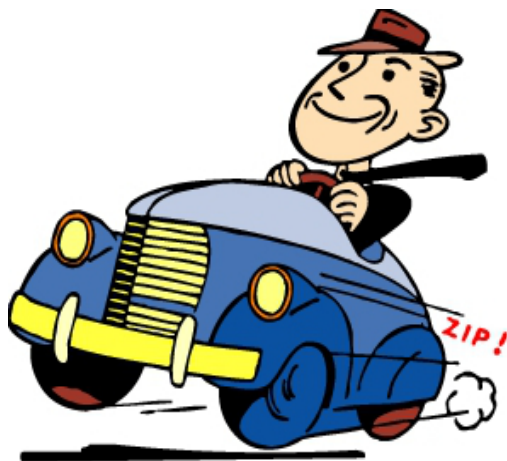


Innovation Technique 2 — Product or Technical Demonstration

Purpose: *To see, feel, and test out our products/systems **before** we buy them.*

If your requirement is to buy a new car, would you rather read a hundred page report or take the car for a test drive? In some cases you may do both; however, the test drive is **vital** important in the purchase decision.



1. Often called a product or capability demonstration, these reveal companies' true capabilities!
2. These demos can streamline the selection process, lower bid and proposal costs, etc.
3. Can be a stand-alone factor or an element of the oral presentation.
4. If the product requires testing or inspection, you can do so independently as a separate factor.
 - a. If so, include a 'test plan' in the solicitation so industry knows what is being tested.
5. Ensure end-users are included in the evaluation, their feedback is crucial.
6. Highly recommend pairing with confidence level ratings.

Thoughts from Industry: "We have never seen the testing (as part of the evaluation criteria), most interesting and effective innovation. Not to mention while being in the live setting with the full end-users from the agency's field office. We felt confident in the room!"

Sample from *Density Meter*—

After the offeror's oral presentation and capability demonstration, but starting no later than the next business day, the Government will conduct a Performance Evaluation of the offered Density Meter device at CBP's test facility, covering the Inspection requirement in Section 3.2.1 of the SOW (see evaluation Factor 1--Technical Performance and Approach below). For this phase, vendors must bring an operational device of the exact type or types proposed for evaluation and provide the shipping return address for the device. The device will be shipped to the specified address at the end of the performance evaluation. The evaluation will consist of one hundred fifty (150) scans to evaluate the offered device's performance on several factors.

The Government will conduct three trials of the offered device: one at the threshold inspection level, one at the threshold penetration level with a faster inspection rate, and one at a higher, objective level. The results of the trials will be considered in evaluation Factor 1—Technical Performance and Approach. The Performance Evaluation does not replace or otherwise remove the requirement for the device to pass Acceptance Testing following contract award in accordance with the processes and procedures outlined in Section 3.6 of the SOW.

Although government personnel will conduct the evaluation tasks, vendors shall ensure that one of their presenters can instruct the government test personnel on the operation of their offered device along with providing the operator's manual.

The Performance Evaluation test plan is attached to this solicitation.

Question: *How about a product test during market research?*