U.S. General Services Administration

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Making Market Research Easy

Enhancing Industry Partnerships

DISCLAIMER: The information in this presentation is subject to change at any time.

AGENDA

- Why Market Research is conducted
- MRAS Overview
- Value Add - What's in it for me?
- Success Story
- MRAS Service Offerings and Process
- Completing MRAS RFI Surveys Effectively
- What GSA does with the results
- Tips, Reminders and Resources



Why Research?

Drive Mission Capabilities

- Gain efficiency
- Innovate

Make Informed Decisions

- Understand market constraints
- Ensure regulatory compliance

Start The Conversation

- Understand and begin to act
- Gathering feedback
- Listening to Stakeholders

See the solutions

- Understand the impact
- Recognize opportunities



Market Research

Government acquisition professionals need to understand the marketplace to make informed acquisitions decisions so that they can meet agency goals.

FAR Part 10 guides market research procedures.

The information and feedback Industry Partners provide helps customers to visualize the competition and socioeconomic responses that customers can expect.

What is Market Research as a Service (MRAS)?

MRAS uses the latest research techniques to help agencies visualize the competition and streamline the market research process.



- Reduces acquisition time
- Aligns Agency needs with GSA contracts and solutions
- Identifies the business size appropriate for the requirement



MRAS at a Glance

Customers

- Over 350 customers supported
- Over 60 agencies served

Projects

- Over 2,100 RFIs issued in 2024
- Product Market Research and Rapid Reviews
- MAS PMO, GSS, and ITC Outreach

Collaboration

- Monthly Industry Days - 2,000+ participants
- Agency Requirements - Connecting Industry with customers.

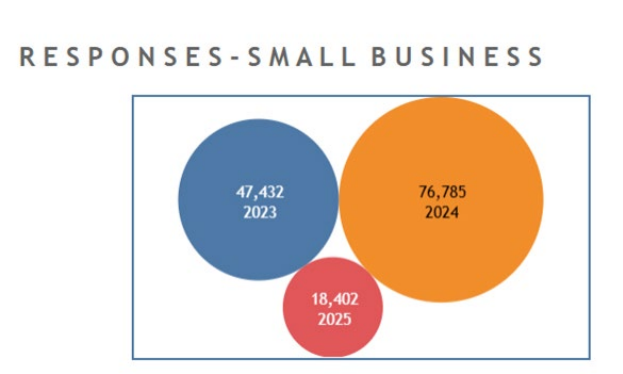
Awards

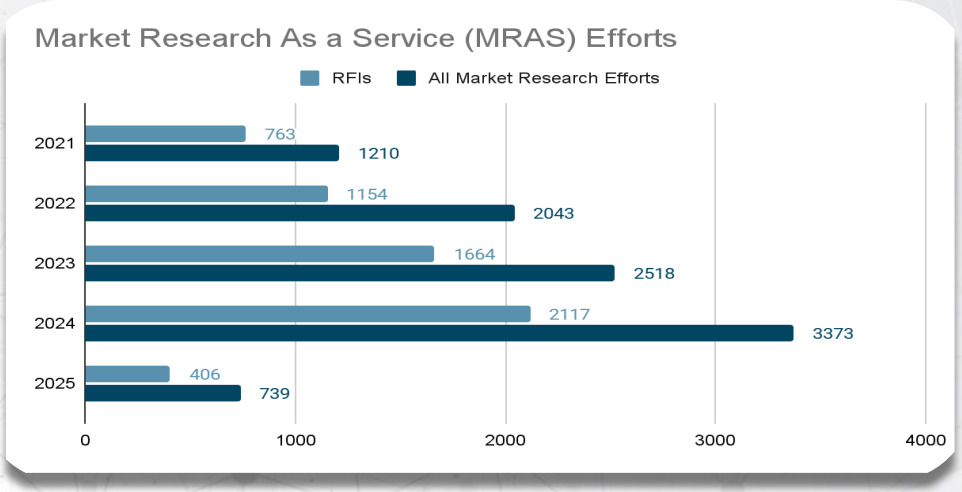
- Around half of requirements researched are awarded to a GSA contract holder totalling $69 billion to date.

MRAS Value Add - What's in it for Me?

$70 Billion in MRAS RFIs are awards to GSA contract holders!

Data as of 2/13/2025





GSA as a Broker

- GSA acts as a liaison between agency customers and industry partners
- Industry partners receive both agency customer and GSA POC information
- Partnering with customers to meet small business goals

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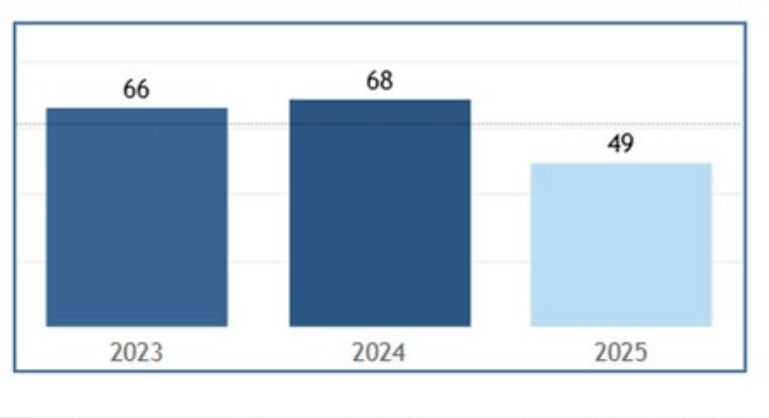
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MRAS Value Add - What's in it for Me?

Increased Facetime - Without any additional work from you!

More visibility as a potential source - we share previous market research reports with customers that have similar requirements.

AGENCIES SERVED - SMALL BUSINESS



Data as of 2/13/2025

MRAS Top Agencies (# Closed Requests)		
Agency	**FY23**	**FY24**
1. US Air Force	252	283
2. Dept of Health & Human Services	145	261
3. US Army	153	234
4. Dept. of Homeland Security	102	138
5. Dept of Transportation	82	140

MRAS Success Story



Customer: Department of the Navy

Requirement: The Navy Cloud Service Management Organization seeks industry support for cloud migrations efforts. Including the development, design, security, and operation of the NECE.

Results: A Market Research report delivered to the Customer within 2 weeks, identifying 37 small businesses which helped to define their acquisition strategy.

MRAS Value Add - What's in it for Me?

Free Lead Sourcing

MRAS RFI notifications sent to GSA industry partners based on Contracts and Categories/SINs

**Data as of 2/13/2025*

Top 5 MAS SINs Researched

SINs	FY23	FY24
OASIS SB Pool 1	313	371
OASIS 8a Pool 1	297	363
54151S IT Professional Services	272	369
541611 Web Based Marketing - Services	227	292
OASIS Pool 1	271	288

Top 5 Categories Researched

Category	FY23	FY24
Professional Services	631	776
Information Technology	449	569
Facilities	179	245
Industrial Products & Services	77	93
Scientific Management & Solutions	27	99



MRAS Service Offerings

Product Market Research

Report with pricing data for up to 20,000 GSA Advantage products within 48-72 hours.

Rapid Review

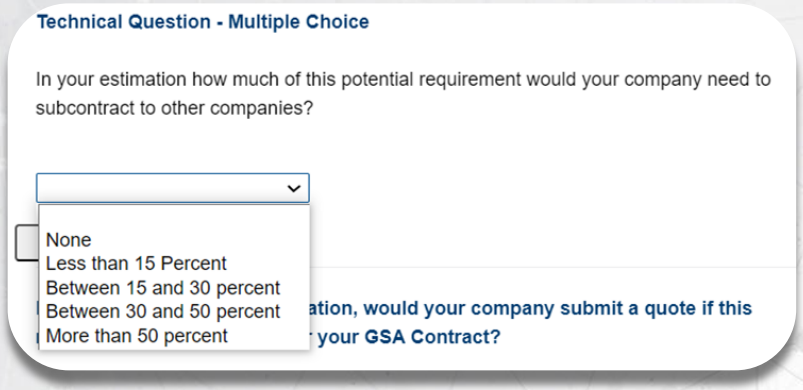
A comprehensive list of potential GSA solutions and contract information within 48-72 hours.

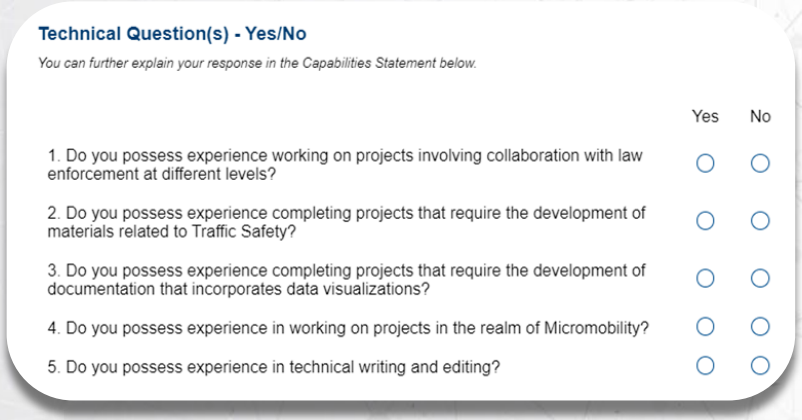
Request for Information

Streamlines the RFI process and consolidates results into one report with visuals typically within 1-2 weeks.

The MRAS Process for Customers

1. **Submits a request for an RFI:** Customers complete the MRAS Service Request form.
2. **Develops the RFI with us:** GSA creates a customized RFI for customer's review based on the information they provide.
3. **Approves the RFI to post on GSA eBuy:** With the customer's approval, an RFI on their behalf will be posted on GSA eBuy to gather valuable industry data.
4. **Receives a market research report:** A consolidated market research report based on industry responses is provided to the customer.
5. **Get GSA support:** Customers connect with a Customer Service Director (CSD) for ongoing acquisition support.





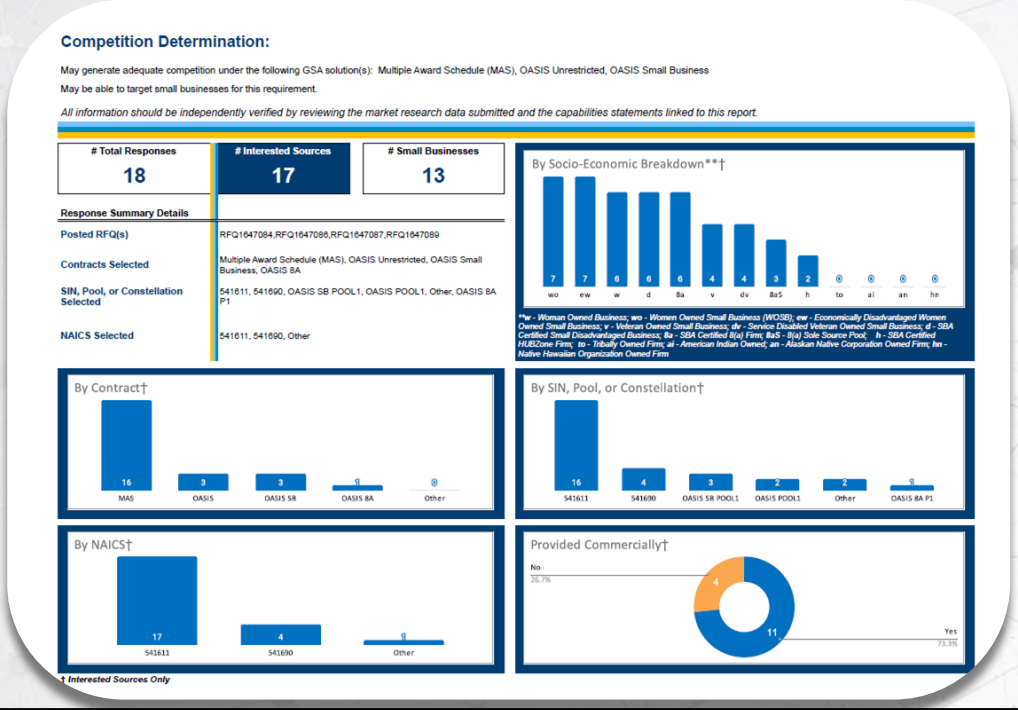
How we Research

- Streamlining using commercially available software
- Customized questions to create visualizations and data sets.
- Yes/No, Multiple Choice questions, and more.
- Industry can upload videos, websites, demos, manuals, and more.

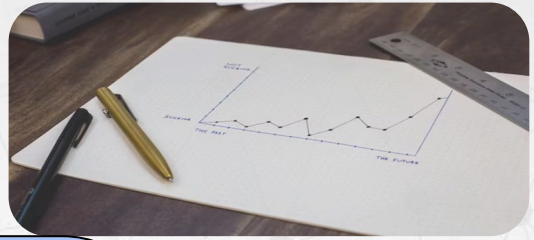
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We Produce Visuals to Make Decisions Easier



- Clear and Concise information delivered to the customer agency
- Simplifying acquisition strategy decisions



The Results

Industry

- Visibility as a potential source in front of customers.
- Access to GSA and Agency Points of Contacts.
- Responses to RFIs lead to additional business; over $70 Billion* of the requirements we research have gone to a GSA contract holder.

**Data as of 2/12/2025*

Agency Acquisition Professionals

- Data and visuals that can be include in reports to the Office of Small Disadvantaged Business Utilization (OSDBU)
- Narratives that can be leverage for acquisition planning.
- Comprehensive view of the marketplace, if competition and socio-economic participation is likely.

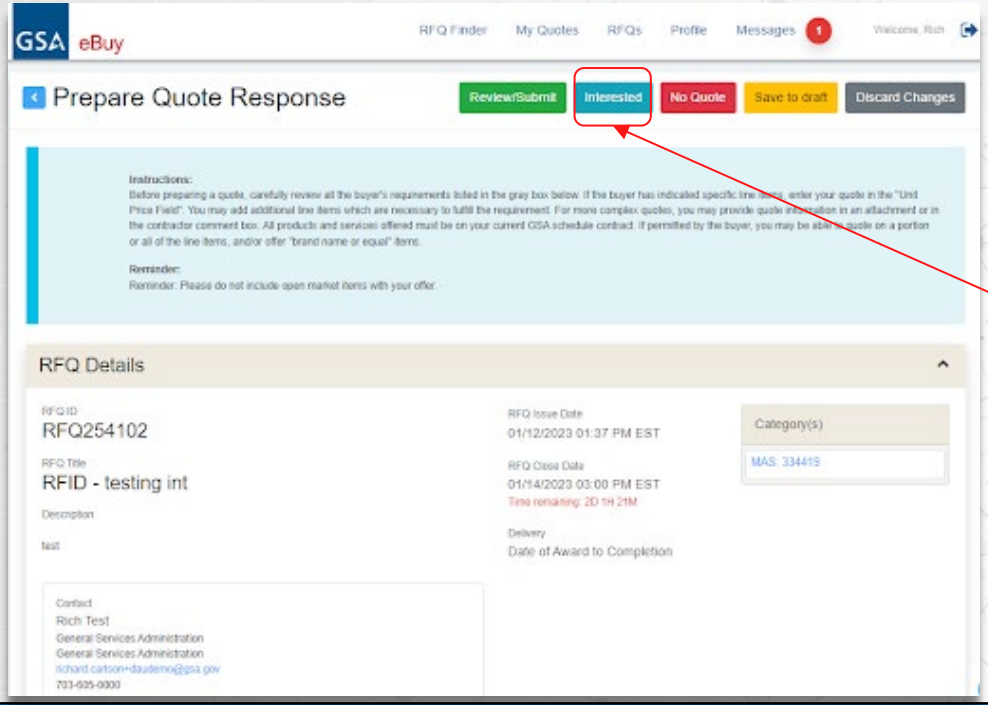


How to find MRAS Surveys/RFIs

****Not all RFIs posted in eBuy are posted by the MRAS Team****

- MRAS RFIs are posted on GSA's eBuy as RFQs - Seeking Sources under the applicable SINs and contracts.
- If eligible, you'll receive email notifications from eBuy and rfi@research.gsa.gov.
- Each RFI includes a URL to the RFI survey platform.
- Ensure your company email in eLibrary is up-to-date for notifications.

"Interested" Feature in eBuy



Selecting "Interested" does not include you in the MRAS RFIs market research report.

U.S. General Services Administration
www.gsa.gov/mras

You can download a copy of this RFI in advance of responding here:

IMPORTANT: Do NOT download and submit this attachment by email. Only responses submitted online by completing the MRAS RFI survey link posted on GSA eBuy will be accepted.
(This is a downloadable copy of the RFI when it was posted and is provided for reference only. Updates to close dates, attachments, or technical questions may not always be reflected. Always refer to the information posted and provided in the active MRAS RFI survey only)

All responses are due by 5:00pm (ET) on the day of closing.

OSD - Audio Visual Production Pods - Market Research

On behalf of the Office of the Secretary of Defense, GSA is conducting market research to understand capabilities related to providing the below requirement:

The government requires the procurement of sound-isolation audiovisual (AV) pods, preferably modular in design, to support government heads of state.

Responses Due: 12/31/2024

Draft Requirements Document

Link To Draft Requirements Document

Survey Description

Download a copy of the survey including all questions.

Review the Scope description in the summary

Be sure to download any requirements attachments like the PWS or SOW



Using Socio-economic Designations

- Accurately list your socio-economic designation as shown on your GSA contract, as customers use this information for set-asides.
- Incorrect designations will prevent your company from seeing relevant opportunities in eBuy.
- Omitting valid designations may reduce your chances of benefiting from set-asides and winning contracts.



Technical Questions

Technical Question(s) - Yes/No

You can further explain your response in the Capabilities Statement below.

	Yes	No
1. Is your company currently performing any contracts that would be considered the same as or similar to this requirement in size and scope?	○	○
2. Within the last three years, has your company performed any contracts that would be considered the same as or similar to this requirement in size and scope?	○	○
3. Would your firm be able to meet all requirements, and perform all services as outlined in the draft Statement of Work? If not, please elaborate in the space provided below.	○	○
4. Do you have any issues or concerns relating to any of the requirements or language included in the draft Statement of Work? If yes, please elaborate in the space provided below.	○	○
5. Do you have any concerns relating to providing the translation into Spanish of DataQs website text and user resources within 30 days of contract award? If yes, please explain your concerns in the space provided below, or as part of your attached capabilities document.	○	○
6. Do you currently have all the labor categories that would satisfy the requirement on your price list?	○	○

Done

Technical Question - Multiple Choice

In your estimation how much of this potential requirement would your company need to subcontract to other companies?

You can expand on responses to technical questions in your capabilities statement

Offers

Based on the provided information, would your company submit a quote/proposal if this requirement was issued under your GSA Contract?

**If you select "No", be sure to submit any questions or provide any comments to assist the requesting agency in the "Optional Feedback" section below.*

Yes

*No

By selecting YES, your responses will be included in the report to the customer



Commercial Products/Services

Do you provide this service and/or product commercially? *(optional)*

In accordance with **FAR Part 12: Subpart 12.1 - Acquisition of Commercial Products and Commercial Services,** this question is to support DoD with commercial items and commercial determination.

Yes

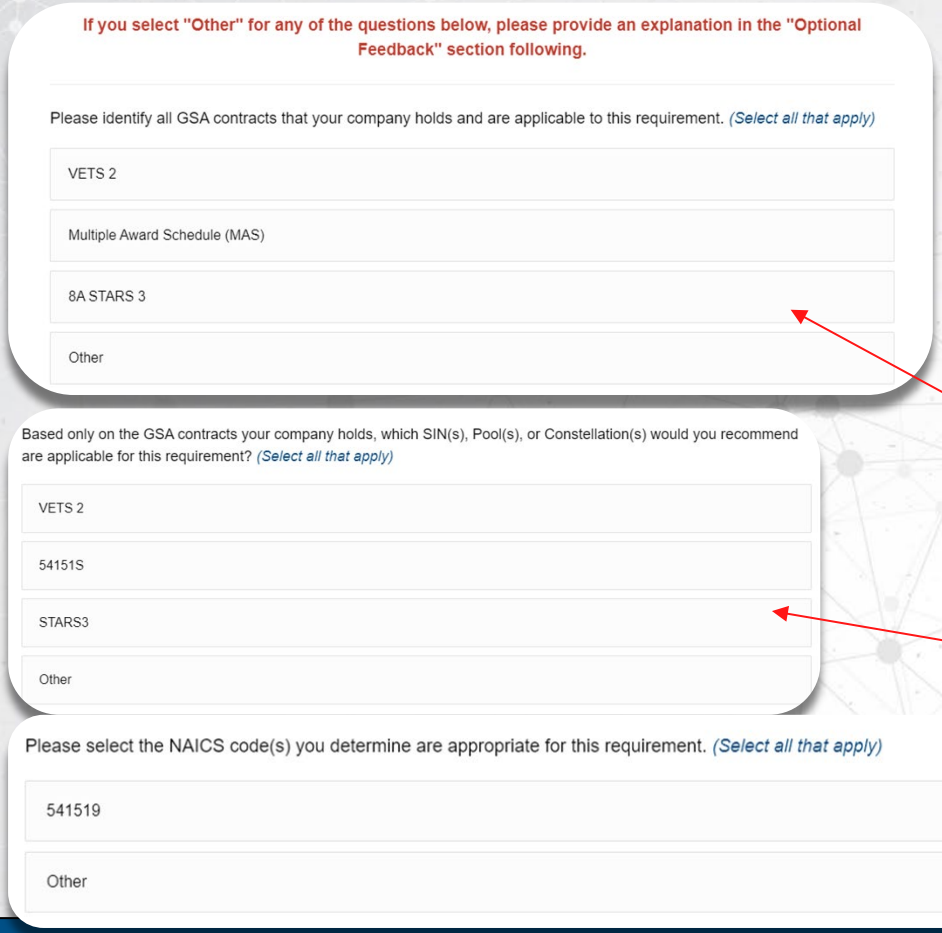
No



- **DOD requested to include this question due to required commercial item determinations prior to the issuance of any solicitation.**
- **"Commercial" is defined in FAR Part 2 https://www.acquisition.gov/far/part-2**

Contract/SIN/NAICS

When making your selection, be sure it relates to the scope of the requirement.



Multiple answers can be selected here.

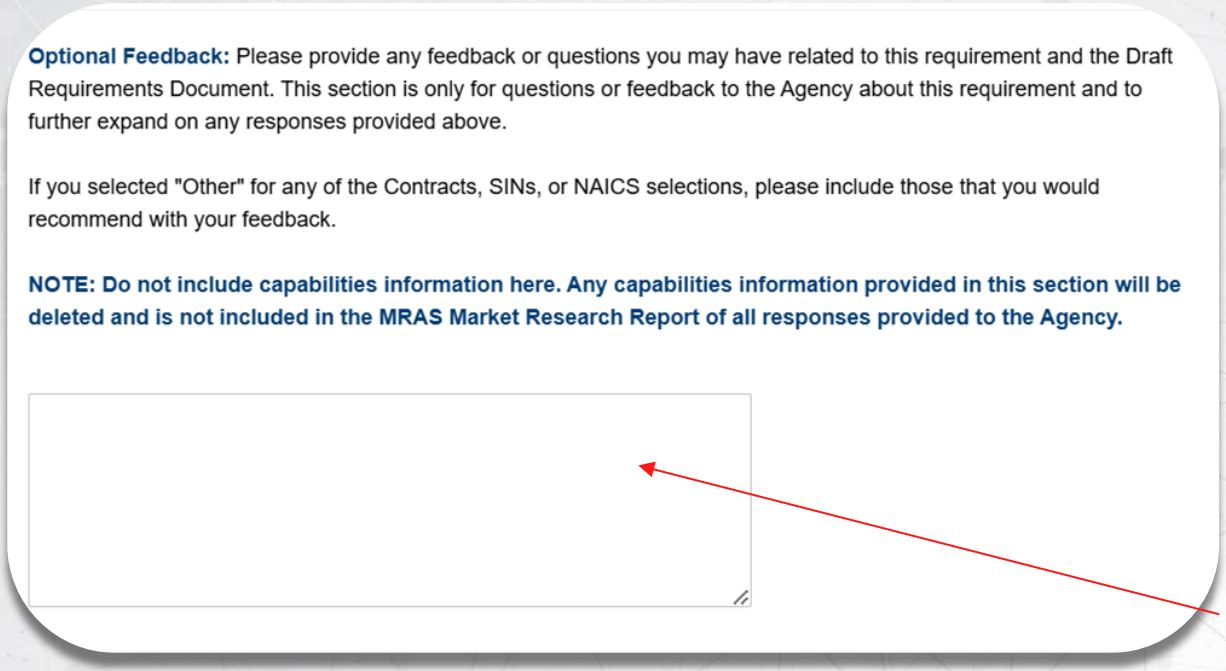
Choose the SIN or NAICS most appropriate for the requirement

Feedback

Optional Feedback: Please provide any feedback or questions you may have related to this requirement and the Draft Requirements Document. This section is only for questions or feedback to the Agency about this requirement and to further expand on any responses provided above.

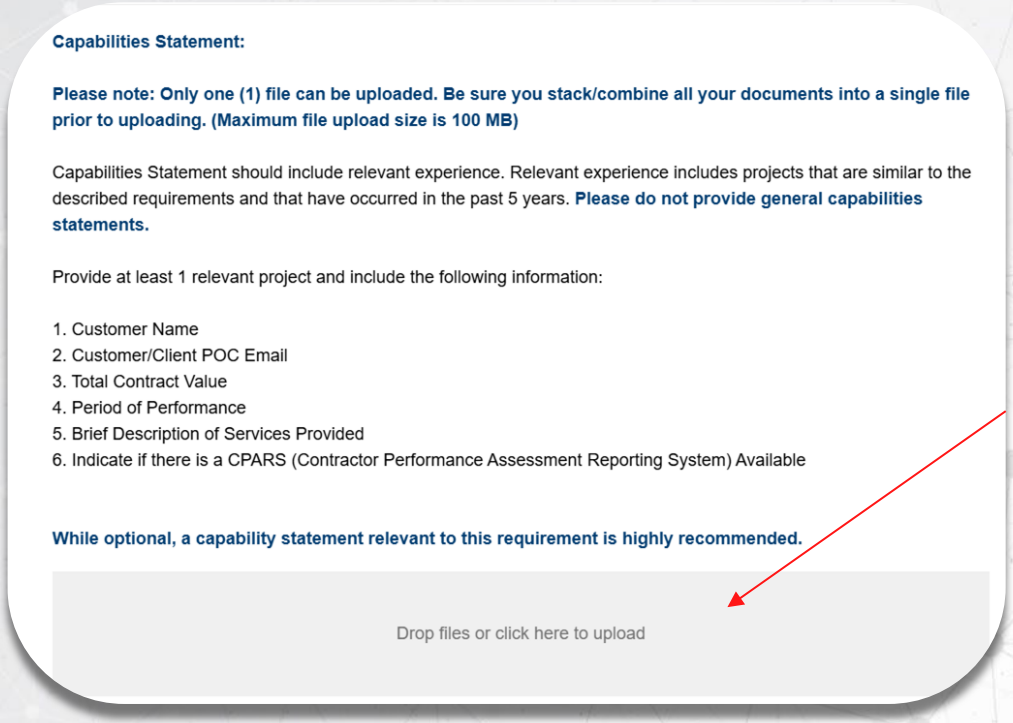
If you selected "Other" for any of the Contracts, SINs, or NAICS selections, please include those that you would recommend with your feedback.

NOTE: Do not include capabilities information here. Any capabilities information provided in this section will be deleted and is not included in the MRAS Market Research Report of all responses provided to the Agency.



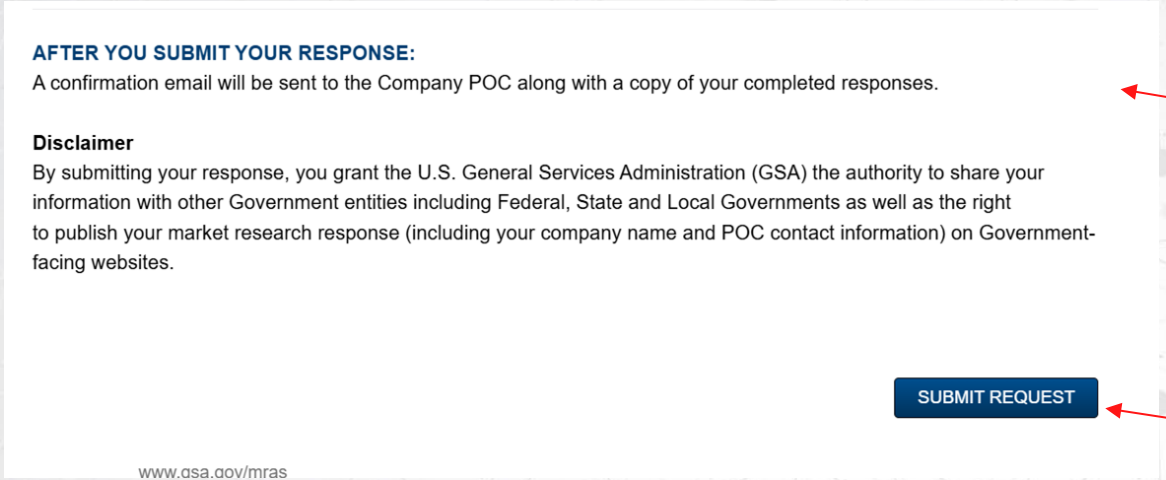
- **Provide honest feedback about the survey**
- **Include questions or concerns you may have about the PWS/SOW or requirement**

Capability Information



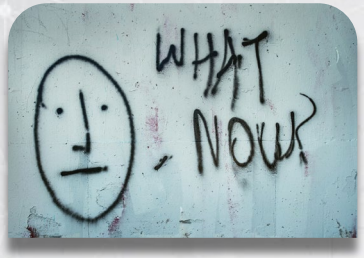
- **Include more information about relevant experience**
- **Further explain answers to technical questions**
- **Only (1) one file can be submitted so combine any relevant documents**

Submitting Your Response



Confirmation email will be sent with a copy of your responses

By submitting your response to the survey, you agree to have your information shared with other Government entities



What Happens Next?

- An email confirmation with a copy of your responses will be sent to you.
- A market research report summarizing your responses and feedback is shared with agency acquisition professionals.
- Within 7–10 business days of your response, you will receive the Customer Agency and GSA Customer Service Director's contact information via email for follow-up questions.



Tips for your Capability Statement

Provide a capability statement in two ways:

1. Add a general capabilities statement URL in the "Company Information" section.
2. Upload a specific capabilities statement at the end of the survey.

Important Notes:

- Combine all files into one document before uploading.
- Clearly explain any technical open-ended questions and questions answered “No.”
- While optional, a capability statement is highly encouraged, as agencies may require one.



Reminders - Attachments

Submitting a Response to Our RFIs:

- Guarantees your information is included in the final customer report.

Important Note:

- Do NOT email attachments, they will not be included in the report or forwarded to the customer.
- INSTEAD, send any additional attachments directly to the customer using the provided POC information.

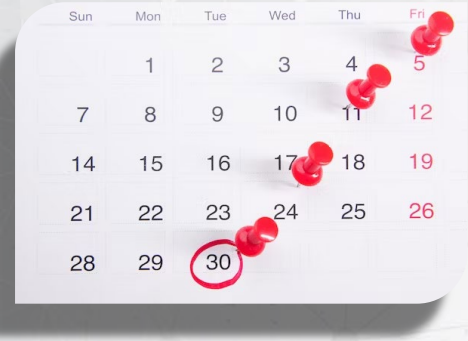
Reminders - Points of Contact and Questions

Agency POC information:

- Sent via email within 7–10 business days of your response.
- Only provided to vendors who respond to the RFI.
- POC information will not be resent if the RFI closed over 45 days ago.

Questions:

- Submit any questions in the Optional Feedback section.
- Customer agency responds at their discretion. For unanswered questions, contact the GSA POC.
- MRAS does not provide details about the acquisition strategy or expected RFP date - contact the Agency POC for this information.



Reminders - Extensions

- **NO EXTENSIONS ARE GRANTED.** This is only market research and the RFIs are meant to be streamlined. Respond with whatever information you have by the due date.

MRAS Help Requests

If you need additional assistance with any of the following:

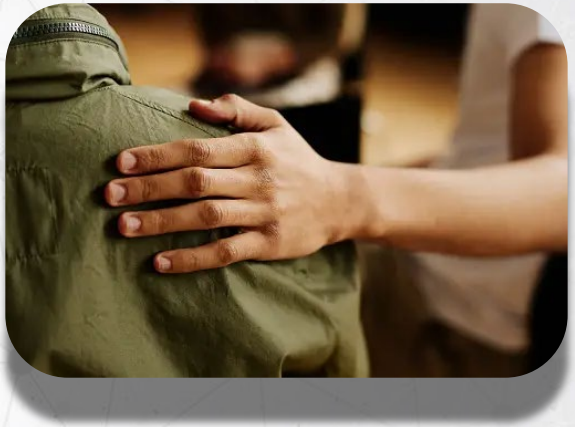
- Agency or GSA POC information
- Updating your responses prior to the RFI due date.
- Issues accessing the RFI survey

Submit an Industry Help Request Form

OR

Email RFI@Research.GSA.gov with:

- Your Business Name
- RFI description from eBuy
- RFQ number (not mandatory).



"MRAS helped me avoid doing it the way it's always been done before."



What Our Customers are Saying....

"...I used MRAS and in 10 days, had 40 people respond. GSA then went over the report and did a deep dive to identify specific socioeconomic factors. It was very helpful!"

"...the customer utilized the MRAS RFI process to determine their overall acquisition strategy. The MRAS program has proven to be a value added program!

"I am very satisfied with this process,...I am extremely happy with the results and plan to utilize the services again....I will share this positive experience with other supervisors in my organization and encourage them to utilize these services as well. Great Job!"

Upcoming Industry Training

Making Market Research Easy - Enhancing Industry Partnerships

REGISTER NOW

April 29, 2025
June 24, 2025
August 26, 2025

May 27, 2025
July 29, 2025
September 30, 2025

All sessions held from 12 pm - 1 pm ET

Visit www.gsa.gov/events to view all GSA sponsored training

MRAS Resources

- For Assistance click: Industry Help Request Form
- Click HERE to sign up for future MRAS Industry Training
- For any additional questions, email: RFI@Research.GSA.gov
- Visit www.Buy.GSA.gov/MRAS for more information on GSA's Market Research as a Service (MRAS)



Additional Vendor Resources



- How to get on GSA Schedule
- Additional Industry Training
- Vendor Support Center
- Office of Small Business Utilization
- APEX Accelerators (formally known as the Procurement Technical Assistance Program), is authorized by Congress to expand the number of businesses capable of participating in government contracts. The program focuses on building a strong, sustainable, and resilient U.S. supply chains by assisting businesses that pursue and perform under contracts with the DoD, other federal agencies, state and local governments and with government prime contractors.

THANK YOU



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