



SOLUTION THROUGH INNOVATION

PREMIER SOLUTIONS HI

SBIR Lessons Learned
Steve Brennan

VISIT PREMIERSOLUTIONSHI.COM

ALOHA!

ABOUT PSHI

OUR SBIR JOURNEY

LESSONS LEARNED



ABOUT PSHI

FOUNDED 2009 in HONOLULU

SBA 8(a) Program Graduate

SBIR Phase I, II, III

LOCATIONS

HONOLULU, HI
SAN DIEGO, CA
NORFOLK, VA
FAIRFAX, VA
DALLAS, TX
YOKOSUKA, JAPAN

65 EMPLOYEES



CUSTOMERS





AMANDA CRABTREE-LOO
President



CALVIN BEALE, JR.
Senior Program Manager



DAVID TRIBBLE
Senior Solutions Architect



MIRACLE LEAO
Project Lead/Office
Manager



ROB HARDISTY
Senior Vice President



VALERIE MARZO
Operations Manager



MARTHA MOREIRA
Administrative Assistant



CHIVAS NOUSIANEN
Marketing and Business
Development



RANDY RESS
Human Resources
Generalist



LISA MARTIN
Accounting



STEVE
No one has explained
what I do yet

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PRODUCTS

SOLUTION
THROUGH
INNOVATION



FACET

INTELLIGENT DOCUMENT
SCANNING AND RETENTION



CLIPBOARD

MOBILE BARCODE ENABLED
RECEIVING AND INVENTORY

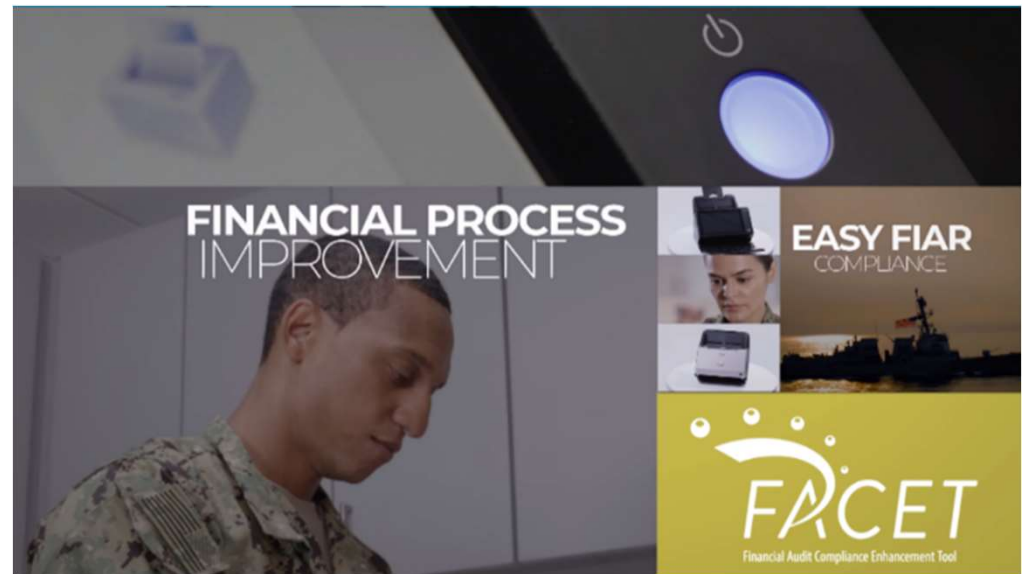


MOTIV

ANALYTIC TOOLS FOR
IN-TRANSIT INVENTORY VISIBILITY



FINANCIAL AUDIT
COMPLIANCE
ENHANCEMENT TOOL





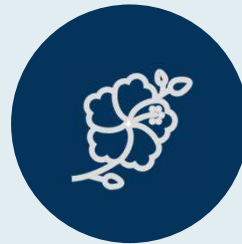
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SBIR JOURNEY



2017

First Phase I SBIR Award



2018

First Innovate Hawaii HSBIR
Matching grant



2019

First Phase II SBIR

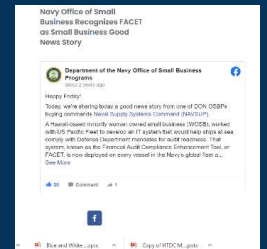


2020

First Phase III SBIR

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SBIR JOURNEY



1

LESSON 1:

The Park Inn in Mechanicsburg, PA won't let you do early check-in, but there's a Denny's next door where all the officers get coffee.



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LESSONS LEARNED

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LESSONS LEARNED



1

LESSON 1:

The Park Inn in Mechanicsburg, PA won't let you do early check-in, but there's a Denny's next door where all the officers get coffee.

WE LEARNED:

You absolutely have to get on a plane, and go meet your customers where they live. Get to know your customer's pain. Break bread with them.

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LESSONS LEARNED



2

LESSON 2:

A Facebook post about your company from the Navy Office of Small Business takes a year to get approved ... but it is so worth it.

Navy Office of Small Business Recognizes FACET as Small Business Good News Story



Department of the Navy Office of Small Business Programs

about 2 years ago



Happy Friday!

Today, we're sharing today a good news story from one of DON OSBPs buying commands Naval Supply Systems Command (NAVSUP).

A Hawaii-based minority woman owned small business (WOSB), worked with US Pacific Fleet to develop an IT system that would help ships at sea comply with Defense Department mandates for audit readiness. That system, known as the Financial Audit Compliance Enhancement Tool, or FACET, is now deployed on every vessel in the Navy's global fleet a...
[See More](#)

👍 20 💬 Comment ➦ 1



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LESSONS LEARNED



2

LESSON 2:

A Facebook post about your company from the Navy Office of Small Business takes a year to get approved ... but it is so worth it.

WE LEARNED:

Government customers want to help, but are risk adverse. They are entrusted with taxpayer dollars. They have good jobs and want to keep them. You have to build their trust, and trust their process.

3

LESSON 3:

You can fit two dozen Hawaiian Host Chocolate Covered Mac Nuts gift boxes in a standard suitcase.



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LESSONS LEARNED

PREMIER SOLUTIONS HI

LESSONS LEARNED



3

LESSON 3:

You can fit two dozen Hawaiian Host Chocolate Covered Mac Nuts gift boxes in a standard suitcase.

WE LEARNED:

People everywhere around the world love our islands and want to see you succeed in your mission. People will open the door for you. You just have to bring the Aloha!

One more thing ...

Dual Use Hawaii

Home Teaming Opportunities Industry Skills & Experience Past Sessions

Dual Use Hawaii is a group of individuals and companies working as ONE on techdev-product-market fit that has government and civilian applications, i.e., dual use. We gather on the 3rd Wednesday of every month at 12pm HST. Please join us. Email Ian Kitajima or one of our core members to get the monthly invite.

Monthly Host/Speaker are listed below. Please sign up to host and or to speak or find a speaker for a future gathering. Open this Google Spreadsheet and add to the list. Mahalo!

Monthly Host-Topic-Speaker Dual Use Hawaii : 2021				
Month	Host	Topic / Speaker	Basic Agenda (DRAFT)	Links
			10 min. Welcome by host and review	Goal = sharing, partnering, and

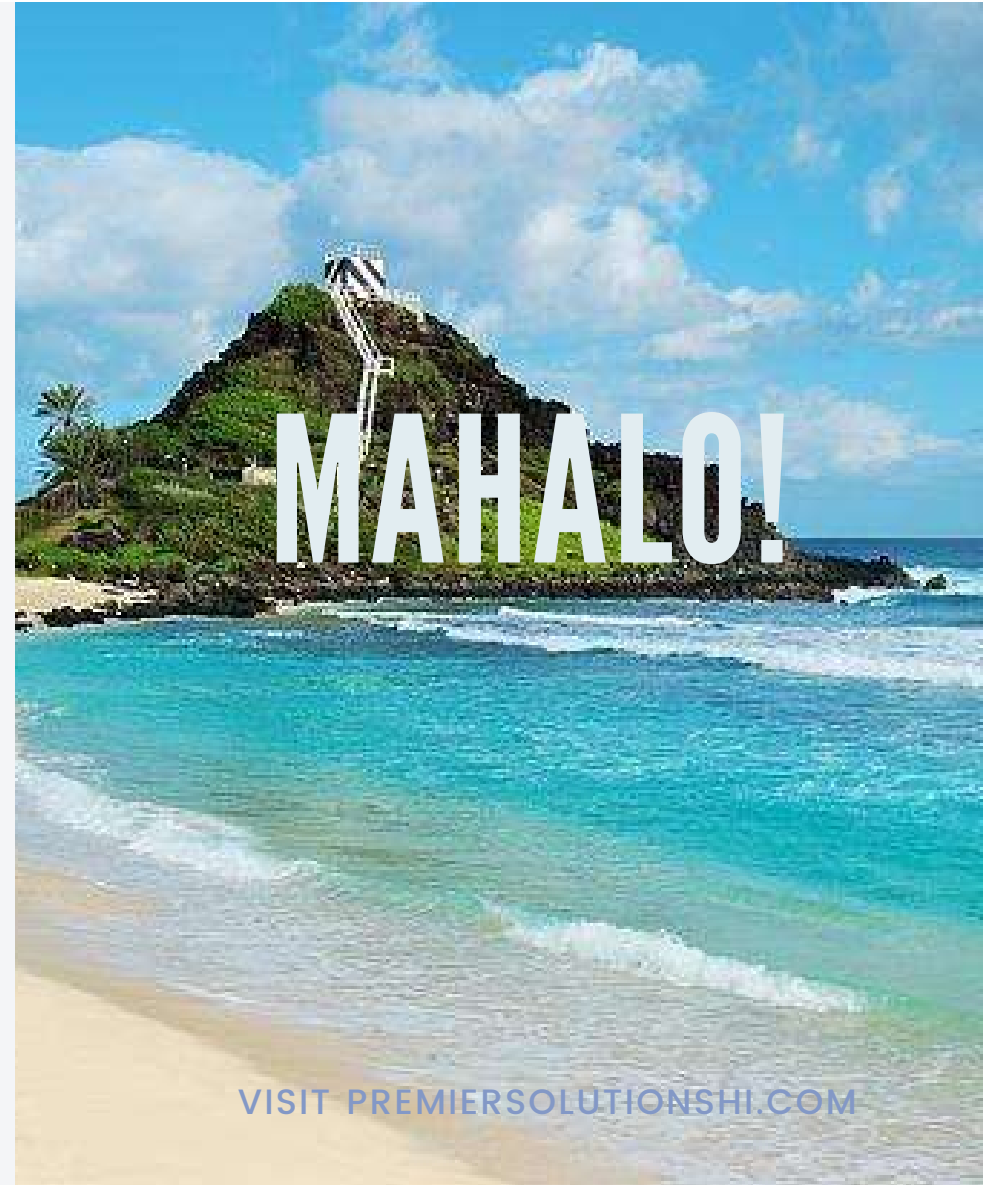
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BACK-UP SLIDES

Phase III Sole Source Authority

Because the competition for SBIR/STTR Phase I and Phase II awards satisfies any competition requirement of the Armed Services Procurement Act, the Federal Property and Administrative Services Act, and the Competition in Contracting Act, Phase III provides an opportunity for a directed award, which will bypass formal solicitation, evaluation, and award procedures.

The Phase III award is made directly to the SBIR/STTR firm, but not made under the Sole Source provisions of part FAR 6. Therefore, an agency that wishes to fund an SBIR/STTR Phase III project is not required to conduct another competition in order to satisfy those statutory provisions. As such, in conducting actions relative to a Phase III SBIR award, in accordance with NMCARS 5206.302-5 (b), contracting officers may use the streamlined SBIR Phase III Justification & Approval template in Annex 13 of the NMCARS25 .

-Navy SBIR/STTR Phase III Guidebook

SBIR Phase III Advantages

- Phase III contracts may be awarded by government *or prime contractor* with or without competition after Phase I/II
- Contract can be for R&D or production of goods, for software/hardware, services, construction or any combination of these
- Contracts can be FFP, Cost+, T&M
- Contracts may be IDIQ, BOA, BPA
- Contracts can accept any color of money
- Unlimited POP, 5 years per order
- No limit on funding (must be Non-SBIR source)
- SBIR firm can “novate” data rights and sole-source eligibility to another company, with no size limit
- Any agency or prime contractor can take advantage of Phase III contracting authority deriving from another agency’s topic/funded research