APEX ACCELERATORS

UPDATED: January 2025

Goals & Metrics 2.1

FISCAL YEAR 2025

Office of Small Business Programs | U.S. Department of Defense

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OVERVIEW

APEX Accelerators provide critical assistance to a wide range of 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. In Fiscal Year (FY) 2023, the Program Office set the new mission and vision to assist new and existing businesses in navigating the complexities of government procurement and increasing their opportunities for success in the government contracting marketplace.

Mission: Serve as the axis for existing and new businesses to strengthen the defense industrial base by accelerating innovation, fostering ingenuity, and establishing resilient and diverse supply chains.

Vision: A diverse and resilient domestic industrial base that can deliver preeminent solutions to the military and other government users.

The purpose of the Goals and Metrics is to incentivize and drive performance rather than existing as a performance requirement. In Goals and Metrics 2.0, simplified for your effective program management in FY 2025, each goal has performance metrics and corresponding reporting requirements. Regarding performance metrics, all APEX Accelerators are required to propose goals, work toward those goals, and to provide updates in their quarterly reports explaining their progress on the proposed goals. Not meeting a goal is not considered as a failure. Instead, the government's requirements are 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 Goals and Metrics 2.0 reflects the programmatic goals for the Department of Defense (DoD) Office of Small Business Programs (OSBP) and the APEX Accelerators program. Please submit your proposed goals against each performance metric to the Agreements Officer and the OSBP APEX Accelerator Program Office (osd.pentagon.ousd-a-s.mbx.apex-accelerators@mail.mil) or info@apexaccelerators.us) no later than MM/DD/YYYY TBD.

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

Performance Metric

1.1. Facilitate achievement of DIB readiness for new entrants.

Reporting Requirements:

- Number of new DIB-ready clients.

1.2. Facilitate achievement of GIB readiness for new entrants.

Reporting Requirements:

a. Number of new GIB(F)-ready clients.
b. Number of new GIB(S/L)-ready clients.

1.3. Sustain the DIB and GIB.

Reporting Requirements:

a. Number of DIB-ready clients assisted (not included in 1.1 and 1.2).
b. Number of GIB(F)-ready clients assisted (not included in 1.1 and 1.2).
c. Number of GIB(S/L)-ready clients assisted (not included in 1.1 and 1.2).
d. Number of all other assisted clients not DIB- or GIB-ready.

Goal 2: Increase Small Business Certifications and Participation

Performance Metric

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

Reporting Requirements:

- Number of new 8(a) businesses with details of contract awards to all currently certified 8(a) businesses.

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

Reporting Requirements:

- Number of new HUBZone businesses with details of contract awards to all currently certified HUBZone businesses.

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

Reporting Requirements:

- Number of new SDVOSBs with details of contract awards to all currently certified SDVOSBs.

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

Reporting Requirements:

- Number of new WOSBs with details of contract awards to all currently certified WOSBs.

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

Reporting Requirements:

- Number of subcontractor referrals to Small Business Liaison Offices (SBLOs) and details of referrals.

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

Reporting Requirements:

a. Number of clients counseled on the Small Business Administration (SBA) and DoD MPP.
b. Number of client training events on SBA and DoD MPP and corresponding 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.

Reporting Requirements:

a. Number of clients counseled on FOCI.
b. Number of hosted and/or supported FOCI training and other events.

Goal 4. Improve Cybersecurity of the DIB and GIB.

Performance Metric

4.1. Educate on enhanced cybersecurity.

Reporting Requirements:

a. Number of clients counseled on Federal Acquisition Regulation (FAR) 52.204-21 and its implications.
b. Number of clients counseled on the importance of cybersecurity implications.
c. Number of hosted and/or supported training and other events on Project Spectrum (PS).
d. Number of hosted and/or supported other cybersecurity training and events.

Goal 5. Facilitate Innovation for the DIB and GIB.

Performance Metric

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

Reporting Requirements:

a. Number of clients counseled on GIPs.
b. Number of hosted and/or supported training and other events related to GIPs.

Goal 6. Strengthen the Supply Chain.

Performance Metric

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

Reporting Requirements:

a. Number of clients counseled on the DPA Title III.
b. Number of training and other events related to the DPA Title III.

6.2. Support Industrial Base Analysis and Sustainment (IBAS) activities.

Reporting Requirements:

a. Number of clients counseled on the IBAS.
b. Number of training and other events related to the IBAS.

Goal 7. Capture Market Data in Key Industries.

Performance Metric

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

Reporting Requirements:

- Number of businesses working on critical and emerging technologies (including but not limited to university spin-offs and entrepreneurial sole proprietors) and information about the businesses.
  (Note: The data collection points are defined in Appendix II, while the key technology areas of critical and emerging technologies are listed in Appendix III.)

APPENDIX I.
METRIC GUIDELINES

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Goal 1. Cultivate and Sustain the DIB and GIB.

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(1) DIB: The DoD, government, and private sector 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. This includes businesses supporting the DoD in any system, subsystem, program, or process with products, services, and solutions.

(2) GIB: Businesses supporting the federal, state, and local governments in any system, subsystem, program, or process with products, services, and solutions.

(2a) GIB(F): Businesses supporting the federal governments in any system, subsystem, program, or process with products, services, and solutions.
(2b) GIB(S/L): Businesses supporting the state or local governments in any system, subsystem, program, or process with products, services, and solutions system.

(3) Client: A person or an entity that is eligible for the APEX Accelerators program services.

(4) New DIB- or GIB(F)-ready client: A client that became ready to bid on contract opportunities by receiving an APEX Accelerator's service although it had not met DIB- or GIB(F)-ready criteria when first engaged with the APEX Accelerator. In general, a new DIB- or GIB(F)-ready client:
   a. has an active, complete, and accurate profile in System for Award Management (SAM) with regards to relevant:
      i.   North American Industrial Classification System Codes (NAICS).
      ii. Federal Supply Classification Code (FSC) and Product and Service Code (PSC).
      iii. Socioeconomic identifiers and size compliance.
   b. has been informed by the APEX Accelerator about:
      i.   Criticality of cybersecurity compliance.
      ii. Importance of capability statements.

(5) New GIB(S/L)-ready client: A client that became ready to bid on contract opportunities by receiving an APEX Accelerator's service although it had not GIB(S/L)-ready criteria when first engaged with an APEX Accelerator. In general, a new GIB(S/L)-ready client has an active, complete, and accurate profile in a state or local system (as applicable to the level in which they intend to pursue opportunities).

(6) All other assisted not DIB- or GIB-ready: For all clients assisted that are not yet DIB- or GIB-ready and are being counseled towards readiness.

Goal 2: Increase Small Business Certifications and Participation

(1) 8(a) program-certified business: An SBA-certified small business that meets the criteria set by the [Title 13 Part 124 of the Code of Federal Regulations (CFR)](#) which at minimum:
   a. Is at least 51% owned and controlled by U.S. citizens who are socially and economically disadvantaged.
   b. Has a personal net worth of $850 thousand or less, adjusted gross income of $400 thousand or less, and assets totaling $6.5 million or less.

(2) HUBZone-certified business: A small business that meets the following criteria set by the code of federal regulations. The firm must:
   a. 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.
   b. Have its principal office located in a HUBZone.
   c. Have at least 35% of its employees living in a HUBZone.

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

(5) **New 8(a), 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) **SBLO:** Small business representatives at the federal, state, and local government agencies or a contractors' representatives who are responsible for implementing and monitoring subcontracting programs for contractors.

(7) **Referrals to SBLOs:** Direct referrals or facilitated introductions of suitable small businesses to government agencies' SBLOs and/or specific prime contractors' SBLOs to strengthen the network of businesses, APEX Accelerators, DoD, and other federal, state, and local agencies.

(8) **MPP:** A program that helps eligible small businesses (protégés) gain capacity and win government contracts through partnerships with more experienced companies (mentors).

(9) **MPP counseling:** A general counseling session about DoD and/or SBA MPP provided by an APEX Accelerator to clients.

(10) **MPP training:** A training sponsored, hosted, or co-hosted by APEX Accelerators for small businesses in which the attendees learn the various benefits of MPP as well as the participation requirements.
   a. Trainings are not required to be a stand-alone event and can be a part of another event.
   b. Instructors can be DoD/SBA Subject Matter Experts (SMEs) for MPP or any other knowledgeable individuals.

Goal 3. Increase Awareness of and Compliance with FOCI.

(1) **FOCI:** The following criteria are used in determining whether a company is under FOCI.
   a. Record of economic and government espionage against U.S. targets.
   b. Record of enforcement and/or engagement in unauthorized technology transfer.
   c. Type and sensitivity of information requiring protection.
   d. The source, nature, and extent of foreign ownership, control, or influence.
   e. Record of compliance with pertinent U.S. laws, regulations, and contracts.

f. Nature of bilateral and multilateral security and information exchange agreements.

g. Ownership or control, in whole or in part, by a foreign government.

(2) **FOCI counseling:** A general counseling session about FOCI provided by an APEX Accelerator to clients.

(3) **FOCI training:** A training sponsored, hosted, or co-hosted by APEX 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).

a. Trainings are not required to be a stand-alone event and can be a part of another event.

b. Instructors can be DoD SME for FOCI or any other knowledgeable individuals.

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) **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).

(3) **Cybersecurity counseling:** General information shared on current cybersecurity standards and programs as relevant to perspective government customers' requirements including but not limited to Cybersecurity Maturity Model Certification (CMMC) 2.0, National Institute of Standards and Technology (NIST) Special Publication (SP) 800-53, NIST SP 800-171, etc.

(4) **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.

(5) PS training: A Cybersecurity webinar or other training events sponsored, hosted, or co- hosted by APEX Accelerators on PS.
   a. Trainings are not required to be a stand-alone event and can be a part of another event.
   b. Instructors can be a PS SME or any other knowledgeable individuals.

(6) Cybersecurity training: A cybersecurity webinars or other training events sponsored, hosted, or co-hosted by APEX Accelerators, regarding compliance with FAR and/or Defense Federal Acquisition Regulation Supplement (DFARS) cybersecurity clauses.

Goal 5. Facilitate Innovation for the DIB and GIB.

(1) GIP: An open innovation program managed by a federal, state, or local government 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) programs of which funding opportunities are published through the Broad Agency Announcement (BAA) or referrals to government innovation agencies, offices, or programs that facilitate innovation.

(2) GIP client: a client who has:
   a. Intentions to seek a GIP award and has performed significant work toward innovation, or
   b. Capabilities or research in the field that may be relevant to the opportunities or topics available under the various GIPs.

(3) GIP counseling: A general counseling session about GIPs provided by an APEX Accelerator to clients.

(4) GIP training: An in-person or virtual training on any government agency's GIP or a group of agencies' GIPs and application processes.
   a. Trainings are not required to be a stand-alone event and can be a part of another event.
   b. Instructors can be GIP representatives or any other knowledgeable individuals.

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 counseling: A general counseling session about DPA Title III provided by an APEX Accelerator to clients.

(3) 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).

(4) IBAS: A program dedicated to ensuring that the DoD is positioned to effectively address industrial base issues and support the national security innovation base.

(5) IBAS counseling: A general counseling session about IBAS provided by an APEX Accelerator to clients.

(6) IBAS training: An IBAS related webinar or training event sponsored, hosted, or co-hosted by APEX Accelerators (e.g., how to do business with the IBAS Program).

Goal 7. Capture Market Data in Key Industries.

(1) Critical and emerging technologies: Technologies that are crucial to the Department of Defense and the national security of the United States. The key technology areas are listed in Appendix III.

(2) Information about the businesses: The data collection points defined in Appendix II with additional information.

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
CFR	Code of Federal Regulations
CMMC	Cybersecurity Maturity Model Certification
DFARS	Defense Federal Acquisition Regulation Supplement
DIB	Defense Industrial Base
DoD	Department of Defense
DPA	Defense Production Act
FAR	Federal Acquisition Regulation
FOCI	Foreign Ownership, Control, or Influence
FY	Fiscal Year
GIB	Government Industrial Base
GIB(F)	Federal Government Industrial Base
GIB(S/L)	State or Local 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
NAICS	North American Industry Classification System
NASA	National Aeronautics and Space Administration
NIST	National Institute of Standards and Technology
OSBP	Office of Small Business Programs
PS	Project Spectrum
PSC	Product and Service Code
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

SME	Subject Matter Expert
SP	Special Publication
STTR	Small Business Technology Transfer
TRL	Technology Readiness Level
WOSB	Women-Owned Small Business