Below is a sample email debrief for a task order competition. This debrief is for a fictional requirement and all names referenced are fictional.

Procurement Approach: best value based on a comparative analysis for technical approach

Award Value: $5.5 million

To: rogers@stratus.com

Subject: Debrief – TOR C12345 for PaaS

Dear Stratus Incorporated,

Thank you for submitting a proposal in response to task order request C12345, dated September 25, 2020. At your request, we are providing a post-award debriefing (IAW FAR 16.505(b)(6)). Our evaluation considered technical factors and price. Specifically, “in the evaluation, technical is significantly more important than price. The government “…will perform comparative analysis to select the best-suited contractor that fulfils the government’s needs (TOR, p.4).” The government performed a comparative analysis to select the offeror that is the best value to the government.

Our agency awarded contract number XXXXXXXXX to Cirrus and Associates, Inc in the amount of $6.2 million. In comparison to the responses received, Cirrus and Associates, Inc. offered the best value to the government. Your offer provided a fair and reasonable price of $5.8 million and your past performance was rated as “Pass” but when compared to Cirrus and Associates, Inc. your technical approach did not provide the scale and technical depth that was exhibited in their offer. Specifically, your mechanism for managing issuance of platforms was considered less comprehensive and effective to the solution selected for award.

I encourage you to continue seeking opportunities and responding to solicitations. If you have any additional questions, please contact me.

Respectfully,

Lisa Simpson

Contracting Officer