



TRADEWINDS

# Tradewinds Solutions Marketplace **ANNOUNCEMENT**

Effective June 1, 2024 – May 31, 2025



[www.tradewindai.com/solutions-marketplace](http://www.tradewindai.com/solutions-marketplace)

## [1] Welcome to the Tradewinds Solutions Marketplace

The Department of Defense (DOD) Chief Digital and Artificial Intelligence Office (CDAO) in conjunction with its marketplace manager, The Applied Research Institute (ARI), is initiating a long-term, open call for new and novel technology solutions to support the DoD in advancing research, development, prototyping, and adoption of AI/ML, digital, or data solutions. Specifically, the CDAO seeks to obtain solutions or potential capabilities that fulfill requirements, close capability gaps, or provide potential technological advancements that are new as of the date of submission; or technologies, processes or methods that represent a new application as of the date of submission. This initiative, entitled the “Tradewinds Solutions Marketplace” will solicit, collect, assess, and curate AI/ML, digital, or data solutions, and make those solutions available through rapid acquisition pathways.

## [2] What is the Tradewinds Solutions Marketplace?

The Tradewinds Solutions Marketplace is a digital environment of post-competition video pitches. The video solutions housed within the marketplace have been assessed through competitive procedures that conform to the competition requirements of 10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70, and thus are readily available to be viewed, selected, negotiated, and awarded by DoD activities. The Marketplace provides a venue for Government organizations to search, view, review, compare, contrast, contact, negotiate, and procure AI/ML, digital, or data capabilities through rapid acquisition pathways. For industry, academia, and individual developers, the Marketplace is a valuable tool to promote AI/ML, digital, or data solutions, products, and services to the DoD in an environment with a rapid acquisition contract pathway.

## [3] What are the Goals of the Tradewinds Solutions Marketplace?

The Goals of the Tradewinds Solutions Marketplace are to establish a centralized location where DoD can assess the state of the art in available AI/ML, digital, or data solutions, and where industry, academia, and individual developers can promote their research, technologies, and related products and services to the Government. Further, the structure of the publication and assessment functions of the Marketplace allow for

streamlined procurement of available solutions, addressing a major barrier to small business and nontraditional defense contractors. Finally, by leveraging the statutory and regulatory authorities available, the Solutions Marketplace can provide a technology transition pathway from idea to research, research to prototype, prototype to test and evaluation, through production, fielding and sustainment of a given technology solution.

#### **[4] Who can Participate in the Tradewinds Solutions Marketplace?**

All US-based companies, traditional and nontraditional, large business and small business, universities, non-profit companies, and individuals are welcome to participate. In addition, foreign universities, research institutions, and entities may submit video pitches for their related technology solutions provided that such submissions are compliant with international law, including export laws for both the country of origin of the technology provider and the United States.

#### **[5] Why Participate in the Tradewinds Solutions Marketplace?**

The CDAO, as the primary sponsor of this initiative, seeks to establish the Tradewinds Solutions Marketplace as its premier, low-barrier entry point for industry, academia, and individuals to identify technology solutions, ongoing research efforts, and proposed future development activities that are relevant to the DoD. Participating entities will have their proposed solutions assessed by a peer panel of DoD and supporting industry and academic Subject Matter Experts (SMEs) and will receive feedback on the technical merit of their solution. Further, by submitting against this open call for solutions, all submitted solutions that are deemed “awardable” by the assessing DoD Assessment Authority and SME personnel will be considered “post-competitive” under 10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70, and will be eligible for award of further research, prototyping, procurement for experimental purposes, and even production.

Just some of the benefits of participation in the Solutions Marketplace include:

- Exposure and marketing of technology and service solution(s) to relevant DoD customer organizations.
- Access to the TSM’s streamlined submission process requesting only the required organizational and technical information.

- Fast track assessment timelines for solution submissions with notifications made within 30 calendar days from the end of each collection period (subject to submission volume).
- Contract pathways for award of research, development, prototyping, test and evaluation, procurement for experimental purposes, and even production.
- Fully negotiable award terms including payment, intellectual property and data rights license terms, schedule, milestones, and pricing.
- Potential for multiple awards with single customer, or across multiple customers with no funding ceilings or limits to duration of effort, based on a single video solution submission.

## [6] Strategic Focus Areas

As identified by the CDAO, and based on its current set of customer interests, the Government is seeking video solution pitches which are relevant to one or more of the following strategic focus areas which are derived from DoD's direction to provide next-generation capabilities that increase the effectiveness of U.S. forces and support Department-wide reform efforts by addressing critical operational and business challenges. This current list of strategic focus areas will evolve as the customer base and mission focus areas supported by the Tradewinds Solutions Marketplace evolve.

The current Strategic Focus Areas for the Tradewinds Solutions Marketplace include:

- **Improving situational awareness and decision-making.** AI/ML, digital, or data solutions applied to surveillance, reconnaissance, and/or perception tasks such as imagery analysis to extract useful information from raw data and equip leaders with increased situational awareness.
- **Increasing safety of operating equipment.** AI/ML, digital, or data solutions that enhance the safety of operating aircraft, ships, and vehicles in complex, rapidly changing situations by alerting operators to hidden dangers.
- **Implementing predictive maintenance and supply.** AI/ML, digital, or data solutions that predict the failure of critical parts, automate diagnostics, and plan maintenance based on data and equipment condition.
- **Streamlining business processes.** AI/ML, digital, or data solutions which reduce the time spent on highly manual, repetitive, and frequent tasks.
- **Assuring cybersecurity.** AI/ML, digital, or data solutions which preserve the ability to use friendly cyberspace capabilities and protect data, networks, net-centric capabilities, and/or project power in and through cyberspace through the employment of cyberspace capabilities.



- **Developing a digital-age workforce.** AI/ML, digital, or data solutions for training, education, and immersive programming that supports development of a modern, AI/ML, data, and digital-competent workforce.
- **Increasing autonomy and mobility of DoD systems.** AI/ML, digital, or data solutions which reduce manual input, operation, and decision-making related to DoD Platforms, Systems, Subsystems, and Components.
- **Application of AI/ML Scaffolding and AI Assurance.** AI/ML, digital, or data solutions that address Human Systems Integration (HSI), Sequential Test Design, Learning Systems, Explainable AI (XAI), Responsible AI (RAI), Adversarial / Red Teaming, or T&E in Deployment / Sustainment.
- **Assuring Reliable Data Sources.** AI/ML, digital, or data sources that are complete, reliable, transportable, and labeled with traceable standards, verification, and training.
- **Augmenting Responsible AI Capabilities and Processes:** Capabilities, best practices, or processes for risk identification and mitigation; guidance and guardrails solutions for AI development and use, and/or support to AI assurance and governance processes.
- **Supporting Responsible AI Practices:** Solutions that promote a culture of responsible AI, including adoption of RAI best practices, tools, and governance.
- **Research Solutions and Services:** Innovative qualitative and/or quantitative research tools, techniques, or services that explore the strategic and/or policy implications of data, analytics, or AI in areas relevant to the Department of Defense.
- **Assessment and Compliance Solutions:** Products and services that assist the Department of Defense in tracking strategic and organizational performance in accordance with established goals and standards; ensuring compliance with existing and emerging laws, policies, and standards; or understanding, navigating, and addressing issues related to enabling DoD to harness data, analytics, or AI for competitive military advantage.
- **Discovering blue sky/other technology applications.** Novel applications of AI/ML, digital, or data solutions with the potential to materially impact one or more DoD mission areas.

## [7] Submission Instructions

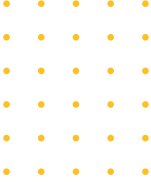
### a. Submission, Assessment, and Notification Deadlines

- i. The TSM is continuously open for submission of solutions during the period of this **Open Call (June 1, 2024 – May 31, 2025)**.
- ii. Submissions are collected monthly (e.g., June 1st through June 30th). This is referred to as the “monthly collection period.”
- iii. The cutoff for submissions is the final day of each monthly collection period at 12:00 (Noon) Eastern Standard Time (EST). Submissions received after 12:00 (Noon) EST on the final day of each monthly collection period will be considered submitted in the subsequent monthly collection period.
- iv. Submissions timely received for a given month (the monthly collection period) will be assessed in the following month with results available within 30 days of the end of the relevant collection period (e.g., for collection period ending June 30th 12:00 (Noon) EST, assessment results will be distributed no later than August 30th (subject to flexibility for instances of high volume)).

b. **Submission Eligibility.** Solution videos and form information must be unclassified, and not include any proprietary information, export-controlled information, or controlled unclassified information (CUI). Solution videos must not contain any restrictive markings other than a valid copyright notice. Each video submission shall provide a single technology or service solution. Each solution video submission must be accompanied by a fully completed submission form (automated form populated during the video submission process). Elements of the required submission form include:

- i. **Submitting Entity Name (or Individual Name).** Use your full legal company/organization/individual name. It should match your SAM.gov profile if you have an existing SAM.gov profile at time of video submission.
- ii. **Website.** Identify your current website address.
- iii. **Unique Entity ID (UEI)** (if available). The Unique Entity ID (UEI) is a 12-character alphanumeric ID assigned to an entity by SAM.gov. If you do not have a SAM profile, please enter “NA” or “Not Applicable” in the field.

- iv. **Business Size.** Identify either large or small business. Business size is defined by the SBA in alignment with 13 CFR Part 121 Small Business Size Regulations. This classification is most commonly based upon average annual receipts or the average number of employees. The definition of “small” varies by industry, which is classified by your North American Industry Classification (NAIC) code.
- v. **Traditional/Non-Traditional status.** Definition: As defined in 10 USC 3014, “nontraditional defense contractor”, with respect to a procurement or with respect to a transaction authorized under section 4021(a) or 4022 of this title, means an entity that is not currently performing and has not performed, for at least the one-year period preceding the solicitation of sources by the Department of Defense for the procurement or transaction, any contract or subcontract for the Department of Defense that is subject to full coverage under the cost accounting standards prescribed pursuant to section 1502 of title 41 and the regulations implementing such section.
- vi. **Socioeconomic Designation(s).** Select all applicable socioeconomic designations your entity currently holds. This designation must match your SAM.gov account.
- vii. **Country.** Select the appropriate country for your entity.
- viii. **Address.** Location of principal place of business (Street Address, City, State, ZIP)
- ix. **Strategic Focus Area.** The purpose of the strategic focus areas is to collect technology solutions which are relevant to the CDAO and its customer organizations. Often a given solution may fit within multiple focus areas. The focus area selected for your solution has no impact on the assessment of your solution. The focus areas are used for categorization and search within the Marketplace for those video solution submissions assessed as “awardable”. If you are in doubt as to the proper fit for your technology or believe it spans multiple focus areas, simply select the “Discovering blue sky/other technology applications” category.
- x. **Technology Readiness Level (TRL).** Select the current Technology Readiness Level of your solution. A description of the Technology Readiness Definitions is available at Appendix A of this document as well as in a tooltip during the submission workflow process. Assure that you select the appropriate level, not a range for your submission. The purpose of including the Technology Readiness Level (TRL) as part of the submission requirements is to help customer organizations understand what types of efforts and funding your company is seeking for future engagements (Research, Development, Prototyping, Test and Evaluation, Production, or Sustainment). The TRL is not used to determine whether solutions are assessed as awardable/not awardable. It is important to select the relevant TRL for your solution to align with the proper potential customer organizations and funding.



xi. **Related Keywords.** Include at least five relevant keywords to your solution that will help the government find it faster. Please separate your keywords with a comma.

xii. **Video submission Point of Contact (POC), Email address, and Phone.** This is the person that will receive the assessment results and any inquiries about the submission. At any point after submitting, you may want to add additional members and POC's (Points Of Contact) to your organization. Once the submission form is completed and you are redirected to your dashboard, you may follow these steps to include another POC: Click the "Organization" link in the navigation; Under "View and manage organization members" there will be a tab for "Invitations" that you should click; From there, click on the "Invite" button and add any number of email addresses to add additional POC's to your organization.

xiii. **Submission Title** (less than 128 characters).

xiv. **Abstract Description** (1,500 Characters). Use this section to describe your video solution to appear in the Tradewinds Solutions Marketplace for the government user to easily understand your solution prior to watching the video. The purpose of this narrative is to support potential future customers in understanding information about your firm. The narrative is not part of the assessment information. Use this space to identify information (where applicable to your solution) that a prospective customer may want to know (e.g., Facilities Clearances, Certifications, Authorities to Operate, FEDRAMP status, Approved accounting system, GSA Schedules, existing contracts, etc).

c. Video Submission Format Requirements. Solution video submission shall conform with the following format requirements or will be deemed ineligible and returned for revision.

i. Videos must be no longer than **five (5) minutes (5:00)** in length.

ii. Minimum Video production requirements:

1. Resolution: HD 1920x1080.
2. Encoded for streaming as a .mp4 file under 5gb.
3. Color Space: Rec709 or sRGB.

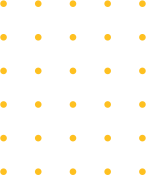
iii. Videos must contain no restrictive markings limiting their use or distribution other than a valid copyright notice. Video submissions that contain restrictive markings other than those expressly permitted herein will not be assessed. Submitters will be notified that their video submission contains unauthorized restrictive markings and must be revised and resubmitted.





d. **Video Submission Content Requirements.** There are five required elements that each video must address. The Five elements are: **(1) Identification of the Problem(s) Addressed;** **(2) Description of the technology or service solution and its application to the problem(s) identified;** **(3) Potential impact of the solution if adopted by DoD;** **(4) Differentiation from other technology and service solutions which address the same or similar problem(s);** and **(5) Pricing Model.** Tips for addressing the five required video submission elements are as follows:

- i. **Identification of the problem(s) addressed.** Begin your video pitch with a description of the problem you solve for your customers (or prospective customers). Explain the problem thoroughly but leave time to address all five video submission elements. Is this a common problem across the Government? Is it a universal problem across Government and commercial markets? Assure that your problem falls within at least one of the Strategic Focus Areas described in Section VI above.
- ii. **Description of the technology or service solution and its application to the problem(s) identified.** Fully describe your solution but balance your total video time across all five video submission elements. Identify how your solution addresses the problem you've defined. If your solution is at a lower Technology Readiness Level (TRLs 1-5) and needs further development or test, explain your plan to mature the solution to better address the problem. If your solution is at a higher Technology Readiness Level (TRLs 6-9), provide a demonstration within your video of the product or case study of your service. Forgot what TRLs are? Check Appendix A.
- iii. **Potential impact of the solution if adopted by DoD.** Explain how adoption of your solution would impact the DoD. If you are already providing your solution to DoD or other Federal Agencies, state that here and explain the impact it has had. Identify current customers using your solution including Government and commercial entities. Is your solution saving your customers time? Saving money? Reducing Risk? These are just some examples of potential customer impacts.
- iv. **Differentiation from other technology and service solutions** which address the same or similar problem(s). Identify other solutions in the market that seek to address the problem(s) you identified. What companies, technologies, or service solutions are you in competition with? What alternative solutions are out there? What makes your solution the best way to address the problem(s)?



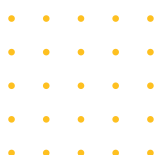
iv. **Pricing Model.** Describe how your company intends to monetize your solution both with the Government and with commercial markets (if applicable). Assure that your pricing model aligns with the current maturity (TRL) of your technology or service solution. If you have commercial pricing that is publicly available, include that here. Do you offer range pricing or quantity discounts? Are you seeking funding for development?

**NOTE:** THIS SECTION IS NOT REQUESTING NON-PUBLIC PRICING. DO NOT SUBMIT RATES OR OTHER PROPRIETARY PRICING INFORMATION.

e. Where to Submit the video solution. **All solutions must be submitted through [www.tradewindai.com](http://www.tradewindai.com).** No hard copy or physical submissions (CD/DVD/Blue Ray) will be accepted. To submit your solution, navigate to the Tradewinds Solutions Marketplace opportunity page (<https://www.tradewindai.com/opportunities/cljmyfxh00000l1090eeyez2s>) and select “Start My Response” on the lower left hand side.

## [8] The Tradewinds Solutions Marketplace Assessment Process

Solution videos submitted against this open call will be assessed in accordance with the scoring rubric included as Appendix B and rated as either “awardable” or “non awardable” for the given assessment round. Solutions are assessed by a peer panel of government, industry, and academic subject matter experts, with final decisions made by the Government Selecting Official. By submitting a video solution, you authorize the video to be distributed and used for this purpose. During the assessment period, the Government and/or supporting SMEs may contact submitting entities to clarify information either within the video submission or within the submission form. Non-Government, SME assessors will be used in the assessment of solution videos. Such assessors will be operating at the direction of the Government and through signed non-disclosure agreements (NDAs). The pool of SME assessors is comprised of experts from industry, academia and non-profit research institutions with programs related to data, analytics, digital and artificial intelligence/machine learning. In conformance with Statutory and regulatory requirements for the authorities leveraged by the TSM (10 USC 4021, 10 USC 4022, 10 USC 3458, FAR/DFARS Part 35, and DFARS Subpart 212.70), Government and Non-Government SME Assessors will develop a written assessment of each submission applying the established assessment criteria, weighting, and scoring, which is included at Appendix B of this document. The recommended scoring, ratings, and comments for each video solution are presented monthly by the Peer Panel to the designated Government Selecting Official, who is ultimately responsible for determining the awardable/non awardable status of each solution for the rating period.



Individuals interested in serving as Subject Matter Expert Assessors may complete the Assessor Interest Form to identify their interest in serving as a Marketplace SME Assessor. Interested Assessors should review the Organizational Conflicts of Interest section below to understand the Marketplace participation restrictions imposed on Assessors.

## [9] Organizational Conflicts of Interest

The CDAO, ACC-Rock Island, and the Tradewinds Solutions Marketplace manager, ARI, have identified and evaluated potential organizational conflicts of interest (OCIs) related to the activity of video solution assessment by non-Government, industry and academic subject matter experts. A recognized potential OCI, "providing evaluation services", requires that contracts for the evaluation of offers for products or services shall not be awarded to a contractor that will evaluate its own offers for products or services, or those of a competitor, without proper safeguards to ensure objectivity to protect the Government's interests (see Federal Acquisition Regulation 9.505-3). The Government and Marketplace manager, exercising common sense, good judgment, and sound discretion in both the decision on whether a significant potential conflict exists and, if it does, the development of an appropriate means for resolving it, have determined the following:

- a. A significant potential conflict exists as to SME assessors evaluating their own technology solutions. The Government will avoid this potential OCI by excluding any requirement for assessors to evaluate their own technology solutions, or the solutions of another submitter in which the assessor holds any financial interest from their contract requirements. Further, the Government will mitigate any potential OCI by prohibiting assessors to evaluate their own technology solutions, or the solutions of another submitter in which the assessor holds any financial interest and requiring assessors to deliver a statement certifying that they recognize this prohibition, including an affirmative duty to identify any such financial interests. All assessors will be required to complete Government ethics training, covering this duty to identify financial interests, prior to assessing any solution submissions and will operate under nondisclosure agreements to protect any information received through the assessment activity.
- b. A potential conflict exists as to SME assessors evaluating the technology solutions of a competitor. This OCI is a lesser risk due to the characteristics of the evaluation effort. Under the Solutions Marketplace assessment methodology, submissions must be non-proprietary. The non-proprietary submissions are assessed against a published rubric for Technical Merit to determine whether they are viable solutions and thus rated "awardable" for future requirements. The assessments are performed by a minimum three-member peer panel, and the peer panel is comprised of a Government, Industry, and Academic

representative, with the Government Selecting Official responsible for all final decisions. Finally, the assessments are not evaluated against a specific requirement, but on their viability to support future needs. The characteristics of the assessment process, thus, partially mitigate the potential OCI. To fully mitigate this potential OCI, the Government will monitor the consistency in scoring of all assessors to identify potential biases or inconsistent scoring. All assessors will be required to complete Government ethics training, covering this duty to identify competitors, prior to assessing any solution submissions and will operate under nondisclosure agreements to protect any information received through the assessment activity.

## **[10] Important Information for Participants and Prospective Participants**

- a. All costs of preparing and submitting solution videos and submission forms are the responsibility of the submitting entity and not eligible for funding or reimbursement by the Government.
- b. Assessment as “awardable” and placement into the Tradewinds Solutions Marketplace does not guarantee any current or future award.
- c. Successfully assessed, “awardable” videos are placed into the Marketplace for a period of 24-months, after which the solution expires and is removed from the Marketplace.
- d. Tradewinds will publish a list of companies with solutions available on the Marketplace on the TradewindAI.com public website and through Tradewinds digital media. The list will identify company/individual name; name of solution; and associated strategic focus area. Entities that do not wish to be identified in this manner must submit a written notice to [success@tradewindai.com](mailto:success@tradewindai.com).
- e. Solution providers may submit one or multiple video submissions while this announcement remains open.
- f. Scoring and Assessor comments will be provided for both awardable and non-awardable submissions at the end of each assessment round. All submitting entities can request a feedback session to review the scoring and comments related to their solution by reserving time at this link: [Please sign up for your 1on 1 meeting here.](#)
- g. Feedback Sessions are conducted by the Marketplace Manager, ARI, and are intended to assist solution providers in addressing weaknesses identified in the assessor scoring and comments, for the purpose of revising any non-awardable solution, and resubmitting to a subsequent collection period. Any dispute regarding scoring or final rating may be addressed to the Government Selecting Official. Tradewinds does not provide names, contact information, or any other personal information of the SME assessors themselves.

- h. Any questions related to this announcement or related TSM matter may be sent to [success@tradewindAI.com](mailto:success@tradewindAI.com).
- i. More information related to the Tradewinds Solutions Marketplace can be found at: <https://www.tradewindai.com/solutions-marketplace>.

## [11] Data Handling / Licenses Granted

- a. Solutions videos placed within the Tradewinds Solutions Marketplace are viewable by all Federal Government accounts (.mil / .gov) and by the submitting entity or individual. The submitting entity/individual remains the owner of the video and the associated submission data and may request the video and associated submission data be removed from the TradewindAI.com site at any time. By participating in the Tradewinds Solutions Marketplace initiative each submitting entity grants the following Governmentwide, nonexclusive, fully paid up, non-assignable, non-royalty bearing licenses in both the video solution submission and the accompanying submission data:
  - i. A license for the Government to view, review, research, comment, and share the video solution and associated submission data within the Government and to covered Government support contractors<sup>1</sup> for the purposes of performing assessments of the solution; performing market research; supporting requirements development; considering/planning for procurement; negotiating for award; and making an award of the solution at any time while the video solution and associated submission data remain active within the Tradewinds Solutions Marketplace.
  - ii. A license for the Government to view, review, research, and share the video solution and associated submission data within the Government and to covered Government support contractors, whether assessed as awardable or non-awardable, for the purposes of improving/revising the submission, assessment, and/or selection processes, submission criteria, scoring criteria, or user interface/user experience, in perpetuity.

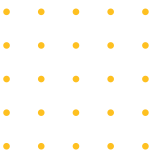
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<sup>1</sup> See Defense Federal Acquisition Regulation Supplement (DFARS) 252.227-7015 Technical Data - Commercial Products and Commercial Services (a)(2) "Covered Government support contractor" means a contractor (other than a litigation support contractor covered by [252.204-7014](#) ) under a contract, the primary purpose of which is to furnish independent and impartial advice or technical assistance directly to the Government in support of the Government's management and oversight of a program or effort (rather than to directly furnish an end item or service to accomplish a program or effort), provided that the contractor—(i) Is not affiliated with the prime contractor or a first-tier subcontractor on the program or effort, or with any direct competitor of such prime contractor or any such first-tier subcontractor in furnishing end items or services of the type developed or produced on the program or effort; and (ii) Receives access to technical data or computer software for performance of a Government contract that contains the clause at [252.227-7025](#), Limitations on the Use or Disclosure of Government-Furnished Information Marked with Restrictive Legends.



iii. A license for the Government and its covered Government support contractors to transcribe the video for the purposes of improving the search functionality of the marketplace, to address accessibility requirements, to support marketing of the solution for potential award, to support Government reporting, performing market research, and supporting requirements development. The entity/individual grants and the Government retains a perpetual license in the transcription data itself for the purpose identified within this paragraph.

iv. A license for the Government and its covered Government support contractors to use the video solutions and associated submission data for Government training purposes including training in the planning, implementation, execution, and administration of the Marketplace model, Marketplace processes, Marketplace Assessment criteria and scoring, Marketplace research, Conducting Feedback Sessions, Award of marketplace solutions, and other such related Government training.



## Appendix A

### Technology Readiness Level (TRL)

Level	Definition	DoD DAG Description
1	Basic principles observed and reported.	Lowest level of technology readiness. Scientific research begins to be translated into applied research and development. Examples might include paper studies of a technology's basic properties.
2	Technology concept and/or application formulated.	Invention begins. Once basic principles are observed, practical applications can be invented. Applications are speculative and there may be no proof or detailed analysis to support the assumptions. Examples are limited to analytic studies.
3	Analytical and experimental critical function and/or characteristic proof of concept.	Active research and development is initiated. This includes analytical studies and laboratory studies to physically validate analytical predictions of separate elements of the technology. Examples include components that are not yet integrated or representative.
4	Component and/or breadboard validation in laboratory environment.	Basic technological components are integrated to establish that they will work together. This is relatively "low fidelity" compared to the eventual system. Examples include integration of "ad-hoc" hardware in the laboratory.
5	Component and/or breadboard validation in relevant environment.	Fidelity of breadboard technology increases significantly. The basic technological components are integrated with reasonably realistic supporting elements so it can be tested in a simulated environment.
6	System/subsystem model or prototype demonstration in a relevant environment.	Representative model or prototype system, which is well beyond that of TRL 5, is tested in a relevant environment. Represents a major step up in a technology's demonstrated readiness.
7	System prototype demonstration in an operational environment.	Prototype near, or at, planned operational system. Represents a major step up from TRL 6, requiring demonstration of an actual system prototype in an operational environment such as an aircraft, vehicle or space.
8	Actual system completed and qualified through test and demonstration.	Technology has been proven to work in its final form and under expected conditions. In almost all cases, this TRL represents the end of true system development. Examples include developmental test and evaluation of the system in its intended weapon system to determine if it meets design specifications.
9	Actual system proven through successful mission operations.	Actual application of the technology is in its final form and under mission conditions, such as those encountered in operational test and evaluation. Examples include using the system under operational mission conditions.



		DEFINITION
PROBLEM YOU SOLVE	weight 10%	Deliver a clear and concise description of the problem you are attempting to address with your technology or service.
SOLUTION	SOLUTION DESCRIPTION	Fully describe what you are offering in your solution and describe the scientific basis for the solution and how it solves the problem statement identified.
	ALIGNMENT WITH STRATEGIC FOCUS AREA	How well does your Solution map to our published Strategic Focus Area? Argue the problem you've chosen is a perfect fit with the problems for this program.
	SCIENTIFIC FEASIBILITY	Is the science behind the innovation sound? Why should a skeptic believe that your approach is built upon a firm scientific foundation?
	weight 35% ENABLING TECHNOLOGIES	Do the required enabling technologies introduce added risk? Using proven underlying technologies and techniques helps to lower technical risk.
DOD IMPACT	OPERATIONAL IMPACT	Looking only at the DoD personnel who will be impacted by your solution, argue that their mission or effectiveness will be significantly improved if your solution is adopted. What is the impact of your solution vs. today's solution in the context of a single individual's work role and responsibilities?
	weight 25% POTENTIAL SCALE OF IMPACT	Look into the future to a time when your solution is both technically mature and fully "transitioned" (actively in use by DoD.) Describe the scale of your impact within the context of the DoD.
DIFFERENTIATION	DIFFERENTIATION	Every problem can be addressed multiple ways. Why is your proposed solution the best choice for the DoD?
	weight 15% ALTERNATIVE TECHNICAL APPROACHES	Why is your approach is the best from a technical perspective? If you can convincingly refute alternative means to solving this problem, please briefly do so.
PRICING MODEL	BUSINESS MODEL DEFINITION	Describe how you will make money from your solution. Although we are NOT asking you to provide specifics on prices, we need to understand how you plan to capture revenue moving forward. For example, are you selling software licenses, tokens for compute services, engineering services, training and support, something else? Tell us about your revenue model.
	weight 10% BUSINESS MODEL VALIDATION	Make the case that your business model is working or will work for your business. To what evidence can you point that your strategy to monetize your solution is viable with commercial and/or Government buyers.
PITCH QUALITY	PITCH QUALITY	We don't care about video production quality. We care about your ability to communicate about your innovation and the impact you believe it will have. (Amateur videos shot on your smart phone are fine. Do make sure the audio is clear and easily understood. Practice and/or multiple takes are recommended.)
	weight 5% DATA QUALITY & ATTRIBUTION	Support your arguments with relevant, properly attributed data to enhance your credibility.

# Tradewinds Marketplace 2.0 Evaluation Criteria



		UNSATISFACTORY	MARGINAL	SATISFACTORY	SUPERIOR
PROBLEM YOU SOLVE	weight 10%	Undefined problem scope.	Somewhat defined problem scope.	Adequately defined problem scope.	Very well defined problem scope.
SOLUTION	SOLUTION DESCRIPTION	Fails to describe product and beneficial features.	Partly describes product and beneficial features.	Adequately describes product and beneficial features.	Clearly and concisely describes product and beneficial features.
	ALIGNMENT WITH STRATEGIC FOCUS AREA	Not aligned with the Strategic Focus Area.	Somewhat aligned with the Strategic Focus Area.	Adequately aligned with the Strategic Focus Area.	Completely and clearly aligned with the Strategic Focus Area.
	SCIENTIFIC FEASIBILITY	No scientific basis for presented approach.	Incomplete scientific basis for presented approach.	Credible scientific basis for presented approach.	Convincing scientific basis for presented approach.
	weight 35% ENABLING TECHNOLOGIES	Requires nonexistent or unavailable technology.	Requires emerging, cutting edge technology.	Requires proven technologies.	Requires DoD-fielded technologies.
DOD IMPACT	OPERATIONAL IMPACT	If successful, no improvement vs. existing technological approaches.	If successful, slight improvement vs. existing technological approaches.	If successful, significant improvement vs. existing technological approaches.	If successful, radical improvement vs. existing technological approaches.
	weight 25% POTENTIAL SCALE OF IMPACT	A fully deployed, mature solution could impact only niche use cases.	A fully deployed, mature solution could impact an DoD element.	A fully deployed, mature solution could impact several DoD elements.	A fully deployed, mature solution could have impact across the entire DoD.
DIFFERENTIATION	DIFFERENTIATION	Does not demonstrate attributes superior to industry-leading capabilities.	Partially demonstrates attributes superior to industry-leading capabilities.	Adequately demonstrates attributes superior to industry-leading capabilities.	Persuasively demonstrates attributes superior to industry-leading capabilities.
	weight 15% ALTERNATIVE TECHNICAL APPROACHES	No examination of alternatives.	Partially refutes alternatives.	Adequately refutes alternatives.	Persuasively refutes alternatives.
PRICING MODEL	BUSINESS MODEL DEFINITION	Poorly defined (or undefined) revenue model.	Moderately defined revenue model.	Well defined revenue model.	Expertly defined revenue model.
	weight 10% BUSINESS MODEL VALIDATION	Fails to demonstrate business model is valid.	Draws credible parallels to others' proven models.	Evidence of interested customers utilizing the above-defined model.	Evidence of paying customers utilizing the above-defined model.
PITCH QUALITY	PITCH QUALITY	Poorly presented. Very difficult to impossible to follow.	Moderately presented. Sometimes difficult to follow.	Effectively presented. Convincing, easy to follow.	Clearly and persuasively presented. Compelling arguments.
	weight 5% DATA QUALITY & ATTRIBUTION	Poorly supported by data. Little to no data attribution.	Partially supported by data. Some data attribution.	Credibly supported by data. Adequate data attribution.	Persuasively supported by meaningful data. Comprehensive data attribution.





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# THANK YOU

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