

SINGLE SOURCE CERTIFICATION

DATE: 8/26/2022

Authority is requested to make the following purchase under the provision of USF System Regulation USF4.02010(IV)(A)(2)(b) as a non-competitive purchase available from only one source.

Strategic national security consulting firm

ITEM(S):

PRICE: \$ 150,000 **FUND #:** TPA 10009 88250 391000 FCC100 0000000

VENDOR ID: 00000 96579 **REQUISITION#:** _____

VENDOR NAME: Pallas Advisors **PURCHASE ORDER #:** _____

FEDERAL GRANT: Y N

Describe the equipment, commodity or contractual service and how it is to be used. Provide the justification for the single source (note price cannot be used for justification). Attach additional pages if necessary. The Justification should describe in lay language. The service/commodity and its intended use, The reasons the item is not subject to competition from other sources, The necessity for purchase, and why only this service/commodity has unique features or qualities that will accomplish the required needs of the buyer.

See attached document.

Purchasing Agent _____ **Date** _____
Authority: USF4.02010(IV)(A)(2)(b)

Approved by: _____ **Date** _____

PUBLIC POSTING
START DATE 8/26/2022 END DATE 08/31/2022

Last Modified: 05/10/2021

THE FLORIDA CENTER FOR CYBERSECURITY

AT THE UNIVERSITY OF SOUTH FLORIDA

1. Background: General (Retired) McKenzie provides oversight of Cyber Florida, in addition to standing up the Global and National Security Institute (GNSI) at the University of South Florida (USF). General McKenzie is building GNSI from the ground up and requires augmentation to establish GNSI and to support his Cyber Florida role.
2. Service Commodity / Intended Use: Pallas Advisors, a Washington DC and Tampa-based strategic advisory firm, focuses on disruptive national security technology and is singularly positioned to organize a campaign plan with a clear Plan of Actions and Milestones to assist General McKenzie in the oversight of Cyber Florida's 2022 deliverable production, while developing a strategy with supporting engagement plans for 2023 and 2024.
 - a. Recognizing Cyber Florida's role and relationships in the Florida legislature and University Systems, Pallas is uniquely suited to amplify Gen (Retired) McKenzie's academic, congressional, and industry relationships by leveraging their extensive network of senior leaders in the US Government Executive and Legislative Branches, the national cyber ecosystem, academia, and think tanks. Pallas, supported by this network, will build communities of interest to support Cyber Florida vision and raise its profile.
 - b. Pallas is particularly suited for producing, executing, and refining holistic campaigns. They possess clear understanding of the Florida and national cyber environment, as well as opportunities where resources can be applied to achieve the Cyber Florida vision.
 - c. Pallas can leverage its unique state and national influence to map stakeholders including key Florida, private sector, non-profit, and U.S. government stakeholders (e.g. Florida Legislature, Florida University System, Cyber Leading Experts).
 - d. Pallas will assist in establishing a presence in key Cyber Florida stakeholder regions to coalesce around shared objectives and drive action through advocacy.
 - e. Pallas will build a matrix of key engagements to aid the overall strategy with an emphasis on supporting long-lasting partnerships.
 - f. Pallas possesses a rare ability to develop a thought leadership and strategic communication action plan focused on promoting the vision for Cyber Florida.
3. Reason Item is not Subject To Competition: Pallas possesses unequaled and proven performance with public and private organizations, resulting in substantial organizational growth and enhanced brand and reputation. They are uniquely positioned to amplify organizations through their National Capital Region community of influencers, including thought leaders from the Military, US Government, and private sector. Pallas has developed deep relationships at the highest levels of the desired stakeholder groups, is without competition in the area, and maintains offices in Washington, DC and Tampa, Florida.
4. Necessity for Purchase: Pallas possess skills, relationships, and access that General McKenzie requires to successfully oversee Cyber Florida while standing up GNSI. These attributes are not resident in the USF ecosystem or other consulting firms. Acquisition of Pallas support will enable timely and effective oversight of Cyber Florida.
5. Why only this service/commodity has unique features or qualities that will accomplish the required needs of the buyer: Pallas provides unparalleled knowledge base, network support, and strategy / campaign design (see Service Commodity / Intended Use above). More importantly, Pallas maintains a renowned reputation for end-to-end partnership from strategy development through execution and refinement.