



Office of Research, Innovation,  
and Economic Impact  
**MASON ENTERPRISE**  
George Mason University®

# Virginia APEX Accelerator Government 101: Are You Ready?

Lisa Wood  
Statewide Director

# The Government Customer

- DoD/Military
- Federal Agencies
- Prime Contractors
- State
- Local
- Quasi Governmental (DOT)
- Airport and Port Authorities

# Self Assess

- Do you owe back taxes?
- Do you have a pending legal judgement with the Government?
- Do you have a checking account?
- Are you on the Governments excluded parties list?
- Are you in default on student loans?
- Are you computer savvy?

# Past Performance

- Either Public or Private sector
- Years in Business and Historic Revenue
- At least two years of successful past performance
- Shows you are able to administer a contract successfully

# Strong Financials



- Access to capital
- Positive cash flow
- Year over year increases in revenue

# Strategic Partnerships

Strong relationships forged by the firm with like minded businesses that may offer the same or complementary goods and/or services in order to support government contracts either as teaming, JV partners or Mentor Protégé

*\*participation in outreach and networking events*

# Well Ordered Office Space

- Administrative staff
- Organized filing system (Gov docs, financial statements, receipts, employee records, entity formation)
- Approved Accounting system
- Standard operating procedures (written)
- Disaster Recovery Plan (written)
- QA/QC plan (written)
- Careful documentation of usernames, passwords and codes



# The Government Language

- Acronyms (know what they mean)
- Codes (know your unique codes, NAICS PSC)
- Databases (research all applicable)
- Regulations (know your FAR)
- Thresholds (know your limitations)
- SB Programs (See if you qualify)
- Procurement Instruments (GSA, BPO)
- Websites (Every Prime and Agency has one)



# Getting Started

- EIN
- UEI
- Register in SAM (Do you have a CAGE code)?
- Complete the Dynamic Small Business Search
- [SBA Connect](#)
  - ✓ Capability Narrative
  - ✓ Keywords
  - ✓ Past Performance
  - Make sure your Website is Government Friendly
  - Know your Resource Partners (Free or low cost)

# Federal Agency Contracting Goals

- **Statutory goals established by federal executive agencies for small business procurement**
  - 23% Small Business
  - 5% WOSB (Women-Owned Small Businesses)
  - 12% SDB (Small Disadvantaged Small Business/8(a))
  - 3% SDVOSB (Service-Disabled Veteran-Owned Small Business)
  - 3% HUBZone (Historically Underutilized Business Zones)

# Federal Government Certifications

## Formal Certification

- HUBZone – 3% goal
- 8(a) Business Development – 12% goal
- Women Owned – 5% goal
- WOSB/EDWOSB
- VOSB/SDVOSB

## Self Certification

- Small Business
- Small Disadvantaged – 12% goal

# Historically Underutilized Business Zone

## HUBZone

- Must be a small business
- Must be a US citizen
- Principal office, manufacturing or other facility must be located in a HUBZone
- 35% of the employees must reside in a HUBZone location
- Must be a physical address, no virtual
- 3% Goal – bids are set-aside

# HUBZone Map and Application

- Program information
- Maps Section
- Application
- Instructions on how to apply

[HUBZone program | U.S. Small Business Administration \(sba.gov\)](https://www.sba.gov/hubzone)

## 8(a) Business Development Program

- \* 9 Year program
- \* Must be a small business
- \* Must be U.S. Citizen
- \* 51% ownership and day-to-day management by 8(a) qualified individual(s)
- \* Must be BOTH socially and economically disadvantaged
  - \* Socially disadvantaged: African American, Hispanic, Native American, Native Alaskan, Native Hawaiian, Iberian Peninsula, Asian, Sub-Continent Asia
  - \* Economically disadvantaged: Personal net worth cannot be more than \$850k going into the program (does not include the value of home or business).
- \* Must be in business for 2 years (can request 2-year waiver but must show that you have generated revenue in your industry)
- \* Must write a socially disadvantaged narrative (New)

## 8(a) Continued

Program info:

<https://www.sba.gov/contracting/government-contracting-programs/8a-business-development-program>

12% Goal – bids are set-aside

Sole source allowed with thresholds

- \* \$ 4 million goods & services
- \* \$ 7 million for manufacturing



# Small Disadvantaged Business

- Self Certified
- 12% goal
- 51% Ownership and day-to-day management by SDB qualified individual(s)
- Economically disadvantaged: net worth no more than \$850k
- Socially disadvantaged: same as 8(a)

# Veteran Owned Small Business (VOSB) Service-Disabled Veteran Owned (SDVOSB)

- Must be a small business
- 51% Ownership and day-to-day management by U.S. veteran(s) (Control)
- Verified through CVE grandfathered in and 1 year added
- Certification through the SBA
- [Veteran Small Business Certification \(sba.gov\)](https://www.sba.gov/veteran-small-business-certification)
- Only SDVOSB have set-aside opportunities
- VOSB may contract with the VA
- A letter of “No Objection” may be required

# WOSB/EDWOSB



- Only specific NAICS codes apply, make sure you check
- Website: <https://www.sba.gov/content/women-owned-small-business-program>

- 51% Controlled/owned/operated by a woman or women who are U.S. citizens
- Holds the highest position in the business
- Manages the day to day operations of the firm (Control)
- Ownership must be direct and not subject to conditions
- Meets small business size standards for primary NAICS code
- A letter of “No Objection” may be required

# EDWOSB

- \* 51% Controlled/owned/operated by a woman or women who are U.S. citizens
- \* Holds the highest position in business
- \* Makes the day-to-day business decisions (Control)
- \* Ownership must be direct and not subject to conditions
- \* Meet small business size standards for primary NAICS code
- \* Personal net worth of less than \$850k
- \* Adjusted annual income of \$400k or less
- \* Market value of all assets does not exceed \$6.5mil (including value of business and primary residence)

## SBA All Small Mentor Protégé

- Must be registered in the System for Award Management (SAM)
- Both Protégés and Mentors are required to complete an online training module as part of the application process
- Mentor-Protégé relationship should be established before starting this application – the ASMPP is not a matching program.
- A sample Mentor/Protégé Agreement template is available at:  
[SBA Mentor-Protégé program | U.S. Small Business Administration](#)

# Assistance That Can Be Provided (MPP)

- Management and Technical Assistance
- Financial Assistance
- Contracting Assistance
- Trade Education
- Business Development Assistance
- General and/or Administrative assistance



# New SBA Portal for all Certifications



[www.Certification.sba.gov](http://www.Certification.sba.gov)

# System of Award Management (SAM)

- Marketing research tool
- Shows contracts greater than \$25,000
- Used for set-aside opportunities
- Used to gather information
- Sources Sought, RFI, Draft Proposals
- Create search filters
- <https://sam.gov>
- CAGE code and UEI assignment
- Your bank account/routing number will be required



Official U.S. Government Website  
100% Free

**APEX**  
ACCELERATORS

### The Official U.S. Government System for:

#### Contract Opportunities

(was fbo.gov)

#### Contract Data

(Reports ONLY from fpds.gov)

#### Wage Determinations

(was wdol.gov)

#### Federal Hierarchy

Departments and Subtiers

#### Assistance Listings

(was cfda.gov)

#### Entity Registration

Including Disaster Response Registry

#### Entity Reporting

SCR and Bio-Preferred Reporting

#### Exclusions

### Register Your Entity

Register your entity to get started doing business with the federal government.



Get Started



Renew Entity



Check Registration Status

Already know what you want to find?

Select Domain... ▼ e.g. 1606N020Q02

Q



# Competitive Intelligence

- Know your competitors
- Who is buying from them
- What are their strengths and weaknesses
- Look at their website, DSBS, SAM and capability statement (snoop)
- Figure out how you are better than they are, you need to know how you are different

# Points to Ponder

- *The Government buys everything*
- *Not every Government agency or Prime Contractor buys everything*
- *Know who buys what you sell*

# Target the Right Customer

- Develop a Business and Marketing Plan Unique to Government Contracting
- Who are your potential customers
- What are their needs, challenges
- Review websites
- Know Your Limits
- Know your customers regulations/procedures

# Acquisition Forecasts

- Home | Acquisition.GOV
- Acquisition Forecasts (>\$25,000)
- When they plan to purchase
- Points of contact
- Type of contracts
- Small business preference
- Also check Agency/Department/Prime Website



# What the Buyer Wants to Know

- Can you meet their needs
- Can you solve their problems
- Are you Responsible and Responsive
- Do you have the Capability and Capacity to do the work
- Past performance and previous customers
- Socio Economic Certifications (*last*)

# Capability Statement

- Core Competencies
- Past Performance
- Differentiators
- Relevant Company Data
- Just the facts
- Only one page
- Simple language
- Objective and Quantitative
- This is not an opinion piece!

# Capability Statement

## Your Logo Here

This is a content & design template. Show your logo and contact information, with a specific person's name, phone, and email.

### Core Competencies

Tailor your Capability Statement to reflect your audience. An example first sentence is, "[Your Company] is able to help the [Target Agency or Prime Contractor] in their requirement for [specific requirements]."

Short introduction statement relating the company's core competencies to the agency's specific needs followed by keyword heavy bullet points.

- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint, or other format

### Differentiators

Identify what makes you different from your competitors and how this benefits the targeted agency.

Relate your key differentiators to the needs of the agency, prime, or teaming partner. Must be objective and quantitative

#### Sample Differentiator Questions

- Why did your biggest customer want you?
- How and why is your company the best choice for the needs of this opportunity or agency?
- What is it about your services/products that make you stand out from the rest?

### Past Performance

List past customers for whom you have done similar work. Prioritize by related agency, to all federal to all other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list.

Formatting:

**Name of the Agency, Department, or Company.** Contract # (if applicable), Value, Timeframe, Brief description of the work done. *Include metrics or customer benefit.* End with Contact: Name, Position/Title, Email, Phone

Ideally, include specific contact information for immediate references. Include name, title, email, and phone.

### Company Data

#### Company History

One very brief paragraph of company description detailing pertinent facts. Readers will visit your website for additional information. Make sure your website is constantly updated and government-focused.

#### List Specific Codes:

- UFI
- Socio-economic certifications: 8(a), HUB Zone, SDV/WB, etc.
- NAICS (all)
- CAGE Code
- Accept Credit and Purchase Cards
- CSA Schedule Contract Number(s)
- Other federal contract vehicles
- BPAs and other federal contract numbers
- State contract Numbers

Add your bio here if you are new or have little or no past performance.

Your address, phone numbers (voice, mobile, and fax), email, website, and other related contact information

# Email



- Short Sound Bites
- High Value Content
- White Paper Delivery
- Capability Statement Updates
- Professional: no gmail, aol, or yahoo accounts

# Website



- Most recent deal/project on the front page
- Keep updated and relevant
- Government sales tab
- Capability statement link for printing out
- Easy Navigation
- Bullet format
- Past performance/history

# Social Media

- **Social Media**
  - LinkedIn                      Connections
  - Twitter                      Contact
  - Facebook                      Community
- Can ask which ones they use or visit

# State Procurement

- Not as complex as Federal
- Register in eVA (or State equivalent)
- Get SWaM certified (supplier diversity certification for your State)
- Elect option for Bid Match (if offered)
- *Participate in State Procurement Training!*



# Local Government

- Not all use eVA or the State e-commerce site
- Determine how they procure
- Where and how they post opportunities
- Local preference
- Economic Development

# In Summary

- Establish past performance
- Have a Capability Statement
- Know who buys what you provide
- Stay on top of market forecasts
- Make sure you can be found
- Start Small and work your way up
- Stay focused!

# Next Steps?



[Home - National Apex Accelerator Alliance](#)



This APEX Accelerator is funded in part through a cooperative agreement with the Department of Defense.





# Questions and Suggestions

