

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 TPA 10009 018000 000000 0000000
FUND #: _____

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 8/26/2022

Last Modified: 05/10/2021



1. Background: The University of South Florida (USF) is standing up the Global and National Security Institute (GNSI) to examine the intersection of technology and global policy.
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. This capability is critical to the successful launch and establishment of GNSI as a global institution with established thought leadership in national and international technology policy.
 - a. Pallas is uniquely suited to amplify GNSI's academic, congressional, and industry relationships by leveraging their extensive network of senior leaders in the US Government Executive and Legislative Branches, Department of Defense, academia, think tanks, and industry. Pallas, supported by its extended network, will help (1) build a community of interest towards the GNSI vision to promote smart global policy through technology, (2) raise the GNSI profile as a leading institution in tech policy, and (3) establish USF as a University Affiliated Research Center (UARC).
 - b. Pallas is particularly suited for producing, executing, assessing, and refining holistic campaigns. They possess clear expertise in building a campaign that will paint a clear understanding of GNSI's current environment; conducting a market and ecosystem analysis; surveying resources and champions; and identifying opportunities where resources can be applied to achieve GNSI's vision.
 - c. Pallas can leverage its unique state and national influence to map stakeholders including key Florida, private sector, non-profit, international, and U.S. government stakeholders (e.g. Congress, Department of Defense, Office of Science and Technology Policy).
 - d. Pallas can also leverage its uncommonly deep and expansive influence in the National Capital Region (NCR) to establish a GNSI presence, in order to expand to key stakeholder regions and to accomplish shared objectives, including naming USF as a DoD UARC, and driving action through advocacy.
 - e. Pallas possesses a rare ability to synchronize thought leadership and strategic communication into action plans focused on promoting GNSI's strategic vision. They can identify the right global and national conferences, panels, and events to establish name brand recognition. Pallas will specifically identify and create opportunities for General McKenzie to amplify GNSI at established thought leadership events (e.g. Reagan Defense Forum, Defense One Tech Summit, etc.).
3. Reason Item is not Subject to Competition: Pallas Advisors possesses an unequalled and proven manner of performance with public/private organizations, resulting in substantial organizational growth and enhanced brand and reputation. They are uniquely positioned to amplify organizations through their NCR community of influencers, including thought leaders from the Military, US Government, and private sector. Pallas is specifically tailor-made for the intersection of national security and technology, has demonstrated 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. Why only this service/commodity has unique features or qualities that will accomplish the required needs of the buyer: Pallas possesses skills, relationships, and access required for GNSI's success and not resident in the USF ecosystem or other consulting firms. Acquisition of Pallas support is critical to attaining timely and effective GNSI establishment.

GLOBAL AND NATIONAL SECURITY INSTITUTE