

# trajectory

THE OFFICIAL MAGAZINE OF THE UNITED STATES GEOSPATIAL INTELLIGENCE FOUNDATION

## INNOVATIVE APP ACQUISITION

*NGA and TASC announce IGAPP App Broker Program for GEOINT App Store*

BY KRISTIN QUINN

NGA wants to decrease the time it takes to get innovation into the hands of warfighters, first responders, and analysts, and recently unveiled an innovative plan for doing so. TASC and the National Geospatial-Intelligence Agency (NGA) announced May 11 the launch of the Innovative GEOINT App Provider Program (IGAPP).

IGAPP operates under a four-year contract NGA awarded to TASC, an Engility company. The program's purpose is to facilitate the delivery of applications to NGA's GEOINT App Store—the agency's online storefront providing downloadable applications for mobile and desktop devices.

IGAPP serves as a trusted broker between commercial app developers and government agencies interested in acquiring apps. TASC's IGAPP team members screen, register, and approve app vendors as well as provide the infrastructure and support to test innovative mapping apps using data from NGA and other organizations.

The unclassified program is changing the acquisition game in many ways, according to David Waldrup, IGAPP marketing manager with TASC. There is no contract required between the app developers and NGA. Instead, app developers sign what Waldrup calls “a lightweight memorandum of understanding” with TASC. NGA pays for a license to use the developers' software, rather than purchasing it, and provides TASC with funds to pay app developers on a per-download basis. In turn, app developers keep their intellectual property and avoid what some view as restrictive federal acquisition regulations.



IMAGE CREDIT: TASC

“In my entire career I’ve never seen anything as forward thinking as this from a contracting, idea solicitation, and payment standpoint,” Waldrup said. “NGA has asked us to cast a very broad net for app developers and a very low barrier for bringing ideas in for innovative use of their data.”

TASC also works to translate the seemingly different languages of federal government and commercial app development.

“We know NGA and we understand government,” Waldrup said. “We listen to NGA customers, take what we hear, and turn those desires into developer speak.”

TASC presents these customer wishes to IGAPP-approved companies as “vendor opportunity packages.” The packages describe the need and include market-size, desired performance, and sample data including APIs.

“It whets their appetite to say, ‘I think we can do this particular app,’” Waldrup said.

In addition to responding to specific and broad NGA needs, app developers are invited to pitch ideas or “app offerings.”

IGAPP has already garnered strong interest among industry, he added. The IGAPP website has had 4,500 hits to date with six minutes the average amount of time spent on site.

Waldrup said several other federal agencies have expressed interest in a program similar to IGAPP.

“They are all very interested, but I think they want to wait and see the NGA program be successful,” he said.

The company has released two IGAPP fact sheets, one designed for app vendors, and another designed for government customers.

TASC will highlight IGAPP at booth 6101 in The GEOINT 2015 Symposium exhibit hall June 22-25 in Washington, D.C. The booth will feature a “What Do I Want in an App?” wall where NGA customers can stop by and post sticky notes with their answers to the question. Waldrup will also moderate a GEOINT Foreword concurrent session June 22 titled “Creating and Posting Open-Source Apps.”

