

Pulling Back the Curtain on GSA's MRAS Survey

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ODYSSEY

Mild Red_{LLC}

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Kevan's 20 Years with GSA



Contract Specialist & Officer

Region Account Manager

Director, New England Stakeholder
Engagements & Account
Management

Director for Office of Customer Care



GSA MRAS Survey

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Its Purpose

Its Process

How it is Analyzed

The Results



Its Purpose

To offer FREE Market Research Services to federal, state and local agencies

To help agencies visualize the competition and streamline the market research process

To reduce acquisition time

To align with GSA contracts and solutions

To identify small business set-aside potential

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Its Process

Submit a request for an RFI on MRAS Service Request Form

GSA creates a customized RFI for customer's review based on the information provided

Customer approves the RFI to post on GSA eBuy

Customer receives a consolidated market research report based on responses

Customer connects with Customer Service Director for ongoing acquisition support

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How it is Analyzed

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Customer receives a dashboard view of results

of Total Responses, #Interested Sources, # Small Businesses

Socio-economic breakdown

By NAICS

By SIN, Domain, Pool or constellation,



The Results

Data visuals and reports sent to
Office of Small Disadvantaged
Business Utilization (OSDBU)

Narratives that can be leveraged
for acquisition planning

Comprehensive view of the
marketplace.

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Industry's Game Play

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Visibility as a potential source to get in front of customers

Access to GSA and Agency Points of Contracts (POCs)

Responses to RFIs lead to additional business; over \$70B of the requirements research have gone to a GSA contract holder (a/o 2/12/25)

Prove small business competency

Steer to a vehicle/SIN/CLIN where you can prime

Questions?

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