

Invitation to Tender for the Call 1 - ITT1: Open Call Lessons learnt AO/10382/20/NL/GLC/hh

15 September 2020

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Some statistics from the Open Call (ITT 1)



Total of 35 proposals evaluated so far (and 7 more in progress)

TBD awarded contracts

Average score across all proposals so far:

TECHNICAL: 45 🙈

PROGRAMATIC: 49 (2)

MANAGEMENT and COST: 47 🙁 ADMIN and CONTRACTUAL: 71 😊

Average total score: 49

Target:

TECHNICAL > 55 (min)

PROGRAMATIC > 60 (75 should be readily achievable)

MANAGEMENT and COST >60 (75 should be readily achievable)

ADMIN and CONTRACTUAL 90 (should be easy)
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Call 1 - ITT1: Framework Project Implementing ESA Support Of Space-Related Activities in the Czech Republic | Slide 2



Introduction



The aim of this presentation:

- Give feedback on the the open call (ITT1) so far
- Draw general lessons learnt and highlight common issues
- Help you to get higher marks and get selected in the future

This presentation shows generalisations only. You can get highly detailed feedback and advice on your proposal by asking for an oral debrief. PLEASE ASK FOR THIS. Do not rely on the written debrief.



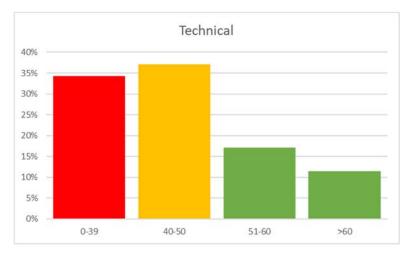
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Some statistics from the Open Call (ITT 1)

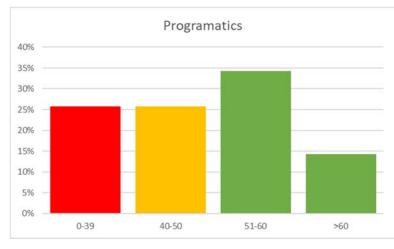


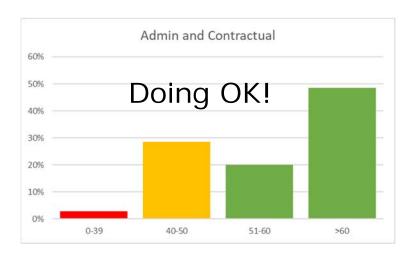


These are the two key areas to improve in order to get selected.

70% of the mark and low scores







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Management and Costing Criteria Why such low marks?

This is should be easy to get at least 60.

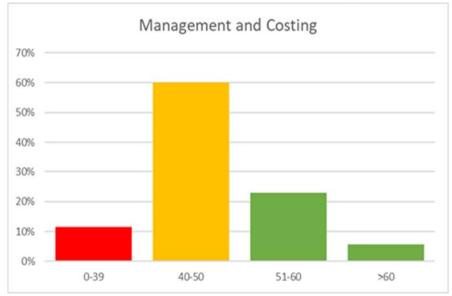
We are looking for:

- CLEAR
- CONSISTENT
- FAIR and REASONABLE
- JUSTIFIED
- THOUGHT THROUGH / DETAILED

Key major mistakes:

- Procurement of infrastructure
- Excessive hours
- Unjustified / unverifiable costs
- Poor/ not thought through planning (GANTT chart)









Management and Costing: Common Mistakes



BRIEF Summary of the most common mistakes seen

Criteria 3 (Management, Costing and Planning)

- 1. Poor planning (i.e. not thought through sufficiently)
 - insufficient detail to track progress,
 - no dependencies shown,
 - too much in parallel,
 - external dependencies not show,
 - inconsistent with work logic and reviews,
 - tasks not split by entity
 - Reviews not shown and tasks not split either side of review
- 2. Non-credible costing
 - Hours not corresponding to described scope work in WPD
 - Excessive travel costs (e.g. to not needed conferences or business class ticket prices)
 - Procured items not detailed or justified (sufficient detail for us to independently check, items not mentioned in the proposal – only appearing in PSS form)
- 3. Procurement of ineligible items
 - This ITT does not fund the procurement of items that can be considered infrastructure or normal, generic tools or facilities (e.g. matlab licence, Microsoft office, multimeters, soldering stations etc.)
 - It does fund items specific to the work proposed (but then they are deliverable!) and piece parts







PSS A2 Exhibit A



Hints and tips: PSS A2 Exhibit A - Key review points by Technical Experts

COMPANY PRICE BREAKDOWN FORM EXH		EXHIBI	BIT "A" TO PSS A2			Issue 5
			Page No.		No. of Pages	
RFQ/ITT No.:			COMPANY NAME:			
Proposal/Tender No.:			Name and Title:			
National Curren	ncy:		_			
Contractual Phase			Signature			
Applicable	to PSS-A2 elements: 3.1-3.4 - 3.6 - 3.7 - 3.10 - 10		Special Cod Sur Sockers			
Project / W	/ork Packages					
Cost El. No.	ITEM DESCRIPTION	Type of Price	Purchase	Purchase Amount	Exchange rate	Amount in NC
			Currency		1 NC =	
3.1	Coffee beans		Euro	3,000.00	1.00000	3,000.0
3.1	Tea leaves		Euro	2,000.00	1.00000	2,000.0
3.6	Coffee brewer 2000		Euro	20,000.00	1.00000	20,000.0
3.7	2 year service agreement for Coffee Brewer 2000		Euro	10,000.00	1.00000	10,000.0
		1				
		+	+	 	-	

Bought in items

- Justified by scope of work?
- Not representing infrastructure?
- Not representing 'normal work' items?
- Sufficiently identified?
- Reasonable cost?

External Services

- Clearly described?
- Clearly needed?
- Value for money?

































Technical



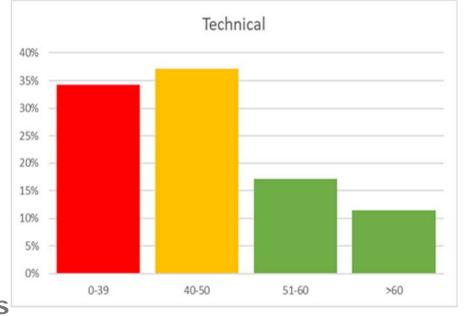
The most difficult criteria to score high

We are looking for:

- CLEAR VERIFIABLE OBJECTIVES
- JUSTIFIED REQUIREMENTS
- CLEAR BASELINE DESIGN/ APPROACH
- COMPLETE PROGRAMME OF WORK

Key major mistakes:

- Poorly described objectives
- Missing / poor/ unjustified requirements
- No baseline design! (very common!) or oversimplified and hard to judge
- No validation



Technical: Common Mistakes



BRIEF Summary of the most common mistakes seen.

Criteria 1 (Technical)

- 1. Objectives difficult to understand or not clearly stated. (see next slide)
- 2. Poor or missing technical requirements (see 2 slides time
- 3. Poor or missing engineering approach
 - Baseline concept not described
 - Missing reviews or checks between blocks of work
 - No standards referred to
 - Inconsistency between Work Logic Diagram and the proposal text
- 4. Poor or inadequate programme of work
 - Missing customer involvement,
 - Missing development steps (e.g. requirement consolidation)
 - Missing key analyses/ simulations.
 - Missing testing
- 5. Poor WPD/ WBS
 - Insufficient detail to understand the full scope of the work,
 - No clear responsibilities or clear split between companies separate WP for each entity



The Objective



Hints and tips: The Objectives

The Objective is what you hope to achieve with the proposal (i.e. the end goal) and the key constraints or conditions under which that should be met. This is sometimes called the mission goal in texts. In theory, everything you propose to do should be derivable from this statement.

- 1. Objectives should:
 - Be short (1 to 3 sentences)
 - 2. Be clear and verifiable
 - 3. Contain the core essence of what should be achieved
- 2. Objectives should not:
 - 1. Describe the work to be done, the work flow or how to do it
 - 2. Describe the nice to haves/ options
 - 3. Be overly long and descriptive

"'...this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon and returning him safely to Earth" – this was the objective stated for a 24 Billion dollar project.

In 'Application' part of the proposal you should justify WHY this is a good objective and how it fits the programmatic constraints!



Requirements 1/2



Hints and tips: The Requirements

For proposals, requirements are the key measureable features that the product or the work must meet in order to be declared successful. They should take into account what the end user needs/ considers important.

Requirements are:

- Clear, verifiable, quantitative and measureable.
- Requirements tell you what needs to be achieved / realized
- Requirements are what we all use to measure if the objectives were achieved

Note: Ideally requirements will also be justified in the proposal.

Requirements are not:

The facilities, tools, experience or personnel that you need to perform the work.

If you are not in a position to properly define a full set of clear, well formulated requirements then consider to either look at a preparatory activity or include an activity focused on requirement definition and include a work package to this end.

Examples... (next slide)

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Requirements 2/2



Example (in a cafeteria):

Hints and tips: The Requirements

Well formulated requirements:

- The coffee shall be served at a temperature between 85 and 90°C.
- The coffee shall be delivered to the customer within 4 minutes of being ordered.
- The coffee shall be dispensed in 200ml +/- 10ml servings.
- The customer shall receive a biscuit with each coffee, included in the price of the coffee

Poorly formulated requirements:

- The coffee has to be a good temperature
- The coffee must be served quickly
- The coffee shall have big serving sizes
- We want people to have biscuits with their coffee

Not a requirement at all in this sense:

- We need to buy a kettle and coffee cups
- We need to hire someone to make the coffee
- We should do a trade off on what biscuits to give
- We shall get a coffee sellers license

Built in Czech Republic!



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PROGRAMATICS READ THE COVER LETTER!!!!!

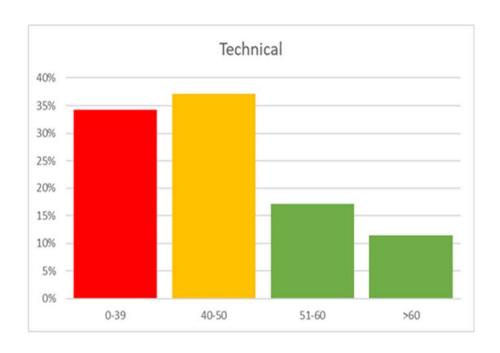


We are looking for:

- LONG TERM BENEFIT
- POTENTIAL USE IN ESA PROGRAMMES

Key major mistakes:

- Not space related!
- Not leading to a product or service
- Not justified wrt the state of the art



Hint: Include an end customer wherever possible



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Thank you

We look forward to receiving excellent proposals ©





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