

Date: 2 Aug 2016

From: COSL MRM

To: Procurement/Supply Division

Subj: JUSTIFICATION FOR SOLE SOURCE SPECIFIC (Simplified Acquisitions <\$150K)

The service or material listed on Way to Grow, Inc, is sole source and competition is precluded for reasons indicated below. There are no substitutes available for this material or service.

Restricted to the following source. Provide *original manufacturer's* name.

Service provider: Way to Grow, INC.

Service provider POC, phone #, and email: Andy Fleming, 404.518.3248,  
afleming@waytogrowinc.com

Service provider address: 2897 North Druid Hills Road #307, Atlanta, GA 30329

Description of the item or service required, the estimated cost, and required delivery date.

Organizational consulting at Naval Air Station Whidbey Island with three 200-person units. Engagement consists on an onsite kick off meeting, use of an online assessment tool by approx. 600 people, and findings meeting. Cost for the assessment tool is \$10,000, plus approx \$5,000 for two contractors to travel from Atlanta to Seattle for two three-day onsite visits.

Specific characteristics of the material or service that limit the availability to a sole source (unique features, function of the item, etc.). Describe in detail why only this suggested source can furnish the requirements to the exclusion of other sources.

Way to Grow has created the only assessment tool designed to aid commanders with understanding currently levels of developmental challenge and support. The assessment is an 80+ online tool and is based on 35+ years of academic research about individual adult development but this is first such instrument to focus on aggregate levels of development.

The requested material or service represents the minimum requirements of the government.

The consulting and assessment services offered by Way to Grow represent minimum requirements for understanding and assessing unit level learning and development.

CHECK & FILL IN ALL APPLICABLE BLANKS BELOW

X  The material/service must be compatible in all aspects (form, fit and function) with existing systems presently installed/performing. Describe the equipment/function you have now and how the new item/service must coordinate, connect, or interface with the existing system.

The Way to Grow consulting methods and assessment tool are compatible with existing leader development practices.

X  A patent, copyright or proprietary data limits competition.

The proprietary data is an online organizational instrument called the DDO Assessment<sup>SM</sup>. This instrument consists of 80+ scientifically valid questions designed to analyze unit practices related to challenge and support and produce commander-level reports.

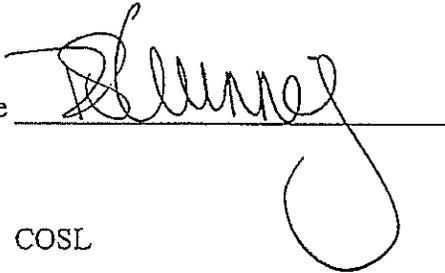
N/A  These are "direct replacements" parts/components for existing equipment.

Other information to support a sole source buy:

There are no other firms offering organizational assessments based on the empirically supported constructive developmental theory.

I CERTIFY THAT STATEMENTS CHECKED, AND INFORMATION PROVIDED ABOVE, ARE COMPLETE AND CORRECT TO THE BEST OF MY KNOWLEDGE. I UNDERSTAND THAT THE PROCESSING OF THIS SOLE SOURCE JUSTIFICATION PRECLUDES THE USE OF FULL AND OPEN COMPETITION.

Signature



Title: MRM

Activity: COSL

Date: 2 Aug 2016

Contracting Officer Signature



Date

25 Aug 2016