your involvement in the project

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For 23.7 Phase II, 23.E Phase II, and 24.6 D2P2

2. DEFENSE MISSION NEED

(DAF CUSTOMER ORGANIZATION)

has a national defense-related mission need in the area of (AREA OF INTEREST)

, specifically (DESCRIBE MISSION NEED)

AFWERX | SPACEWERX CUSTOMER MEMORANDUM
For 23.7 Phase II, 23.E Phase II, and 24.6 D2P2

2. DEFENSE MISSION NEED (CONTINUED)

We believe this solution supports the following Operational Imperatives:

Space Order of Battle

Operationally Focused ABMS

AFWERX | SPACEWERX CUSTOMER MEMORANDUM
For 23.7 Phase II, 23.E Phase II, and 24.6 D2P2

2. DEFENSE MISSION NEED (CONTINUED)

Indicate how your firm believes the technology development under this effort could contribute to future mission-need fulfillment. Describe the mission impact of this project on the DAF and DOD below.

DAF/DOD Mission-need fulfillment: (IMPACT STATEMENTS)

Customer Memorandum: The How

4. Phase II Funding Commitment

- Documents non-SBIR/STTR Government Matching Funds
 - aka Supplemental Funding Requirements
 - Non-AFWERX Gov't Org adds funding to Phase II contract prior to award
- Funding documents (Form 9s/MIPRs) must be provided to AFRL/RGF w/in 45 calendar days after corresponding solicitation closing date
- Once selection letters sent, CERTIFIED funding documents are due five business days later.

4. PHASE II FUNDING COMMITMENT

Has non-SBIR/STTR Government funding been secured?

No (If No is selected, please enter N/A into the next five fields.)

Yes (If Yes, complete the following fields. This commitment does not constitute an obligation and is subject to funds availability at the time of contract execution.)

If a Phase II award is executed, (DOD/DAF PARTNER FULL NAME) will provide (AMOUNT AND TYPE OF FUNDS) non-SBIR/STTR Government funds.

(DAF PARTNER FINANCE OFFICE SYMBOL) concurs with this funding type's use and verifies funds availability. This commitment does not constitute an obligation and is subject to funds availability at the time of contract execution.

(DOD/DAF PARTNER)

(MAJCOM/FIELD/COM/DRU)

(OFFICE SYMBOL)

will submit DRAFT funding documents (Form 9s/MIPRs) within 45 days of the solicitation closing. If the Phase I company is not selected for Phase II award, the funds will be returned to the providing DAF organization. Once selection letters have been sent, CERTIFIED funding documents from the partner organization are due within six business days. If certified funding documents are not provided by the due date, the effort will move forward without consideration of the Phase II funding commitment. If a DAF Partner provides funding and the proposal may involve use of humans or human data in the SBIR/STTR effort, the DAF Partner Commander will, upon award of contract, establish a Human Research Protection Program within the DAF Partner Command pursuant to DODI 3216.02.

Matching funds (Government or Commercial) are NOT required to participate in Phase II.

However, DAF Customers may choose to provide their own funds to supplement SBIR/STTR funds to increase project scope.

Customer Memorandum: The How

4. Phase II Funding Commitment

- Documents
Matching F
 - aka Sup
 - Non-AFPhase I
- Funding documents (FORM 9s/MIPRS) must be provided to AFRL/RGF w/in 45 calendar days after corresponding solicitation closing date
- Once selection letters sent, CERTIFIED funding documents are due five business days later.

NOTE:

If CERTIFIED funding documents are not provided by [solicitation close date + 45 days], the effort will move forward without the second phase funding commitment considered.

4. PHASE II FUNDING COMMITMENT

g been secured?

er N/A into the next five fields.)

g fields. This commitment does not constitute an obligation ability at the time of contract execution.)

PARTNER FULL NAME) _____

non-SBIR/STTR Government funds.

concur with this funding type's use

itment does not constitute an obligation and is subject to execution.

Form 9s/MIPRS) within 45 days of the solicitation closing. If the se II award, the funds will be returned to the providing DAF been sent, CERTIFIED funding documents from the partner days. If certified funding documents are not provided by the thout consideration of the Phase II funding commitment. If a roposal may involve use of humans or human data in the SBIR/ ar will, upon award of contract, establish a Human Research ner Command pursuant to DODI 3216.02.

Matching funds (Government or Commercial) are NOT required to participate in Phase II.

However, DAF Customers may choose to provide their own funds to supplement SBIR/STTR funds to increase project scope.

Customer Memorandum: The How

Matching Funds - Do They Help?

- Proposals with matching funds (Gov't or Commercial) are not automatically scored better during evaluation and selection
- However, matching funds can help indicate higher Commercialization Potential and Defense Need
- See solicitation and CM instructions for more information

4. PHASE II FUNDING COMMITMENT

Has non-SBIR/STTR Government funding been secured?

No (If No is selected, please enter N/A into the next five fields.)

Yes (If Yes, complete the following fields. This commitment does not constitute an obligation and is subject to funds availability at the time of contract execution.)

If a Phase II award is executed, (DDO/DAF PARTNER FULL NAME) _____ will provide (AMOUNT AND TYPE OF FUNDS) _____ non-SBIR/STTR Government funds. (DAF PARTNER FINANCE OFFICE SYMBOL) _____ concurs with this funding type's use and verifies funds availability. This commitment does not constitute an obligation and is subject to funds availability at the time of contract execution.

(DDO/DAF PARTNER) _____ (MAJCOM/FIELD/COM/DRU) _____ (OFFICE SYMBOL) _____ will submit DRAFT funding _____ solicitation closing. If the Phase I company is _____ providing DAF _____ organization. On _____ the partner organization are _____ provided by the _____ due date, the effort _____ consideration. If a DAF Partner provides funding _____ proposal may involve use _____ in the SBIR/STTR effort, the DAF Partner _____ will, upon award of contract _____ Research Protection Program within the DAF Partner Command pursuant to _____



Customer Memorandum: The How

8. Stakeholders

- **Primary Customer Organization**
 - Will manage future procurement/sustainment of solution
 - Will manage funding, contracting, & logistics needs for Phase III awards, as appropriate
- **Primary End-User Organization**
 - Will use or benefit from developed solution
 - Provides input, requirements, & feedback throughout development process
 - Ensure solution aligns w/operational needs

AFWERX | SPACEWERX **CUSTOMER MEMORANDUM**
For 23.7 Phase I, 23.E Phase II, and 24.6 D2P2

8a. *STAKEHOLDERS: PRIMARY CUSTOMER ORGANIZATION
Primary Customer Organization is the organization that will manage the future procurement or sustainment of the solution, and that will manage the funding, contracting, and logistics needs for Phase III awards, as appropriate.

Primary Customer Organization

(MAJCOM/FIELD/COM/DRU) _____
(PEO/CENTER) _____
(FULL NAME OF ORGANIZATION) _____
(OFFICE SYMBOL) _____
Should match email symbol in GAL (ex. USAF AFMC AFLCMC/HNC).

Primary Customer Point of Contact

(TITLE/RANK) _____ (FIRST NAME) _____ (LAST NAME) _____
(PAY GRADE) _____ (BRANCH) _____
(OFFICE SYMBOL) _____ (NAME OF DIVISION/OFFICE) _____
(DUTY TITLE) _____
(EMAIL) _____ (PHONE) _____

The POC named here is expected to provide a digital signature on Page 18.

8b. *STAKEHOLDERS: PRIMARY END-USER ORGANIZATION
Primary End-User Organization is the organization that will use the developed solution, or that will primarily benefit from the solution.

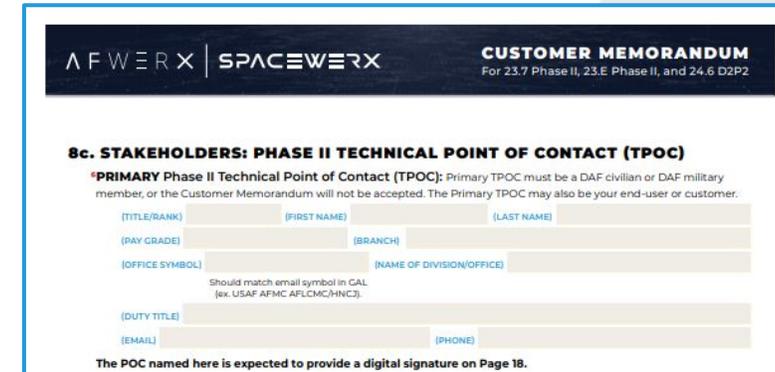
Primary End-User Organization

NOTE:
In some cases, same organization may act as Customer & End User. However, the CM must list, and be signed by, two different individuals.

Customer Memorandum: The How

8. Stakeholders

- **Technical Points of Contact (TPOCs)**
 - Designated primary Gov't Representative
 - Liaison between SBC, Customer, End-User, & AFVentures Open Topic PM Team
 - **Must be notified of duties prior to Memo signature**
 - Must be DAF
 - Maintain Format of Name; Rank/Grade; Organization; Email; Phone



AFWERX | SPACEWERX CUSTOMER MEMORANDUM
For 23.7 Phase II, 23.E Phase II, and 24.6 D2P2

8c. STAKEHOLDERS: PHASE II TECHNICAL POINT OF CONTACT (TPOC)

***PRIMARY** Phase II Technical Point of Contact (TPOC): Primary TPOC must be a DAF civilian or DAF military member, or the Customer Memorandum will not be accepted. The Primary TPOC may also be your end-user or customer.

(TITLE/RANK) (FIRST NAME) (LAST NAME)

(PAY GRADE) (BRANCH)

(OFFICE SYMBOL) (NAME OF DIVISION/OFFICE)

Should match email symbol in CAL
(ex. USAF AFMC AFLCMC/HNC3).

(DUTY TITLE)

(EMAIL) (PHONE)

The POC named here is expected to provide a digital signature on Page 1B.

Responsible for day-to-day management of project

- **Monitors project performance**
- **Provides input on/acceptance of contract deliverables**
- **Resolves tactical barriers**
 - **approvals and waivers**
 - **base access**
 - **software accreditation, etc.**

Customer Memorandum: The How

8. Stakeholders

- Staff Functions Providing Concurrence
 - Optional but encouraged!
 - Requirements based on program needs
 - Security Office - if base access, CAC's or classified access required
 - Information Assurance (IA) - if solution is software/IT
 - Finance - if Gov't Funds are to be added
- Remaining Stakeholder Fields
 - Not required, but will aid future transition
 - Use "N/A" for fields that do not apply

AFWERX | SPACEWERX CUSTOMER MEMORANDUM
For 23.7 Phase II, 23.E Phase II, and 24.6 D2P2

8e. STAKEHOLDERS: STAFF FUNCTIONS

Staff Functions Providing Concurrence: IF APPLICABLE TO YOUR ANTICIPATED WORK. OTHERWISE, ENTER N/A.

[#] SECURITY OFFICE NAME

[#] INFORMATION ASSURANCE/CYBERSECURITY NAME

[#] FINANCE NAME

Note:

Identifying and engaging stakeholders early, and as the program progresses, will significantly increase likelihood of transition at the end of a successful Phase II!

Customer Memorandum: The How

Signatures



- 3 CAC-enabled, digital signatures required (Customer, End-User, & TPOC) on a single memorandum
- Must be Government (either Military or Civilian)
- FFRDC/Support Contractors MAY NOT SIGN
- Customer or End-User may be non-DAF member from a DoD Joint Org
- TPOC MUST be a DAF (USAF or USSF) member in all cases

Customer/End-User may be from same organization, but must not be the same person.

Your proposal is limited to **ONE** completed memorandum

20 Customer (FIRST MI LAST, RANK/GRADE, USAF)
John Smith, GS-14, USAF
↓ NOTE: A CAC-enabled, digital signature is required here AND in the field to the right.
Smith.John
n.111111
Digitally signed by John.Smith.111111
Date: 2023.08.08 12:18:25 -04'00'

21 End-User (FIRST MI LAST, RANK/GRADE, USAF)
Jane Doe, Maj, USAF
↓ NOTE: A CAC-enabled, digital signature is required here AND in the field to the left.
Doe.Jane
.222222
Digitally signed by Jane.Doe.222222
Date: 2023.08.10 14:27:13 -04'00'

22 Primary TPOC Signature (FIRST MI LAST, RANK/GRADE, USAF)
Good, Michael, SSgt, USAF
↓ NOTE: A CAC-enabled, digital signature is required here.
Good.Michael.333333
Digitally signed by Michael.Good.444444
Date: 2023.08.12 08:55:19 -04'00'

By signing this memorandum, you acknowledge you understand, accept, and will abide by the full terms and conditions outlined in the TPOC Designation Section.

If you are actively planning to change jobs, PCS, or retire within the next 6 months, please advise your supervisor and other TPOC to support this effort.

Must be a DAF member in all cases.

Customer Memorandum: The How

IMPORTANT INFORMATION



Your proposal is limited to a single Customer Memorandum with three digital, CAC-enabled signatures

- Multiple memorandums with individual signatures are NOT accepted and will result in disqualification
- Scans, photos, and image reproductions of the form are NOT accepted as they do not allow for digital signature verification
- Avoid using Adobe Distiller to complete or modify the form - we suggest using Adobe Acrobat to mitigate data corruption issues

Failure to comply with these requirements may be grounds for disqualification.

Customer Memorandum: The How



What are the Customer and End-User Agreeing To?

In the context of an Open Topic Phase II program, typically a few things, including:

- Providing Phase II awardee w/access to necessary support & information
- Participating in tech demonstrations (test & evaluations) to provide feedback
- Investigating transition of the tech solution into operational use
- Providing ongoing support & feedback to the Phase II awardee as the tech solution is refined & improved over time

²⁰ Customer (FIRST MI LAST, RANK/GRADE, USAF)	²¹ End-User (FIRST MI LAST, RANK/GRADE, USAF)
I John Smith, GS-14, USAF	Jane Doe, Maj, USAF
↓ NOTE: A CAC-enabled, digital signature is required here AND in the field to the right.	↓ NOTE: A CAC-enabled, digital signature is required here AND in the field to the left.
Smith.John n.111111	Doe.Jane .222222
Digitally signed by John.Smith.111111 Date: 2023.08.08 12:18:25 -04'00'	Digitally signed by Jane.Doe.222222 Date: 2023.08.10 14:27:13 -04'00'

Exact commitments/expectations will vary depending on program & circumstances.

In general, the CM serves as understanding that the customer, end-user, & SBIR Phase II awardee will work together towards the successful development of the tech solution.

Customer Memorandum: The How

Where do I find the most current version?



Available at afwerx.com

The screenshot shows the AFWERX website interface. At the top left is the AFWERX logo. Below it is a navigation menu with 'Divisions' expanded to show 'AFVentures', 'Spark', 'Prime', and 'Capital Initiatives'. A red box highlights 'AFVentures', and a red arrow points from it to the 'Customer Memorandum Resources' section. The 'AFVentures' sub-menu includes 'Overview', 'SBIR/STTR Program Overview', 'Open Topic' (highlighted with a red box and a red arrow pointing to the resources), 'Specific Topic', 'STRATFI/TACFI', 'Phase III', 'Portfolio', and 'Weekly Webinar Series'. The 'Customer Memorandum Resources' section contains five cards: '23/7/E and 24.6 D2P2 Customer Memorandum', '23/7/E and 24.6 D2P2 Customer Memorandum Attachment 1.1', '23/7/E and 24.6 D2P2 Customer Memorandum Attachment 1.2', '23/7/E and 24.6 D2P2 Customer Memorandum Attachment 1.3', and 'Customer Memorandum Letter'. On the right side of the page, there are two vertical buttons: 'Join AFWERX' and 'IGNITE Login'.

Customer Memorandum: The How

How do I submit the Customer Memorandum?



Via the Defense SBIR/STTR Innovation Portal (DSIP), as part of your overall Proposal Package

<https://www.dodsbirsttr.mil>

DSIP Defense SBIR/STTR Innovation Portal
Proposal Submissions

HOME FIRM INFO MY PROPOSALS

Welcome, Jennifer J | LAST LOGIN - IP Address: 65.242.97.254 | Date & Time: 01/11/2021 11:37:23 am ET | Browser/OS/Device: Chrome 87 / Win10 10.0 / Desktop

Note: You must click "Submit" on each of your Firm-level forms (Firm Certifications, Audit Information and Company Commercialization Report) to mark them as 100% complete. You may make any necessary updates to these forms prior to submitting. If there are no updates, you can simply click the "Submit" button for each form.

Archived BAAs: Access the Archived BAAs for information you may need to complete your phase II or Sequential Phase II proposal.

C2-0583 - Proposal Title
Phase: Phase II | Program: STTR | Component: CBD

Proposal Information
Last Modified: 01/11/2021

0% COMPLETED

Vol. I - Proposal Summary
Vol. I - Proposal Certification
Vol. I - Contact Information
Vol. II - Technical Volume
Vol. III - Cost Volume
Vol. V - Supporting Documents

My Proposals
C2-0583 Proposal Title
LAST MODIFIED: 01/11/2021 2:58 PM ET

Firm Information
35% COMPLETED
Details

Recent Activity
Now COMPANY COMMERCIALIZATION REPORT
JTJ Holdings
LAST ACCESSED: 01/11/2021 10:04 AM ET
Now COMPANY COMMERCIALIZATION REPORT
JTJ Holdings
LAST ACCESSED: 01/09/2021 8:58 AM ET



Wrap-Up

Takeaways & Reminders

Customer Memorandum

Takeaways

- Ensure you have the correct template version
- Read instructions carefully
- Remember the “Why”
- Check for completeness
- Enter “N/A” if a field is not applicable
- Check your stakeholder signatures!



DEPARTMENT OF THE AIR FORCE

DATE

NOTE: As DAF priorities, programming, and requirements evolve – and as government and industry partner feedback is received – the Open Topic tools and forms needed to support those efforts continue to be refined. As such, this document is subject to updates each solicitation cycle. **It is important that you use the most recent version of the Customer Memorandum when you submit your proposal.** Make sure the solicitation number in the header above corresponds to the solicitation to which you are responding. This will ensure you have the latest (and only acceptable) version.

While it is acceptable to share older versions of the Customer Memorandum for reference and understanding, wait for the solicitation-specific version to be released before acquiring signatures from your customer, end-user, and Technical Point of Contact (TPOC). The Proposal is limited to one completed Customer Memorandum with three digital, CAC-enabled signatures. Multiple Memorandums with individual signatures are not accepted and will result in disqualification.

Note that scans, photos, and image reproductions of this form are also not accepted, as they do not allow for digital signature verification. Avoid using Adobe Distiller to complete or modify this form – use Adobe Acrobat to mitigate data corruption issues. Failure to comply with these requirements may be grounds for disqualification.

OPEN TOPIC CUSTOMER MEMORANDUM

▶ See page 19 for Form Instructions

References:

- 15 U.S.C. §638
- Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Program Policy Directive (Oct 2020)
- 5 C.F.R. §2635.702(c), Exception (1)

What's Next

- **Open Topic 24.6 D2P2**
 - **Opens at Noon ET on Wednesday, 24 April**
 - **Proposals due at Noon ET on Thursday, 23 May**
 - **Do not wait until end of submission period to submit proposal materials**
 - All proposals must be submitted via DSIP (<https://www.dodsbirsttr.mil/>)
- **Be familiar with Method of Selection and Evaluation Criteria (Solicitation Section 4)**
 - Commercialization Potential
 - Defense Need
 - Technical Merit
- **Questions must be answered via DSIP Q&A or AMA webinars**
 - Solicitation instructions provide the best source of information
 - **Upcoming Open Topic D2P2 AMAs**
 - **April 25**
 - **May 16**

Solicitation Resources

Contracting Officer: Mr. Daniel Brewer

Program Manager: Ms. Emily Primeaux

For questions, utilize DSIP Q&A section

<https://www.dodsbirsttr.mil/submissions/baa-schedule/active-baa-announcements>

Additional resources, including the most up-to-date CM Template, can be found at [AFWERX.com](https://www.afwerx.com).



ΛFWERX
ΛFVENTURES
Questions?

Please type your questions in the Q&A section.



AFWERX AFVENTURES

Still have questions?

Specific Topic: usaf.team@afsbirsttr.us

Open Topic Phase I: p1@afwerx.af.mil

Open Topic Phase II: p2@afwerx.af.mil

STRATFI/TACFI: stratfi.tacfi@afwerx.af.mil



Let us know how we are doing. Please complete the survey as you leave today's meeting.