

MICHIGAN  
DEFENSE CENTER

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



# MDC Resources

MICHIGAN  
DEFENSE CENTER  
MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



**Vicki Selva**  
*Executive Director*

**The Michigan Defense Center**

*Where the Arsenal of Democracy,  
Meets the Arsenal of Innovation™*

# What is the MDC?

The Michigan Defense Center (MDC) is the state's lead voice on Michigan's Defense, Defense Aerospace and Homeland Security economy, and is a liaison between the state and defense interests in the government, industry, academia and the defense community.

**The MDC was created in 2006 by the Michigan State Legislature to:**

- ✓ Capture a larger share of federal Department of Defense and Department of Homeland Security contracts for Michigan companies
- ✓ Assist Michigan companies in doing business with the Department of Defense and Homeland Security
- ✓ Attract outside businesses to Michigan to work with DoD and DHS
- ✓ Prepare and Protect for mission and budget cuts endangering the DoD and DHS economy



# The Michigan Defense Center is the State of Michigan's strategic and coordinating body for the national security industry, missions and facilities.



- ✓ Promote Michigan's defense assets and industry to the state and the nation
- ✓ Protect and grow missions, industry, community
- ✓ Coordinate national and statewide resources and organizations to create a growth environment for Michigan companies and employment
- ✓ Building a successful defense and homeland security eco-system

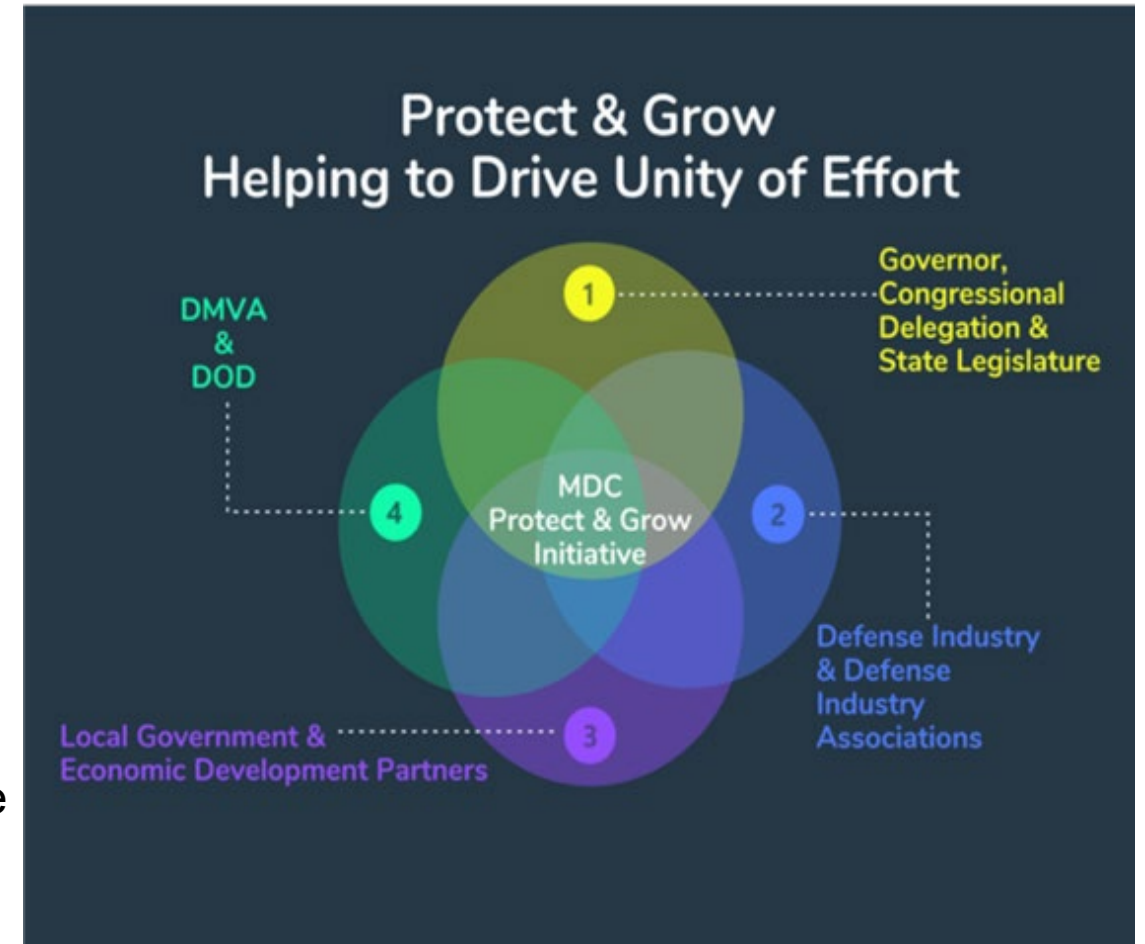
# Protect & Grow: The First Strategic Plan For Defense

## Michigan Defense Center created Protect & Grow 1.0 in 2016 to:

- *Protect* our national security assets here in Michigan
- *Grow* our defense industry by leveraging our assets, building partnerships between academia, local and regional governments

## Protect & Grow 2.0, 2020

- Align Michigan's defense objectives with federal DoD, MEDC and DMVA Strategic Plans
- Continue to protect assets through proactive strategies and engagement
- Leverage partnerships to grow eco-system and capture emerging markets



# Protect & Grow 2.0

## DoD Investment Priorities

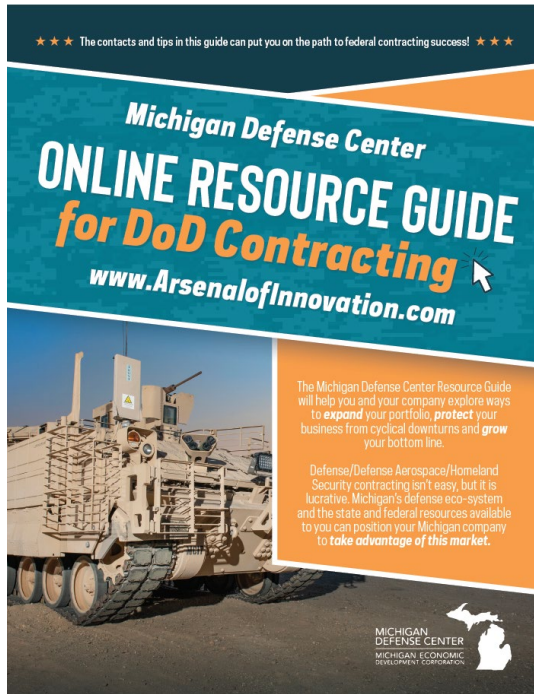
- .Cyber
- .Space
- .Aerospace
- .Hypersonics
- .Emerging Technologies
- .Autonomy & AI
- .Multi-Domain
- .Manufacturing Readiness
- .Workforce Development

## 8 Strategic Objectives

1. Restructure and Fund Defense Investments by the State of Michigan
2. Protect DoD and National Assets in Michigan
3. Pursue New DoD and Associated Missions
4. Posture Michigan for National Defense Strategy-driven Business Opportunities
5. Increase DoD Contract Awards for Michigan-based Companies
6. Increase DoD R&D Spending in Michigan
7. Enhance Strategic Messaging
8. Partner with DMVA to Connect the Military Enterprise and Defense Industry

# Resources for Michigan Companies

One way to do business in the federal system is to bid directly on federal contract opportunities and become a Prime Contractor. The MDC provides resources to help you get started, or increase your competitiveness in winning direct contracts.

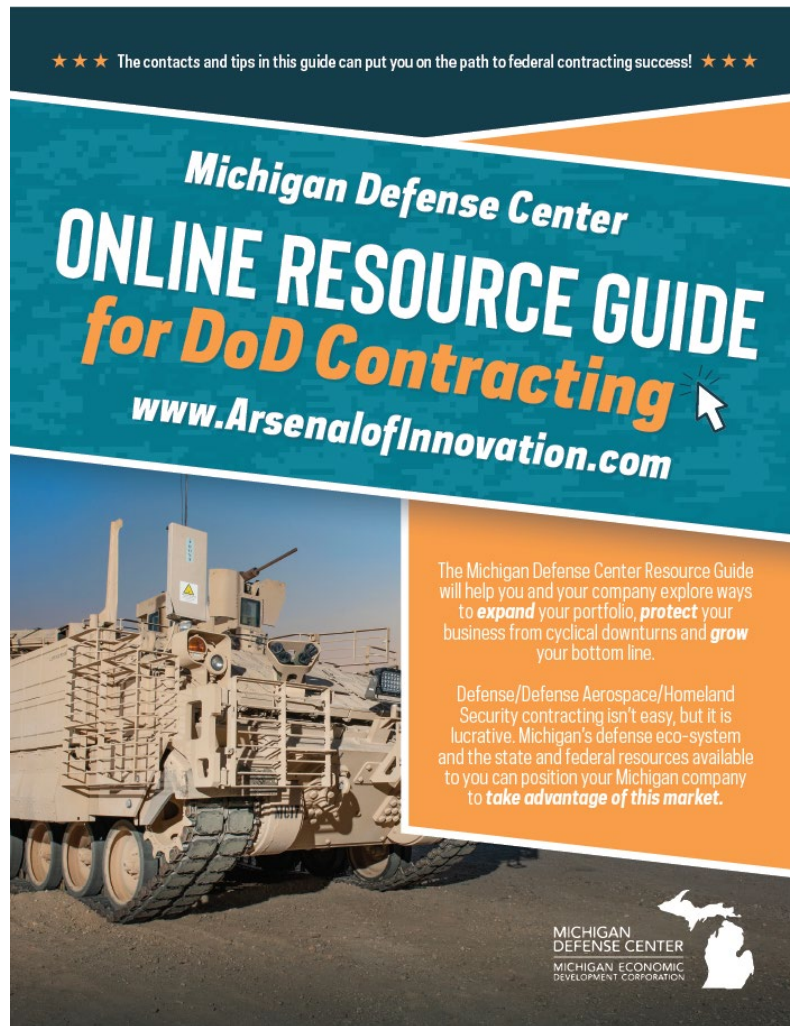


PROPOSAL WRITING SERVICES  
**GRANT PROGRAM**

**Michigan  
Defense  
CyberSmart  
Program**  
to Michigan Companies



# Resources for Michigan Companies



## MDC Online Resource Guide Defense Contracting 1, 2, 3's *How to Get Started & Why to Get Started*

Learn the steps that it takes to do business with the DoD and DHS

The MDC Online Resource Guide provides information on the various organizations, tools and other resources available to help companies win federal contracts.

[www.michigandefensecenter.com/resources/](http://www.michigandefensecenter.com/resources/)

# Resources for Michigan Companies



## Bid Targeting System

The engine that optimizes the matching and scoring between firms and business opportunities

**Increase your Competitiveness!**

BTS is an online tool sponsored by the Michigan Defense Center and offered at no cost to all Michigan companies. It identifies and prioritizes federal contract opportunities for companies. The platform also scores companies the way a federal contracting officer would, giving small and medium-sized contractors the same advantages that large primes derive from their in-house experts.

[www.BidTargeting.org](http://www.BidTargeting.org)

The screenshot shows the BTS Bid Targeting System interface. At the top, there is a navigation bar with links: HOME, ABOUT US, HEATMAP, RESOURCES, SUPPORT, and a user profile icon. Below this is a search bar with options: SEARCH BIDS, SEARCH FIRMS, SAVED BIDS, WRITE YOUR BIDS, and CYBERSMART. The main content area displays search results for 'Search Bids' with 15706 records found. The results are filtered and sorted by RANK, AGENCY, DESCRIPTION, SRC, DATE, SETASIDE, STATUS, and TOTAL. Each result row includes a rank, agency name, description, source, date, setaside status, status, and a total score (100%).

RANK	AGENCY	DESCRIPTION	SRC	DATE	SETASIDE	STATUS	TOTAL
1	Department of Homeland Security	NAICS-336611 Dock Side (DS) USCG VIGOROUS FY21 (WMEC 627)	FBO	12/11/2021 264 days left	Total Small Business	COMBINE	100%
2	Department of Homeland Security	NAICS-324191 NEPTUNE CALAW68 WITH GREEN DYE OIL	FBO	11/15/2021 238 days left	Total Small Business	COMBINE	100%
3	Defense Logistics Agency	NSN-7310015604677 PSQ-73 - Food Preparation and Serving Equipm...	DIBBS	07/08/2022 365 days left	Total Small Business	SOLICITATION	100%
4	Department of Homeland Security	NAICS-488190 OVERHAUL OF THE OXYGEN REGULATOR USED ON THE C-130 AIRCRAFT	FBO	11/15/2021 238 days left	Total Small Business	COMBINE	100%
5	Department of Homeland Security	NAICS-541930 Effective Communication Access Services, On-site and virtual...	FBO	10/08/2021 200 days left	Local Area Set-Aside	SRC/SGT	100%
6	Department of Homeland Security	NAICS-336611 Dock Side (DS) USCGC MANOWAR (WPB 87330)	FBO	11/24/2021 247 days left	Total Small Business	COMBINE	100%



# Resources for Michigan Companies

## PROPOSAL WRITING SERVICES **GRANT PROGRAM**

### Proposal Writing Services (PWS) Grant Program

**Write Your Bids!**

*Overall, the PWS Grant Program created a*

**\$438:1 ROI**

Includes all BTS/PWS program costs

Proposal Writing Services (PWS) grant program was designed to financially and strategically assist Michigan companies in writing a bid response to a Department of Defense (DoD), Department of Homeland Security (DHS), or General Services Administration (GSA) Schedule contract opportunities.

**[www.BidTargeting.org](http://www.BidTargeting.org)**

# Resources for Michigan Companies



## Michigan Defense CyberSmart Program to Michigan Companies

### Michigan Defense CyberSmart Program

**Find your Vendor!**

The MDC has identified Michigan contractors to provide cybersecurity compliance consulting services for small and medium-sized Michigan businesses to assist in achieving National Institute of Standards and Technology (NIST) 800-171 compliance and relevant DFARS requirements in order to qualify for United States Departments of Defense (DoD) and Homeland Security (DHS) contracts and work in the federal supply chain.

# Resources for Michigan Companies

 **The Michigan Defense Center**  
583 followers  
2w • 

Learn About the Army's Plans for Next Generation Combat Vehicle  
Register for Virtual Event March 10, 2:30 pm  
Join the Center for Strategic and International Studies for an interview ...see more



The Army's Next-Generation Combat Vehicle

csis.org • 1 min read



 11

 **The Michigan Defense Center**  
583 followers  
1mo • Edited • 


Army Applications Lab Opportunity for Michigan Transportation Tech  
DEADLINE: FEBRUARY 23  
The Michigan Defense Center would like to alert you to an opportunity




  67 • 5 comments

 **The Michigan Defense Center**  
583 followers  
2w • 

NGCV Virtual Industry Logistics Round Table  
April 20, 2021 | 9:00 am - 11:00 am  
REGISTRATION CLOSING MARCH 8, 2021 ...see more



NGCV Virtual Industry Logistics Roundtable  
REGISTRATION CLOSING MARCH 8, 2021

 6

 **The Michigan Defense Center**  
583 followers  
10h • 

This announcement is to alert you to an opportunity for prototyping and production of Military Engineering for the U.S. Army Engineer Research and Development Center (ERDC). The ERDC is currently accepting whitepapers ...see more



**The Michigan Defense Center and ERDCWERX are Partnering to Provide More Opportunities for Michigan Companies for Military Engineering**

 5

 Like  Comment



# Resources for Michigan Companies



Connect with The  
Michigan Defense Center  
on LinkedIn



Monthly Newsletter  
Contact [Callie@MichiganDefenseCenter.org](mailto:Callie@MichiganDefenseCenter.org)  
to sign up.







# The Michigan Defense Center

*From the Arsenal of Democracy to the Arsenal of Innovation*

The state office tasked to protect and grow Michigan's defense,  
defense aerospace and homeland security missions and industries

## Michigan Defense

\$6.6 Billion Defense Contracts  
155,000 Defense Related Jobs  
\$31 Billion Total Economic Activity

## Protect & Grow Strategy

68.31% GRP Growth  
42.68% Total Employment Growth  
31.75% Salary Growth

## MI Defense Industry

4,000 Defense Suppliers  
1,000 Prime Contractors  
17 Commands & Installations





Visit [MDEX-NDIA.com](http://MDEX-NDIA.com)  
Showcase your Business to Buyers  
Sharing Future Needs and Opportunities.





# Questions?



**MICHIGAN  
DEFENSE CENTER**

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



**All you want to know about defense in Michigan:**

**[www.MichiganDefenseCenter.com](http://www.MichiganDefenseCenter.com)**

**Vicki Selva**

*Executive Director*

***Selvav1@Michigan.org***