

Notice of Funding Opportunity (NOFO)

# American Cybersecurity Enhancement Program for Thai Entrepreneurs

U.S. Embassy Bangkok, Department of State

Opportunity number: OFOP0001959

Application deadline: July 4, 2025, 4:00 P.M.

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**U.S Department of State**  
**U.S. Embassy Bangkok, Department of State**  
**Notice of Funding Opportunity**

**A. Basic Information**

**1. Overview**

<b>Funding Opportunity Title</b>	American Cybersecurity Enhancement Program for Entrepreneurs
<b>Funding Opportunity Number</b>	OFOP0001959
<b>Announcement Type</b>	Initial Announcement
<b>Deadline for Applications</b>	Friday, July 4, 2025, 4:00 P.M. Bangkok Time (GMT+7)
<b>Assistance Listing Number</b>	19.040 – Public Diplomacy Programs
<b>Length of performance period</b>	Up to 12 months
<b>Number of awards anticipated</b>	1 award
<b>Award amounts</b>	Awards range from a minimum of \$35,000 to a maximum of \$60,000 (approximately), Pending funding availability
<b>Total available funding</b>	\$60,000
<b>Type of Funding</b>	FY2025 Smith Mundt Public Diplomacy Funds
<b>Anticipated project start date</b>	August 2025

**Funding Instrument Type:** Cooperative agreement. Cooperative agreements include substantial involvement of the bureau or embassy in program implementation of the project. Examples of substantial involvement are included in section C below.

**Project Performance Period:** Proposed projects should be completed by June 2026 or less.

**This notice is subject to the availability of funding.** The Public Diplomacy Section reserves the right to award less or more than the funds described under circumstances deemed to be in the best interest of the U.S. government, pending the availability of funds and approval of the designated grants officer.

**2. Executive Summary**

**Priority Region:** All regions in Thailand

**Executive Summary**

The U.S. Embassy Bangkok Public Diplomacy Section (PDS) is pleased to invite eligible applicants to submit program ideas to implement the American Cybersecurity

Enhancement Program (ACEP) for Thai Entrepreneurs. This program will leverage American cybersecurity best practices to address the critical need for robust and adequate cybersecurity measures among businesses, startups, and small and medium-sized enterprises (SMEs) in Thailand. The program must include American elements or connections with American experts, companies, or organizations in the respective fields.

## **B. Eligibility**

### **1. Eligible Applicants**

The following organizations are eligible to apply:

- *Not-for-profit organizations, including think-tanks and civil society/non-governmental organizations*
- *Public and private not-for-profit educational institutions*
- *Public International Organizations and Governmental institutions*

### **2. Cost Sharing or Matching**

*Cost sharing is encouraged but not required. Applicants who plan to include a cost share component to their proposal should clearly outline it in their budget breakdown and budget narratives. The cost share will not be considered as a criterion in the proposal's review.*

### **3. Other Eligibility Requirements**

All organizations must have a Unique Entity Identifier (UEI) issued via SAM.gov as well as a valid registration in SAM.gov. Please see Section D.3 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

*Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding.*

*If your organization is based outside of Thailand, the Embassy recommends affiliation with local partners to support program implementation.*

## **C. Program Description**

### **1. Goals and Objectives**

The Public Diplomacy Section (PDS) is pleased to announce an open competition for a federal award to develop and implement the American Cybersecurity Enhancement Program (ACEP) for Thai Entrepreneurs. The U.S. Embassy Bangkok prioritizes selecting the best-qualified proposal from applicants that show clear alignment with and capability to advance shared goals and U.S. government priorities and interests, highlighting U.S.

innovation, entrepreneurship, and leadership. Applicants must demonstrate their intent to effectively and efficiently administer U.S. government funds in a way that strengthens the bilateral relationship between the United States and Thailand. Funding decisions will be made through a merit-based approach, supporting applicants and programs that generate measurable outcomes and long-term benefits.

**Project Goal:** The ACEP aims to introduce and leverage American technology, innovation, and standards to improve cybersecurity systems and create a more secure and safer digital environment in Thailand, thereby strengthening partnership between Thailand and the United States. This program will assist and prepare Thai entrepreneurs in mitigating the risks and damages of cyberattacks, stolen data, and financial losses.

**Objective:** The ACEP focuses on enhancing Thai entrepreneurs' knowledge and skills in cybersecurity and introducing more secure systems by learning from American approaches and companies. This program also creates opportunities for Thai businesses to gain firsthand experience in implementing advanced cybersecurity measures. It will also encourage and create favorable conditions for U.S. business and economic partnership in Thailand.

**Target Audience:** 45-60 beginning to mid-level entrepreneurs and SMEs that have been in business for 1 to 5 years with an interest in improving data safeguarding and cybersecurity systems.

**Possible Activities and Programming Components:** Possible activities may include, but are not limited to, workshops and training sessions, case studies, cybersecurity curriculum for business, cybersecurity assessments, mentorship and consultations, technology demonstrations and pilots, cybersecurity certification programs, cybersecurity competitions and hackathons, and networking and partnership building.

To achieve the goal of this NOFO, proposed program activities should demonstrate strong ties to U.S. expertise, technology, and companies. This can include partnerships with U.S. organizations, the involvement of U.S. experts in the project, or collaboration with U.S. businesses. Proposals should clearly outline how U.S. ties will contribute to the achievement of the program's objectives and the overall impact on U.S. interests.

## **2. Substantial Involvement**

The Public Diplomacy Section (PDS) determined a cooperative agreement is the most appropriate funding mechanism, and the U.S. Embassy Bangkok will be more actively involved in the project execution and have moderate to substantial involvement once the award has been made. Examples of substantial involvement include: 1) Approval of experts or speakers selected to lead portions of a training; 2) Approval of training curriculum to be used for workshops; 3) Involvement in the selection of participants or

program venues; 4) Approval of promotional materials drafted for public dissemination, release to the media, and/or social media publication.

## **D. Application Contents and Format**

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

### **Content of Application**

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered
- All documents are formatted to fit 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Calibri font, with a minimum of 1-inch margins.

The following documents are **required**:

#### **1. Mandatory application forms**

- SF-424 (Application for Federal Assistance – organizations) at [https://apply07.grants.gov/apply/forms/sample/SF424\\_4\\_0-V4.0.pdf](https://apply07.grants.gov/apply/forms/sample/SF424_4_0-V4.0.pdf)
- SF-424A (Budget Information for Non-Construction programs) at <https://apply07.grants.gov/apply/forms/sample/SF424A-V1.0.pdf>
- SF-424B (Assurances for Non-Construction programs - organizations) at <https://apply07.grants.gov/apply/forms/sample/SF424B-V1.1.pdf> (note: the SF-424B is only required for individuals, organizations exempt from registration, and for organizations not required to fully register in SAM.gov)

#### **2. Summary Page**

Cover sheet stating the applicant's name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

#### **3. Proposal (10 pages maximum)**

The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed project, including project objectives and anticipated impact.

- **Introduction to the Organization applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the State Department and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Project Goals and Objectives:** The “goals” describe what the program is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Project Activities:** Describe the program activities and how they will help achieve the objectives.
- **Project Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Project Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Project Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Project Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are happening in a timely manner, what data will be collected to identify trends, challenges, and opportunities in the field of cybersecurity for entrepreneurs in Thailand, and how will the program be evaluated to make sure it is meeting the goals of the grant? Additionally, how will evaluation results be presented to the Public Diplomacy Section along with recommendations for future programming based on the data collected?
- **Future Funding or Sustainability** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

#### **4. Budget Justification Narrative**

After filling out the SF-424A Budget (above), use a separate file to describe each of the budget expenses in detail. See section *I. Other Information: Guidelines for Budget Submissions* below for further information.

#### **5. Attachments**

- 1-page Curriculum Vitae (CV) or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- If your organization has a Negotiated Indirect Cost Rate Agreement (NICRA) and includes NICRA charges in the budget, include your latest NICRA as a PDF file.
- Official permission letters, if required for program activities.

## **E. Submission Requirements and Deadlines**

### **1. Address to Request Application Package**

Application forms required above are available at <http://www.grants.gov/forms>.

### **2. Department of State Contacts**

If you have any questions about the grant application process, please contact:  
BangkokPD@state.gov.

### **3. Unique entity identifier and System for Award Management (SAM.gov)**

#### **Required Registrations**

All organizations, whether based in the United States or in another country, must have a Unique Entity Identifier (UEI) and an active registration in SAM.gov. A UEI is one of the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards. An applicant must maintain an active registration while it has a proposal under review by the Department and must continue to keep the registration active for the entire duration of the period of performance of any Federal award that results from this NOFO.

The 2 CFR 200 requires subrecipients to obtain a UEI. Please note the UEI for subrecipients is not required at the time of application but will be required before an award is processed and/or directed to a subrecipient.

***Note: The process of obtaining or renewing a SAM.gov registration may take anywhere from 4-8 weeks. Please begin your registration as early as possible.***

- Organizations **based in the United States** or that pay employees within the United States will need an Employer Identification Number (EIN) from the Internal Revenue Service (IRS) and a UEI prior to registering in SAM.gov.
- Organizations **based outside of the United States** and that do not pay employees within the United States do not need an EIN from the IRS but do need a UEI prior to registering in SAM.gov.
- **Organizations based outside of the United States that do not intend to apply for U.S. Department of Defense (DoD) awards are no longer required to have a NATO Commercial and Government Entity (NCAGE) code to apply for non-DoD foreign assistance funding opportunities.** If an applicant organization is mid-registration and wishes to remove an NCAGE code from their SAM.gov registration, the applicant should submit a help desk ticket (“incident”) with the Federal Service Desk (FSD) online at [www.fsd.gov](http://www.fsd.gov) using the following language: “I do not intend to seek financial assistance from the Department of Defense. I do not wish to obtain an NCAGE code. I understand that I will need to submit my registration after this incident is resolved in order to have my registration activated.”

Organizations based outside of the United States and that DO NOT plan to do business with the DoD should follow the below instructions:

Step 1: Proceed to SAM.gov to obtain a UEI and complete the SAM.gov registration process. SAM.gov registration must be renewed annually.

Organizations based outside of the United States and that DO plan to do business with the DoD in addition to Department of State should follow the below instructions:

Step 1: Apply for an NCAGE code by following the instructions on the NSPA NATO website linked below:

NCAGE Homepage:

<https://eportal.nspa.nato.int/AC135Public/sc/CageList.aspx>

NCAGE Code Request Tool (NCRT):

[NCAGE Code Request Tool \(nato.int\)](#)

### **Exemptions**

An exemption from the UEI and sam.gov registration requirements may be permitted on a case-by-case basis. See 2 CFR 25.110 for a full list of exemptions.

Organizations requesting exemption from UEI or SAM.gov requirements must email the point of contact listed in the NOFO at least two weeks prior to the deadline in the NOFO providing a justification of their request. Approval for a SAM.gov exemption must come from the warranted Grants Officer before the application can be deemed eligible for review.

### **4. Submission Dates and Times**

Applications are due no later than *Friday, July 4, 2025, 4:00 P.M. Bangkok Time (GMT+7)*.

### **5. Funding Restrictions**

- i. Funding Restrictions for the United Nations Relief and Works Agency (UNRWA)

None of the funds awarded resulting from this Notice of Funding Opportunity may be made available for subawards, direct financial support, or otherwise used to provide any payment or transfer to United Nations Relief and Works Agency (UNRWA).

- ii. Certification Regarding Compliance with applicable Federal anti-discrimination laws

None of the funds awarded under this agreement may be used for any initiatives or programs, or any activities that do not comply with Executive Order 14173 titled Ending Illegal Discrimination and Restoring Merit-Based Opportunity.

By signing the SF-424 or SF-424I Application for Federal Assistance, the Applicant certifies the following:

- 1) Its compliance in all respects with all applicable Federal anti-discrimination laws is material to the government's payment decisions for purposes of section 3729(b)(4) of title 31, United States Code and;
- 2) It does not operate any programs promoting Diversity, Equity, and Inclusion that violate any applicable Federal anti-discrimination laws.

#### **6. Other Submission Requirements**

All application materials must be submitted by email to [BangkokPD@state.gov](mailto:BangkokPD@state.gov) or may be submitted electronically through MyGrants by *Friday, July 4, 2025, 4:00 P.M. Bangkok Time (GMT+7)*.

### **F. Application Review Information**

#### **1. Review Criteria**

Each application will be evaluated and rated based on the evaluation criteria outlined below.

**Relevance to U.S. Government Priorities and American Nexus – 30 points:** The proposal clearly outlines how the project aligns with the stated goals and objectives. The proposal has a substantive connection to America's achievements, innovations, leadership, and/or best practices. This includes, but is not limited to, introducing American cybersecurity services and systems, partnering with American cybersecurity firms and/or experts, and adopting American cybersecurity strategies and standards.

**Quality and Feasibility of the Program Idea – 20 points:** The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

**Program Planning/Ability to Achieve Objectives – 15 points:** Goals and objectives are clearly stated, and program approach is likely to provide maximum impact in achieving the proposed results.

**Monitoring and Evaluation plan – 15 points:** Applicant demonstrates it is able to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators and shows how and when those will be measured.

**Budget and Sustainability – 10 points:** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities. Program activities will continue to have positive impact after the end of the program.

**Organizational Capacity and Record on Previous Grants – 10 points:** The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

## **2. Review and Selection Process**

A review committee will evaluate all eligible applications. All submissions are screened for technical eligibility. If a submission is missing any required forms/documents listed above, it will be considered ineligible and will not be reviewed by the review committee. The panel will review eligible proposals based upon the criteria noted in this NOFO.

## **3. Risk Review**

### **i. Risk factors**

Under the merit review as required by 2 CFR 200.206, prior to making a Federal Award the Department will review and consider the following risk factors:

- a. Financial stability
- b. Management systems and standards
- c. History of performance
- d. Audit reports and findings
- e. Ability to effectively implement requirements

### **ii. Responsibility/Qualification Information in SAM.gov**

The Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the U.S. government designated integrity and performance system accessible through SAM.gov (see 41 U.S.C. 2313)

An applicant can review and comment on any information in the responsibility/qualification records available in SAM.gov.

Before making decisions in the risk review required by 2 CFR 200.206, the Department will consider any comments by the applicant, along with information available in the responsibility/qualification records in SAM.gov.

## **G. Award Notices**

The award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The award agreement is the authorizing document, and it will be provided to the recipient for review and counter-signature. The recipient may only start incurring project expenses beginning on the start date shown on the award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

**Unsuccessful applicants:** Unsuccessful applicants will be notified via mail (BangkokPD@state.gov) or MyGrants by Friday, August 29, 2025.

### **Payment Method:**

Recipients will be required to request payments by completing form SF-270—Request for Advance or Reimbursement and submitting the form to the Grants Officer.

## **H. Post-Award Requirements and Administration**

### **1. Administrative and National Policy Requirements**

Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply.

These include:

In accordance with the Office of Management and Budget's guidance located at 2 CFR part 200, all applicable Federal laws, and relevant Executive guidance, the Department of State will review and consider applications for funding, as applicable to specific programs, pursuant to this notice of funding opportunity in accordance with the following: NOTE:

- Guidance for Grants and Agreements in Title 2 of the Code of Federal Regulations (2 CFR), as updated in the Federal Register’s 89 FR 30046 on April 22, 2024, particularly on:
  - Selecting recipients most likely to be successful in delivering results based on the program objectives through an impartial process of evaluating Federal award applications (2 CFR part 200.205),
  - Promoting the freedom of speech and religious liberty in alignment with *Promoting Free Speech and Religious Liberty* (E.O. 13798) and *Improving Free Inquiry, Transparency, and Accountability at Colleges and Universities* (E.O. 13864) (§§ 200.300, 200.303, 200.339, and 200.341),
  - Providing a preference, to the extent permitted by law, to maximize use of goods, products, and materials produced in the United States (2 CFR part 200.322), and
  - Terminating agreements pursuant to the U.S. Department of State Standard Terms and Conditions, including, to the greatest extent authorized by law, if an award no longer effectuates the program goals or agency priorities (2 CFR part 200.340).
  
- 2 CFR 25 - UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT
  
- 2 CFR 170 - REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION
  
- 2 CFR 175 - AWARD TERM FOR TRAFFICKING IN PERSONS
  
- 2 CFR 182 - GOVERNMENTWIDE REQUIREMENTS FOR DRUG-FREE WORKPLACE (FINANCIAL ASSISTANCE)
  
- 2 CFR 183 - NEVER CONTRACT WITH THE ENEMY
  
- 2 CFR 600 – DEPARTMENT OF STATE REQUIREMENTS
  
- U.S. DEPARTMENT OF STATE STANDARD TERMS AND CONDITIONS

## **2. Reporting**

**Reporting Requirements:** Recipients will be required to submit financial reports and program reports. The award document will specify what reports are required and how often these reports must be submitted.

**Foreign Assistance Data Review:** As required by Congress, the Department of State must make progress in its efforts to improve tracking and reporting of foreign assistance data through the Foreign Assistance Data Review (FADR). The FADR requires tracking of foreign assistance activity data from budgeting, planning, and allocation through

obligation and disbursement. Successful applicants will be required to report and draw down federal funding based on the appropriate FADR Data Elements, indicated within their award documentation. In cases of more than one FADR Data Element, typically program or sector and/or regions or country, the successful applicant will be required to maintain separate accounting records.

## **I. Other Information**

### **Guidelines for Budget Justification**

**Personnel and Fringe Benefits:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

**Travel:** Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

**Equipment:** Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$10,000 per unit.

**Supplies:** List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$10,000 per unit, then put it in the budget under Equipment.

**Contractual:** Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

**Other Direct Costs:** Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All "Other" or "Miscellaneous" expenses must be itemized and explained.

**Indirect Costs:** These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 15% of Modified Total Direct Costs as defined in 2 CFR 200.1.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.