



# Mission Oriented Business Integrated Services (MOBIS) Catalog

Authorized Federal Supply Schedule Price List

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**Federal Supply Group:** 874

**Special Item Numbers:**

874-1: Consulting Services

874-7: Program Integration and Project  
Management Services

**Contract No:** GS-10F-0107P

**Contract Period:** 12.4.2003 - 12.3.2013

**Business Size:** Small Business



**Schedule**  
Contract GS-10F-0107P

Connecting people to drive innovation

## Customer Information

- 1a. Awarded Special Item Number(s):** SINs 874-1, and 874-7.
- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract:** See Page 5.
- 1c. Description of corresponding commercial job titles, experience, functional responsibility, and education for those types of employees:** See Page 6.
- 2. Maximum Order:** \$1,000,000.00
- 3. Minimum Order:** \$100.00
- 4. Geographic Coverage (Delivery Area):** Domestic.
- 5. Point(s) of production (city, county, and State or foreign country):** Los Angeles, CA.
- 6. Discount from list prices or statement of net price:** Prices shown are net prices.
- 7. Quantity discounts:** N/A
- 8. Prompt payment terms:** 1%, 5 days; 0.75%, 20 days; Net 30 days.
- 9a. Government purchase cards are accepted up to the micropurchase threshold:** Yes.
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micropurchase threshold:** Yes.
- 10. Foreign items (list items by country of origin):** N/A.
- 11a. Time of Delivery:** N/A.
- 11b. Expedited Delivery.** N/A.
- 11c. Overnight and 2-day delivery:** N/A.
- 11d. Urgent Requirements:** Consult with Contractor
- 12. F.O.B. Point(s):** Destination.
- 13a. Ordering address:** Same as Contractor's address (see front page).
- 13b. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).
- 14. Payment address:** Same as Contractor's address (see front page).
- 15. Warranty provision:** N/A.
- 16. Export packing charges, if applicable:** N/A.
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micropurchase level):** Consult with Contractor.
- 18. Terms and conditions of rental:** N/A.
- 19. Terms and conditions of installation:** N/A.
- 20. Terms and conditions of repair parts:** N/A.
- 20a. Terms and conditions for any other services:** N/A.
- 21. List of service and distribution points:** N/A.
- 22. List of participating dealers:** N/A.
- 23. Preventive maintenance:** N/A.
- 24a. Special attributes:** N/A.
- 24b. Section 508:** N/A.
- 25. Data Universal Number System (DUNS) number:** 07-854-7071.
- 26. Notification regarding registration in Central Contractor Registration (CCR) database:** CAGE Code 3D1K0



## About Larta, Inc.

Larta, Inc., a wholly owned subsidiary of Larta Institute, a 501(c)(3) organization, is a mission oriented small business and professional services firm that designs and implements commercialization programs and provides innovation and commercialization policy advice for clients across the globe.

Larta, Inc. advances the market and investor readiness of entrepreneurs and enhance the global competitiveness of the client's region and resident entrepreneurs. In doing so, we maximize the commercial potential of publicly funded R&D in life sciences, cleantech, agriculture, chemicals, advanced materials, electronics and information technology, helping technologies reach the market where they can enhance economic opportunities and solve pressing issues.

*As a trusted partner to both the investment and corporate communities, we are able to establish the relevant connections necessary to bridge the gap between an innovative technology and an economically-viable product or service.*

Our unique networked model allows us to aggregate and allocate resources virtually to be called upon on a regular basis - an essential evolution toward the most effective and efficient management of innovation assets in any region. Our network includes subject matter experts, seasoned entrepreneurs, investors and industry players within a broad, ever-expanding network, including an Industry Advisory Board of 60+ senior technology scouts/evaluators from Fortune 1000 companies seeking access to innovative new business opportunities.

Larta, Inc. was created under the umbrella of Larta Institute in order to expand the scope of activities undertaken to accelerate the economic and social impact of innovation. Since 1993, Larta Institute and Larta Inc. (collectively "Larta") have assisted over 3,200 entrepreneurs in developing strategic relationships and raising over \$1.5 billion in capital. Larta has managed commercialization assistance programs for SBIR Phase I & II grantees from US Federal Agencies including NIH, NSF, USDA, DARPA, TATRC and NIST-ATP. Larta has also managed technology commercialization programs for government and quasigovernmental agencies of countries such as Brazil, Canada, Israel, China, Japan, Malaysia, New Zealand, Australia Korea, Finland and Sweden.

## Larta, Inc. Commercialization Assistance Services

Our Commercialization Assistance Services help entrepreneurs address viable market opportunities and bridge the gap between an innovative technology and an economically-viable product. Larta, Inc. employs a combination of the following LaunchPad™, MarketLink™ and tracking tools to building the global competitiveness of technology-based enterprises.

### LaunchPad™

**Commercialization Training Workshops** offer in-depth interactive seminars led by Larta, Inc. advisors and experts from the legal, investment and industry communities. Over 800 entrepreneurs have attended 16 live CTWs since 2004.

**Personalized Mentoring** with a dedicated Larta, Inc. Principal Advisor addresses company specific hurdles and prepares the company to execute a strategy to bridge the gap from the lab to the marketplace. Principal Advisors average 15 years of commercialization experience and a successful startup of their own.

**Interactive Webinars** educate participants on common issues facing small high-tech startups. Past topics have included Intellectual Property Strategy, Preparing Financials for Investors, Licensing & Partnerships and more.



### **MarketLink™**

**Industry Feedback Sessions** gather members of Larta's Industry Advisory Board and Mentor Networks to offer participants with potential partnership opportunities and constructive feedback on their business strategy. More than 60 executives from Fortune 1000 companies make themselves available to Larta, Inc. program participants.

### **Post Program Tracking**

Tracking services help our clients track the success of their investments in program participants. Larta Inc. tracks companies on multiple success indicators after completing the program including partnerships, investment, collaborative research, acquisitions, growth of addressable markets and revenue, and employment.

Since 2005, participants have raised over \$542 million and generated more than 1800 new jobs, with almost 40% of new jobs being conceived during the program.

## **The Larta, Inc. Team**

Larta, Inc. draws from a tremendous talent base that includes a full-time professional staff and an extended team of over 100 experts in business, academia, finance, and policy. With these deep resources, we can quickly assemble the right team to serve Federal agencies' particular needs, focusing on results and value to its customer. Larta, Inc. provides top-notch, customer-focused services that rated 9 out of 10 points according to an independent survey of customers by Dun and Bradstreet. Larta, Inc.'s operations are conducted under the direction of the following senior key executives:

### **Founder and CEO - Rohit Shukla**

Mr. Shukla is an established thought leader and respected practitioner on innovation, commercialization, and enterprise and technology-led economic development. He has advised governments, multilateral organizations, communities and enterprises across the globe, creating initiatives that expand entrepreneurship, promote commercialization and enhance the competitiveness of regions.

Early in his career, he was tapped by the State of California to develop the California Technology Investment Partnership (CalTIP), and helped to write the legislation that brought the program into being in California, years before the technology-led boom in Silicon Valley. He also created and managed the first "defense adjustment" program derived from policy advice he provided to the Clinton Administration in the early 1990s.

As an advisor to the OECD, he recently led a multi-country study project on intellectual property as it affects the growth of small and medium-sized enterprises. As an advisor to the Government of Malaysia, he helped to influence policy on incentives and initiatives focused on agriculture- and biotech-led entrepreneurship. In technology transfer, he was one of the first thought leaders to promote policies oriented toward the development of "bundled" IP between research institutions and universities. He has also taught the first course on Startup Management for Pepperdine University's MBA program at the Graziadio School of Business and Management in Malibu, California.

Rohit was an entrepreneur himself, founding two companies in the information technology and information processing industries prior to the Internet boom. He has a Master's in Social and Political Sciences from Cambridge University, England, and a Master's in Communications Arts and Sciences from Loyola Marymount University, Los Angeles. He speaks to audiences around the world on subjects ranging from commercialization and innovation to globalization and entrepreneurship.



### **Chief Operating Officer – Constanza Pachon**

Constanza Pachon is the Chief Operating Officer at Larta Inc. Constanza oversees the creation and implementation of strategies for the internal and external development of the organization. In addition, Constanza manages the design, operation, and improvement of Larta Inc.'s various technology commercialization programs and innovation policy advisory services.

Prior to joining Larta, Constanza worked with the Los Angeles Mayor's Office of International Trade developing programs to improve the competitiveness of Los Angeles based companies. Constanza also worked closely with the Mayor's International Trade Advisory Board to develop sales missions, trade shows and other trade related events. Prior to the Mayor's Office, Constanza worked with the World Trade Centre Association in Los Angeles developing analytical papers on international trade, and identifying high potential companies in the region.

Before moving to Los Angeles, Constanza worked for The United Nations Development Programme in Colombia developing and implementing self-sustainable production projects for violence-displaced communities. She also worked as an economic research specialist for a Colombian private consulting firm where she prepared analytical research papers on economic growth and development for the Inter-American Development Bank and the United Nations Economic Commission for Latin America.

Constanza received her Master's in Economics from Javeriana University in Colombia; where she also earned her B.S. in Economics. She moved to the United States to attend UCLA, where she specialized in international trade and commerce. Constanza has also completed her MBA at The Anderson School of Management at the UCLA. Constanza is bilingual English/Spanish, and has a conversational level of Portuguese. She has visited over twenty countries, lived in three and conducted business in ten.

### **Chief Strategy Officer – Carlos Gutierrez**

Carlos Gutierrez is the Chief Strategy Officer at Larta Inc. He oversees all aspects of client and partner development and strategic positioning of the organization. He is responsible for fostering client relationships and alliances in the U.S. and around the world to build Larta's network and stature as a leading innovation hub. He also contributes to program content/design and helps to ensure successful execution of client initiatives in the areas of technology commercialization, technology transfer, and advisory services related to innovation policy and technology-led economic development.

Previously, Carlos was an early part of the management team and Director of Business Development for Firstlook.com, an idealab! venture-backed startup digital media company whose investors included Kleiner Perkins Caulfield & Byers, Goldman Sachs, Intel Capital, and Cox Communications. Prior to Firstlook, he served as Sales & Marketing Manager for latimes.com.

At Larta, Carlos has led strategic efforts to initiate, nurture, and secure engagements with leading federal agencies that support R&D-driven ventures under the Small Business Innovation Research program. He has led similar efforts to develop programmatic relationships with governments and innovation agencies around the world to support innovation ecosystems and the global competitiveness of entrepreneurs in their region. He was responsible for launching and developing Larta's Industry Advisory Board; Larta's network of 60+ senior executives and technology scouts across all technology sectors. He has also served as a speaker at the SBIR National Conference on the commercialization of government-supported R&D and World Bank briefings on similar subject matter.

Carlos has a B.S. degree in Marketing and Business Administration from Cal State University, Northridge, and an MBA from the Marshall School of Business at the University of Southern California. Carlos is bilingual in English/Spanish.

## GSA Federal Supply Schedule Price List

**SIN 874-1 Consulting Services and  
SIN 874-7, Program Integration and Project Management Services**

Larta, Inc. offers the following categories under MOBIS consulting services:

<b>Consultant Labor Category</b>	<b>Government Hourly Rate</b> March 2012 – February 2013
Principal/ Senior Executive Consultant	\$175.03
Senior Consultant/ Technical Expert Advisor	\$164.10
Senior Consultant/ Technical Specialist	\$153.16
Senior Consultant/ Business Specialist	\$147.69
Consultant I	\$131.29
Consultant II	\$109.41
Consultant III	\$87.53
Administrative Support I	\$76.58
Administrative Support II	\$60.17

**Prices Shown Herein are Net (Discount Deducted)**

**See the next page for further description of labor categories.**

## Description of Labor Categories

### ***Principal/ Senior Executive Consultant***

Oversees negotiation of delivery/task orders and design phase of MOBIS tasks. Interfaces with top-level executives, officials, and customers and ensures successful completion of work in a timely manner.

Recognized expert with 15-25 years of experience in technology commercialization, entrepreneurship and management in business. As well as a deep understanding of government contracting and sectorial issues & trends.

Minimum degree required: Master's degree

### ***Senior Consultant/ Technical Expert Advisor***

Serves as an expert advisor for a MOBIS project in specialized or technological areas. Examples of such areas include, but are not limited to, life sciences, communications, information technology, homeland security, aerospace/defense, materials, environmental and energy technologies, computer hardware/software, and digital media.

Domain experts with proven experience and a minimum of 10 years of experience in specific tech areas. Expert must be comfortable discussing technical details as well as commercial opportunities.

Minimum degree required: Master's degree

### ***Senior Consultant/ Technical Specialist***

Supervisory responsibility for multiple complex projects and principle liaison responsibilities with customer on technical matters for MOBIS implementation.

Professionals with a minimum of 5 years of experience working with specific technology driven businesses. The specialist coordinates different programs and the participation of technical experts.

Minimum degree required: Master's degree

### ***Senior Consultant/ Business Specialist***

Supervisory responsibility for large and complex projects and principle liaison responsibilities with customer on business matters for MOBIS implementation.

Experienced professionals with a minimum of 5 years of experience in the areas of program management and business consulting. The business specialist is well versed in government contracting. This professional coordinates many actors from industry, universities, corporate and government areas for the benefit of client companies.

Minimum degree required: Master's degree

### ***Consultant I***

Serves as the senior MOBIS analyst responsible for performing high-level analytical/operational MOBIS implementation consulting and training.

Outstanding professionals with a minimum of 3 years operational and consulting experience in the areas of market research and business development.

Minimum degree required: Bachelor's degree

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***Consultant II***

Serves as a member of a MOBIS implementation consulting team performing mid-level analytical assignments.

Professionals with a minimum of 2 years operational and consulting experience in the areas of market research and business development.

Minimum degree required: Bachelor's degree

***Consultant III***

Serves as a member of the MOBIS implementation consulting team, performing basic research and analytical assignments

Professionals with at least 1 year of consulting experience in the areas of market research and business development.

Minimum degree: Bachelor's degree

***Administrative Support I***

Provides assistance in carrying out MOBIS operational work serving primarily as a fact-finder and program analyst.

Coordinates administrative duties for all aspects of program management.

Minimum degree required: Advanced college coursework

***Administrative Support II***

Provides assistance in carrying out all administrative operational functions.

Assists with the coordination of all administrative duties of program management.

Minimum degree required: HS diploma +10 years of applied experience

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The Service Contract Act (SCA) is applicable to this contract as it applies to the entire 874: MOBIS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category and the applicable WD number. Failure to do so may result in cancellation of the contract.