

CERTIFICATION

ADVANTAGE

**HOW SMALL BUSINESS
CERTIFICATIONS CAN
HELP YOU WIN MORE
CONTRACTS**





WHAT YOU WILL GET OUT OF THIS CLASS?

- ❖ What are small business certifications
- ❖ A brief history of how certifications came about (The Father of Certification Programs)
- ❖ Why are certifications important for your business
- ❖ What are the different types of certifications available
- ❖ Which certification is best for your company
- ❖ What are the qualifications needed
- ❖ How you can take advantage of these certifications
- ❖ What are set-aside contracts
- ❖ What are sole-source contracts

WHAT YOU WILL GET OUT OF THIS CLASS?

- ❖ How to use your certifications for Micro-purchase and SAP projects
- ❖ If you currently don't have a certification, how you can still win contracts
- ❖ How teaming and partnerships work for government contracts
- ❖ How to find teaming partners
- ❖ Why large companies are mandated to work with your small business
- ❖ What percentage of set-aside opportunities are available
- ❖ Do you need more than one certification
- ❖ Learn which certification is right for your business
- ❖ Learn the difference for Federal/State/Local/Commercial certifications
- ❖ How you can obtain certifications
- ❖ Avoid the common pitfalls with various certification processes
- ❖ Plus, much more...



ABOUT YOUR INSTRUCTOR



Abraham Xiong

- ❖ Entrepreneur
- ❖ Small Business Advocate
- ❖ Founder of GCA
- ❖ Helped Companies Win **\$900M+**
- ❖ Taught 10,000+ Entrepreneurs
- ❖ Awards:
 - President Obama's
Lifetime Achievement Award
 - Global Humanitarian Award
 - Goodwill Ambassador (Georgia)

ABOUT THE GOVERNMENT CONTRACTORS ASSOCIATION

- ❖ National Trade Association for Government Contractors
- ❖ Vision: To Create Access
 - ❖ Access to the opportunities in the gov't market
 - ❖ Access to qualified companies
- ❖ Mission:
 - ❖ To Educate
 - ❖ To Advocate
 - ❖ To Facilitate



www.GovAssociation.org

IF YOU STAY TO THE END...

- ❖ There's only so much I can teach you in the next 90 minutes.
- ❖ I promise to give you everything I can...
- ❖ If you stay to the end, I will show you how you can get more help
- ❖ And I have a surprise...
- ❖ Free eBook: Certified Business Advantage

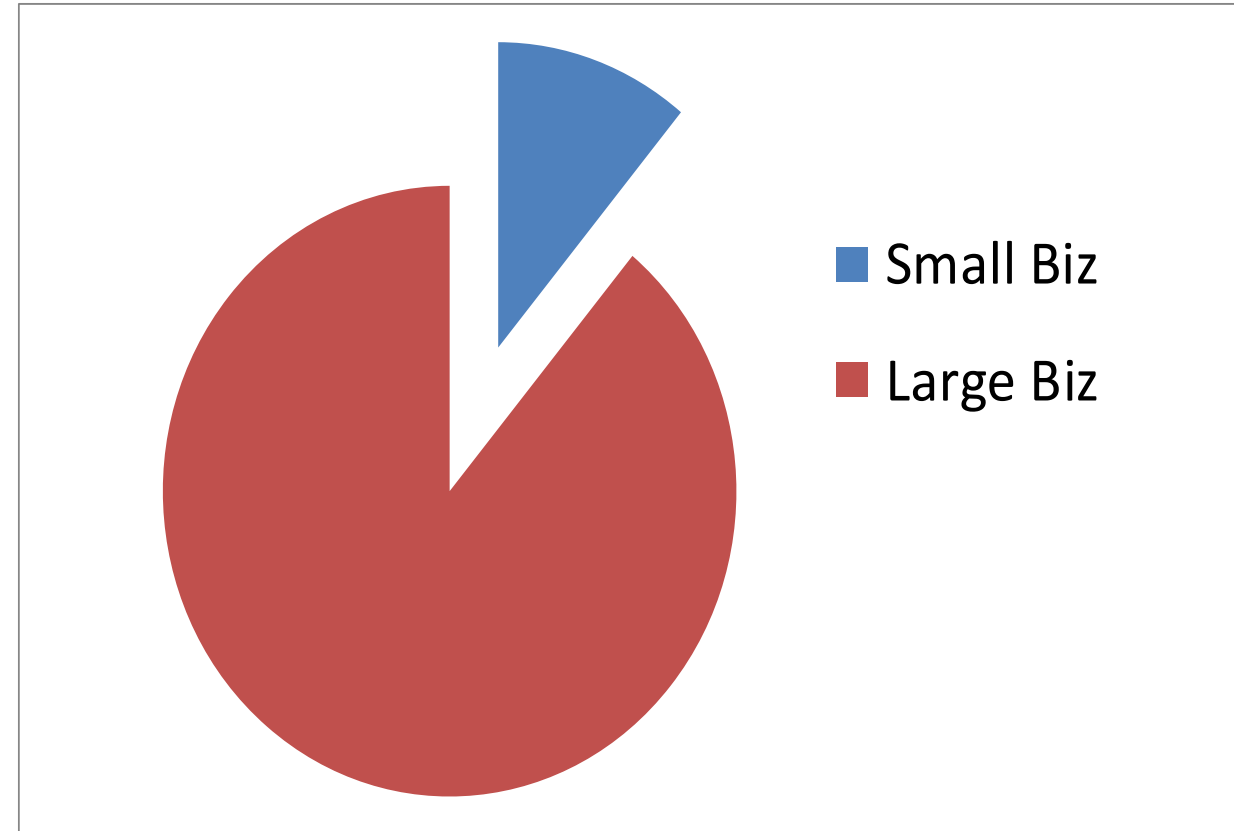


WHAT ARE SMALL BUSINESS CERTIFICATIONS?

- ❖ Small Businesses are Under-Represented
- ❖ Women-Owned Small Businesses
- ❖ Veteran-Owned Small Businesses
- ❖ Minority-Owned Small Businesses
- ❖ Disparity between Large Businesses vs. Small Businesses
- ❖ Federal Small Business Certifications
- ❖ State Small Business Certifications
- ❖ Local (City/County) Small Business Certifications
- ❖ Commercial Certifications (Diversity Programs)

SMALL BUSINESSES ARE UNDER-REPRESENTED

- ❖ Small Businesses are not getting their share of opportunities
- ❖ 99.7% of the businesses are small businesses
 - ❖ (SBA size standards)
 - ❖ \$95 billion out of \$500 billion total
 - ❖ **20%** are awarded to small businesses



WOMEN-OWNED SMALL BUSINESSES

- ❖ Women businesses are under-represented
- ❖ 41% of businesses are Women Owned (BusinessWeek.com)
- ❖ \$20 billion awarded (out of \$500 B)
- ❖ 4.0% Federal dollars went to WOSB
- ❖ Goal of 5%



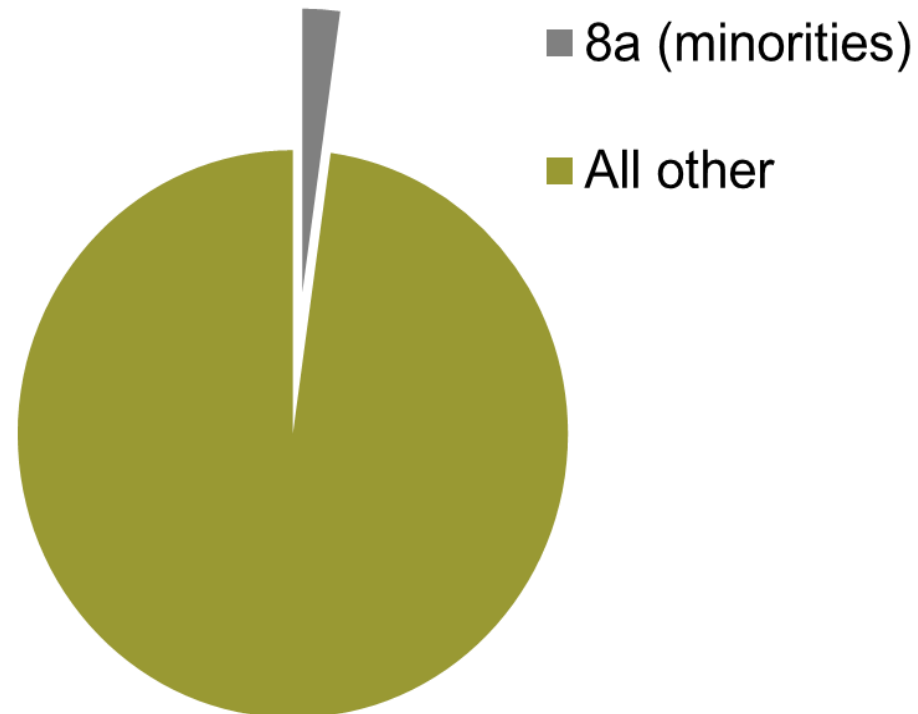
VETERAN-OWNED BUSINESSES

- ❖ Veteran businesses are under-represented
- ❖ 2.5 million veteran businesses
- ❖ \$8.7 billion awarded (out of \$500 B) (won 18,719 contracts)
- ❖ **1.7%** Federal dollars went to SDVOSB



MINORITY-OWNED BUSINESSES

- ❖ Minorities represent 35% of the community
- ❖ \$25 billion awarded (out of \$500 B)
- ❖ 5.0% Federal dollars to 8a companies



DISPARITY BETWEEN LARGE BIZ vs. SMALL BIZ

Large Companies

won \$236 B

(Top 100 companies)

52% of all Federal \$

vs.

All Small Business

won \$90 billion

(123,000 certified Small Biz)

20% of all Federal \$

Huge Disparity:

Top 100 large companies

Verses all the small businesses



FEDERAL SMALL BUSINESS CERTIFICATIONS

■ Federal: (Top Programs)

- ❑ 8a (5%)
- ❑ SDVOSB (3%)
- ❑ HUBZone (3%)
- ❑ ED/WOSB (5%)



■ Federal: (Other Programs)

- ❑ VOSB
- ❑ Section 3 (HUD only)
- ❑ SDB
- ❑ HBCU/MI (5% DOD)



STATE SMALL BUSINESS CERTIFICATIONS

■ **State:** (Top Programs)

- ❖ DBE (GA)
 - ❖ MBE
 - ❖ WBE
- ❖ HUB (TX)
- ❖ SWaM (VA)
- ❖ SWUC (NC)
- ❖ Etc...



LOCAL SMALL BUSINESS CERTIFICATIONS

■ Counties:

- ❖ Fulton County
 - ❖ M/FBE
- ❖ Cook County
 - ❖ MBE/WBE/VBE
- ❖ LA County
 - ❖ CBE

❖ Cities:

- ❖ Atlanta
 - ❖ HABE/SBE/FBE
 - ❖ APABE/AABE
- ❖ Chicago
 - ❖ MBE/WBE/VBE
 - ❖ BEPD/ACDBE
- ❖ Los Angeles
 - ❖ SLBE/WBE/MBE

COMMERCIAL CERTIFICATIONS (DIVERSITY)

- ❖ **Utilized by Large Companies**
- ❖ **(Diversity Programs)**
- ❖ **MBE** (NMSDC) / (GMSDC)
- ❖ **WBE** (WBENC)
- ❖ **LGBTBE** (NGLCC)

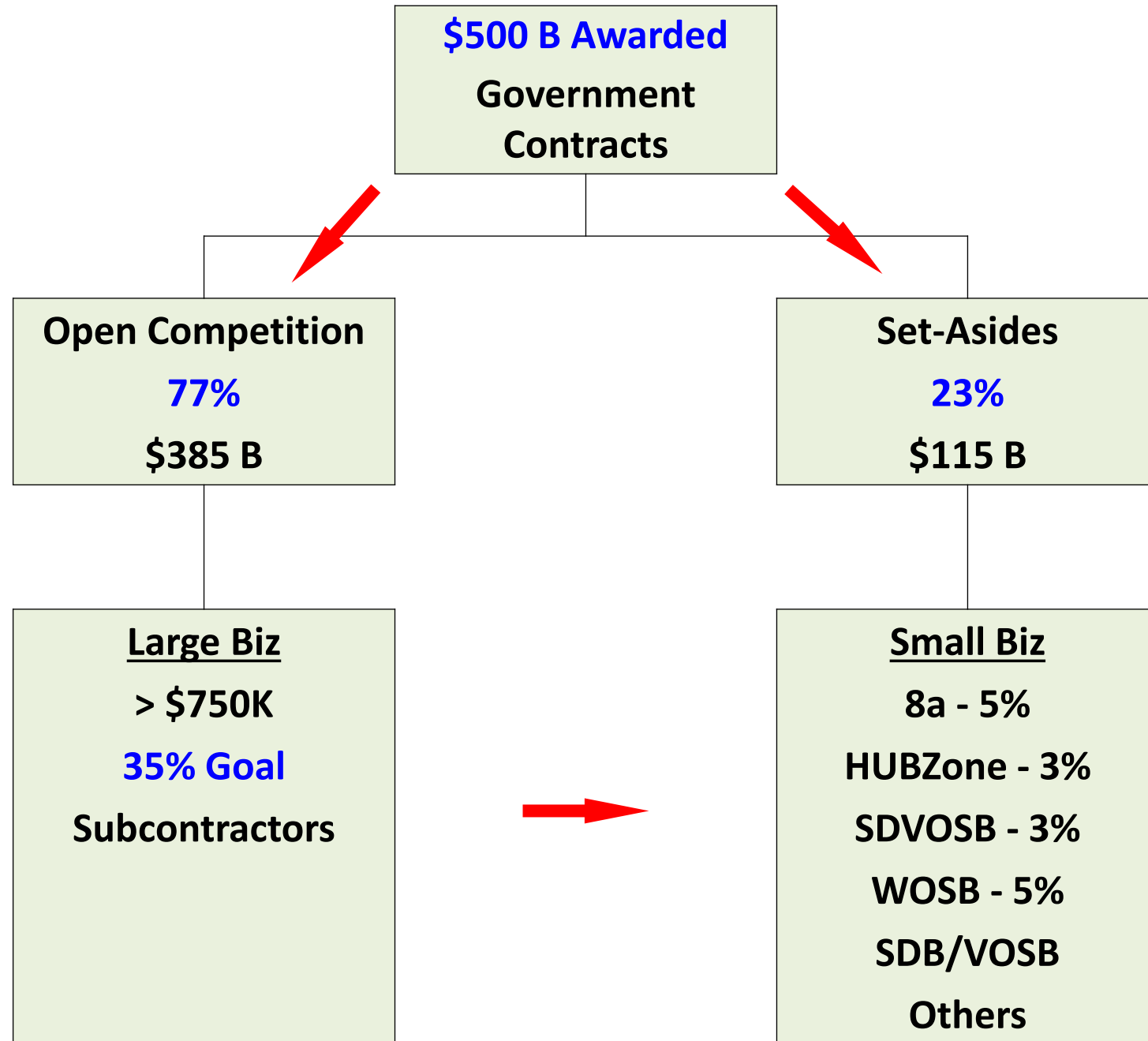


WHY OBTAIN SMALL BUSINESS CERTIFICATIONS?

- ❖ **Set-aside Contracts**
- ❖ **Simplified Acquisition Procedures**
- ❖ **Sole Source Contracts**
- ❖ **Supplier Diversity Goals**

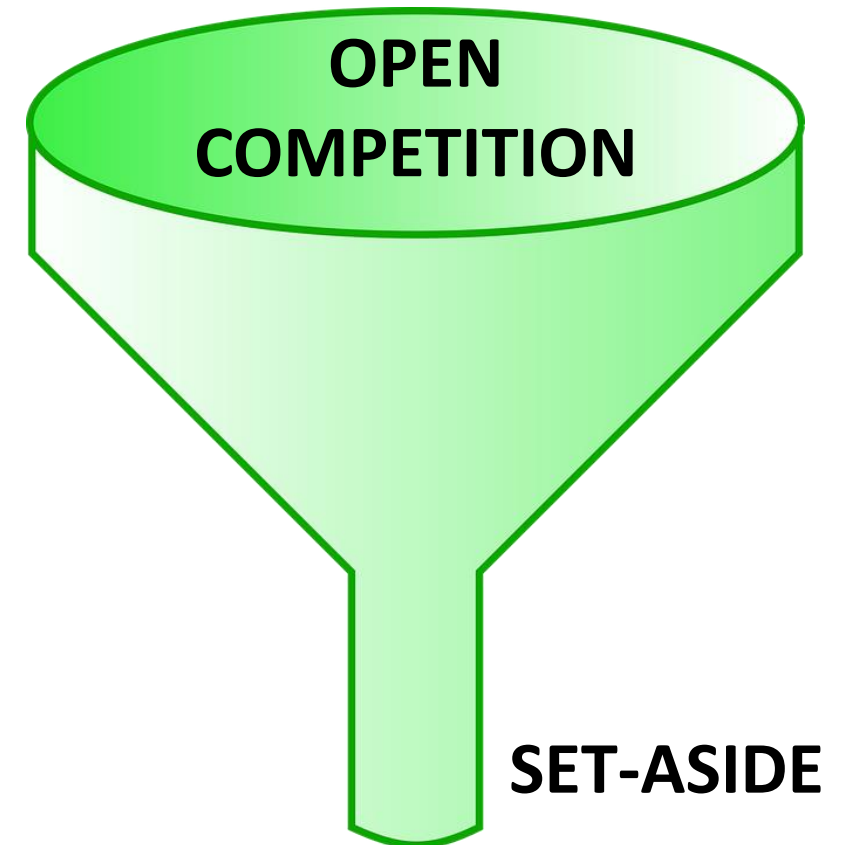
CERTIFIED

SMALL BUSINESS SET-ASIDE PROGRAM GOALS



SET-ASIDE GOALS

- ❖ Federal Agencies must award 23% to small businesses
- ❖ Large companies (Primes) must subcontract 35% to small businesses
- ❖ Competed with only small businesses
- ❖ Competed within specific certifications



SIMPLIFIED ACQUISITION PROCEDURES

- ❖ Simplified Acquisition Procedures (SAP) / Simplified Acquisition Threshold (SAT)
 - ❖ <\$250,000 = Required to be sourced to only small businesses
- ❖ No formal evaluation plan
- ❖ No competitive range, no discussions, no scoring offers
- ❖ No source selection team, KO can choose the contract winner
- ❖ Micro Purchases <\$10,000

SOLE SOURCE CONTRACTS

- ❖ Key word is “SOLE”
- ❖ Only One Source
- ❖ Direct Award to one Company
- ❖ No competition
- ❖ No formal bidding process
- ❖ Price negotiated
- ❖ <\$4million (federal)
- ❖ Higher profit



SUPPLIER DIVERSITY GOALS

- ❖ Commercial Companies have Supplier Diversity Programs
- ❖ FORTUNE 1000 COMPANIES



ED/WOSB MAIN WEBSITES

www.SBA.gov/wosb

www.certify.sba.gov

<https://beta.certify.sba.gov/>

<https://www.sba.gov/document/support--qualifying-naics-women-owned-small-business-federal-contracting-program>

❖ 3rd Party Certifiers

- [El Paso Hispanic Chamber of Commerce](#)
- [National Women Business Owners Corporation](#)
- [U.S. Women's Chamber of Commerce](#)
- [Women's Business Enterprise National Council](#)

ED/WOSB

PROGRAM ELIGIBILITY REQUIREMENTS

WOSB:

- Be a small business
- 51% owned and controlled by women who are U.S. citizens
- Women manage day-to-day and make long-term decisions

EDWOSB:

- Meet all the requirements of the WOSB program
- Be owned and controlled by one or more women
- Personal net worth less than \$750,000
- Adjusted gross income (AGI) <\$350,000 avg for the last 3 years
- Personal assets less than \$6 million (real estate, biz value, retirement, etc)



ED/WOSB CERTIFICATION CHECKLIST

Owner's Name(s):	_____	% of Ownership	_____
Owner's Name(s):	_____	% of Ownership	_____
Owner's Name(s):	_____	% of Ownership	_____
Owner's Name(s):	_____	% of Ownership	_____

Business Name: _____

Address: _____

EIN or TIN: _____

DUNS number: _____

Website: _____

Certification Choice (choose one of the following):

- Do-It-Yourself directly with SBA
- Using 3rd party _____
- Use GCA Certification Services (Ask me how)

ED/WOSB CERTIFICATION CHECKLIST

General Information - Requirements are the same for all business structures.

- ☐ List of NAICS/PSC/SIC codes
- ☐ Primary NAICS: _____ Size Standard: _____
- ☐ Register in SAM.gov (System for Award Management)
- ☐ Register in DSBS: Dynamic Small Business Search (merged with SAM.gov)
- ☐ History of Business (how it started to where it is now)
- ☐ Professional license(s) (if applicable)
- ☐ Business license (from city or county)
- ☐ Resumes of owners, board of directors, and key management team
- ☐ Copy of bank signature authorization card or corporate resolution authorizing person
- ☐ Copy of initial bank deposit or proof of deposit from each owner
- ☐ Trust agreement (s), that involve ownership of the majority 51% female owner (if applicable)
- ☐ Franchise Agreement (if applicable)

ED/WOSB CERTIFICATION CHECKLIST

Owner Eligibility - Requirements are the same for all business structures

- ☐ Evidence of gender for woman (women) owner (s) (copy of passport, birth certificate, or drivers license)
- ☐ Evidence of U.S. citizenship (examples include a U.S. passport, U.S. birth certificate or naturalization papers), or Legal Resident Alien status (a legal resident alien card).
- ☐ Copy of business card for CEO/President
- ☐ SBA Form 413 Personal Financial Statement
- ☐ IRS Form 4506T Request for Tax Transcript
- ☐ 3 Years Personal Tax Returns of owner(s) & spouse(s) (if married)
- ☐ Net worth of less than \$750,000
- ☐ Total Assets of less than \$6 million (real estate, biz value, retirement, autos, personal properties, etc.)
- ☐ Avg. 3-year AGI (adjusted gross income) of less than \$350,000
- ☐ Documentations of any transferred of assets within last 2 years

ED/WOSB CERTIFICATION CHECKLIST

Financial Structure - Requirements are the same for all business structures

☐ 3 Years Corporate Financial statements, including:

☐ Profit and loss statement

☐ Balance sheet for last complete year of operation or length of time business has been in operation (for a new business that has been in operation for less than one year, include the opening balance sheet)

Submit copies of the following documents that are both currently active as well as any initiated within the three years prior to this application:

☐ Debt instruments

☐ Equipment rental and purchase agreements

☐ Real estate leases (if a home office, create a lease from owner to the business)

☐ 3 Years Corporate Tax Returns: including all schedules as reported (includes current and prior two years federal income tax returns for the business). For businesses less than three years old, substitute personal federal income tax returns for the appropriate number of years.

ED/WOSB CERTIFICATION CHECKLIST

Management Information - Requirements are the same for all business structures

- ☐ List of all owners and percentage of shares
- ☐ Submit copies of the following documents that are both currently active, as well as any initiated within the three years prior to this application:
 - ☐ Management/consulting agreements (agreements that influence the management and/or operations of the Applicant company)
 - ☐ Service agreements (agreements that influence the day-to-day operations, including the production and/or distribution of the Applicant's product or service)
 - ☐ Affiliate/subsidiary agreements (if the affiliate/subsidiary company is a WBE, please include a copy of the WBE certificate; otherwise, include only the agreement).

Personnel - Requirements are the same for all business structures

- ☐ List of all full- and part-time employees by name, position and length of service
- ☐ Itemized employee payroll for the month prior to submitting this application (NOTE: This refers only to internal employees, not those who might be leased to/from other companies)
- ☐ W-2s and/or 1099 forms from every officer, director or owner receiving compensation from the company for the most recent year.

ED/WOSB CERTIFICATION CHECKLIST

Corporation (C-Corp or S-Corp)

NOTE: The Following Documents Differ Per Business Structure

- ☐ Certificate of Incorporation
- ☐ Articles of Incorporation
- ☐ Minutes from shareholders' first organizational meeting and from first board of directors' meeting
- ☐ Minutes from the shareholders'/board of directors' meeting establishing current ownership
- ☐ Minutes from the most recent meeting of shareholders
- ☐ Minutes from most recent meeting of board of directors
- ☐ Corporation's Bylaws
- ☐ Buy/Sell Agreement (if there is one)
- ☐ Certificate from the Board Secretary certifying the names and titles of all current members of the board of directors
- ☐ Both sides of ALL stock certificates
- ☐ Stock transfer ledger
- ☐ Proof of stock purchase or equity investment for woman (women) owner (s)
- ☐ Voting agreements and other equity interests including stock options, warrants, buy/sell agreements and right of first refusal
- ☐ If an out-of-state corporation, proof of ability to conduct business (foreign entity registration)

ED/WOSB CERTIFICATION CHECKLIST

Limited Liability Corporation (LLC)

- ☐ Articles of Organization or Articles of Formation
- ☐ Certificate of Organization (for businesses in states that issue certificates)
- ☐ Operating Agreement and/or Member Agreement and/or LLC Regulations
- ☐ Member List with Titles
- ☐ Buy/Sell Agreement (if there is one)
- ☐ Proof of Equity Investment for Woman (Women) Owner(s)
- ☐ If an out of state LLC, Proof of Authority to do business in the State where application is made
- ☐ Schedule of Advances made to LLC by members for the preceding three years

ED/WOSB CERTIFICATION CHECKLIST

Sole Proprietor (not recommended – please form a company)

- ☐ Assumed Name Documents (DBA's)

Partnership

- ☐ Partnership Agreements
- ☐ Limited Partnership Certificate; if Applicant is a limited partnership, submit a certificate of existence and copy of the certificate of limited partnership issued by the state of formation
- ☐ Buy-Out Rights Agreement
- ☐ Profit Sharing Agreements
- ☐ Proof of capital investment by all partners

8(a) SMALL BUSINESS DEVELOPMENT PROGRAM

KEY QUALIFICATIONS:

- ☐ Economically Disadvantage
- ☐ Personal net worth is <\$750,000
- ☐ Adjusted gross income for three years avg is <\$350,00
- ☐ Total Assets <\$6million
- ☐ Be a small business
- ☐ Not already have participated in the 8(a) program
- ☐ 51% percent owned and controlled by U.S. citizens
- ☐ Have the owner manage day-to-day operations and also make long-term decisions
- ☐ Have all its principals demonstrate good character
 - ☐ No felonies, back taxes, default on SBA loans, etc.
- ☐ Show potential for success and be able to perform successfully on contracts
 - ☐ Steady revenue or growing revenue, no one client representing 70% of revenue, multiple clients



8(a) SMALL BUSINESS DEVELOPMENT PROGRAM

KEY QUALIFICATIONS:

- ☐ Socially Disadvantaged
 - ☐ Presumed Socially Disadvantaged
 - ☐ Black Americans
 - ☐ Hispanic Americans
 - ☐ Native Americans
 - ☐ Asian Pacific Americans
 - ☐ Subcontinent Asian Americans
 - ☐ Others may establish social disadvantage based on personal experiences of substantial and chronic social disadvantage in American society which is the result of a distinguishing feature (i.e., race, ethnic origin, gender, physical disability) that has contributed to the social disadvantage.
- ☐ Proof with Preponderance of Evidence
- ☐ Disability evidence by doctor and demonstration of chronic social disadvantage
- ☐ Sexual Harassment Court Case
- ☐ Racial discrimination on the job proven by HR case

WHICH CERTIFICATIONS ARE BEST

- ❖ Do I need more than one certification?
- ❖ The more the better, but not too many (time)
- ❖ Start with:
 - ❖ Federal: 1 or 2 Certs
 - ❖ State: DBE
 - ❖ City: main city
 - ❖ County: main county or the county you live in
 - ❖ Commercial: MBE or WBE

NO CERTIFICATIONS, NO PROBLEM

- ❖ I don't have any certifications, what can I do?
- ❖ There's only 3 things you need to win contracts
 - ❖ Have a business, get registered, submit proposal
 - ❖ On avg, businesses win 1 out of 22 proposals submitted
- ❖ Certifications speed the process and increase changes
- ❖ If you don't qualify or not ready to get certify:
- ❖ Teaming or subcontracting is your IMMEDIATE solution
 - ❖ 2 or more companies working together
 - ❖ 70% of projects require 2 or more companies to deliver the solution

PITFALLS TO AVOID

- ❖ Certification is not the “holy grail”
 - ❖ It’s a tool to open door (money will not fall from the skies)
- ❖ Pursuing too many certifications at one time (3 to 6 is good)
- ❖ Lying on your certification application (Avoid Jail)
- ❖ Using someone not involved in the business (e.g.: veteran sitting on the beach)
- ❖ Pass-through contracts (adding no value)
- ❖ 8a Pitfalls:
 - ❖ 2 year in business
 - ❖ No more than 70% of revenue from one client

REGISTERING TO BECOME A VENDOR

- ❖ Finding Your Industry Codes
- ❖ Registering for Federal Opportunities
- ❖ Registering for State Opportunities
- ❖ Registering for Local Opportunities
- ❖ Registering with Primes/Supplier Diversity Program



REGISTRATION IN SAM.gov

- ❖ Download (Step-by-Step Guide)
- ❖ Prepare your key info:
 - ❖ Business address (no PO Box or virtual office)
 - ❖ Key POC's, NAICS, PSC
 - ❖ Banking info
- ❖ Notarized Letter to appoint Administrator (provided by SAM.gov)
https://www.fsd.gov/fsd-gov/answer.do?sysparm_kbid=d2e67885db0d5f00b3257d321f96194b&sysparm_search=kb0013183
- ❖ Go to: www.SAM.gov
- ❖ NOTE: must have a DUNS# to register in SAM.gov

REGISTERING WITH STATE & LOCAL AGENCIES

- ❖ 50 States, over 3000 counties, over 35,000 cities
- ❖ To register to become a vendor:
- ❖ www.Google.com
- ❖ 2 search options:
 - ❖ “registering to be a vendor _____” (name of agency)
 - ❖ “doing business with _____” (name of agency)

(live demo)

REGISTERING WITH LARGE PRIMES

- ❖ How to find Prime/Large Contractors?
- ❖ SBA Subnet: https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm
- ❖ GSA List: <https://www.gsa.gov/acquisition/assistance-for-small-businesses/find-and-pursue-government-contracts/seek-opportunities/subcontracting-directory-for-small-businesses>
- ❖ DoD List: <https://business.defense.gov/Acquisition/Subcontracting/Subcontracting-For-Small-Business/>
- ❖ www.Google.com
- ❖ 2 search options:
 - ❖ “doing business with _____ (name of large company)”
 - ❖ “supplier diversity program _____ (name of large company)”

SECRETS to Winning Government Contracts Fast

Best Strategies to Start Winning Contracts Fast...

(and you may not even have to write complicated proposals)

- 1) Start with Micro-Purchases & SAP Opportunities
- 2) Become a Subcontractor to Large Primes
- 3) Go After Sole Source Contracts

Bonus Strategy 1: UNSOLICITED PROPOSALS

Bonus Strategy 2: BAA

Bonus Strategy 3: SBIR/STTR GRANTS

1) MICRO-PURCHASES & SAP OPPORTUNITIES

- ❖ Credit card purchases
- ❖ Micro-Purchases (<\$10K)
- ❖ SAP=Simplified Acquisition Procedure (<\$250K)



UTILIZING REVERSE-AUCTION SITES

❖ www.FedBid.com (Unison Global)

Live Demo

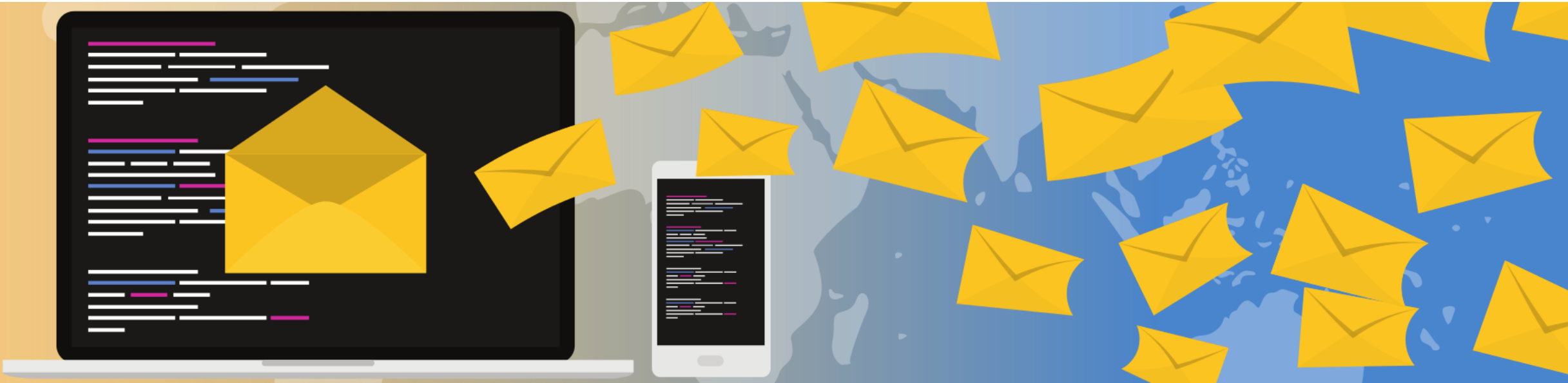
 The power of Unison.

**FedBid is now Unison
Marketplace.**

EMAIL CAMPAIGN: Micro-Purchases/SAP

❖ EMAIL TO TARGETED AGENCY BUYERS

- 1) Find your industry NAICS codes: www.census.gov/naics
- 2) Find your top agencies: www.fpds.gov | www.usaspending.gov
- 3) (Live Demo)



EMAIL CAMPAIGN: Micro-Purchases/SAP

SAMPLE EMAIL TEMPLATES

(In www.GovFastTrack.com)



2) Become a Subcontractor With Large Primes

- ❖ 70% of projects require more than one company doing the work
- ❖ Subcontracting with a Prime who has won a contract already
- ❖ Find a Teaming Partner who is experienced at winning
- ❖ Build trust & Add value to them
- ❖ Work in their shadow for a period of time
- ❖ Large Primes have Small Business Program (35% subcontracting rule)

2) SUBCONTRACTING/TEAMING FOR SUCCESS

- ❖ Live Demo:
 - ❖ How Tiffany got started
 - ❖ OSC Edge: 016262390
 - ❖ www.usaspending.gov
- www.fpds.gov
- https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm



2) Teaming/Mentor Protégé

- ❖ Presentation: Teaming/Mentor Protégé
- ❖ Live Demo:

Subcontractor Agreement (Template)

DOWNLOAD
TEMPLATE



Teaming Agreement (Template)

DOWNLOAD
TEMPLATE



3) GO AFTER SOLE SOURCE CONTRACTS

- ❖ Direct Award to One Company
- ❖ No Competition
- ❖ Price Negotiation (Ask for Their Budget)



HOW TO OBTAIN SOLE SOURCE CONTRACTS

OBTAIN CERTIFICATIONS: ONE FROM EACH LEVEL:

- ❖ FEDERAL (Choose: ED/WOSB, HUBZONE, SD/VOSB, 8a, Section 3)
- ❖ STATE (DBE)
- ❖ COUNTY (major county)
- ❖ CITY (main city in your area or the city your business is based)
- ❖ COMMERCIAL (MBE/WBE)
- ❖ (LIVE DEMO OF AGENCIES' SOLE SOURCE AUTHORITY)
- ❖ Google: “__(name of agency)_____ SOLE SOURCE”

SOLE SOURCE CONTRACTS

Justification of Acquisition & Approval for Less than Full and Open Competition (FAR Part 6)

SOLE SOURCE: WHAT IS J & A?

- Acronym stands for “Justification And Approval For Other Than Full And Open Competition”.
- A legal document required under FAR Part 6.3 for “contracting without providing for full and open competition”.
- It provides authority to the contracting officer to award a contract without full & open competition.
- AFARS Part 53.9005 provides format for a Justification And Approval For Other Than Full And Open Competition.
- **J&As not necessary for 8(a) direct matches.**

SOLE SOURCE: TYPES OF J & A

- Sole source – award of a single contract to one contractor.
- Limited competition – award of a single contract based upon restricted competition.
- Class – award of multiple contracts for a particular program using one J&A.

WHO HAS SOLE SOURCE AUTHORITY

\$1 to \$10,000 (Micro Purchases)

No Competition Required

\$10,001 to \$250,000 (Simplified Procedures)

Procuring Contracting Officer/Acquisition
Documentation in lieu of a J&A

\$250,001 to \$750,000

Procuring Contracting Officer

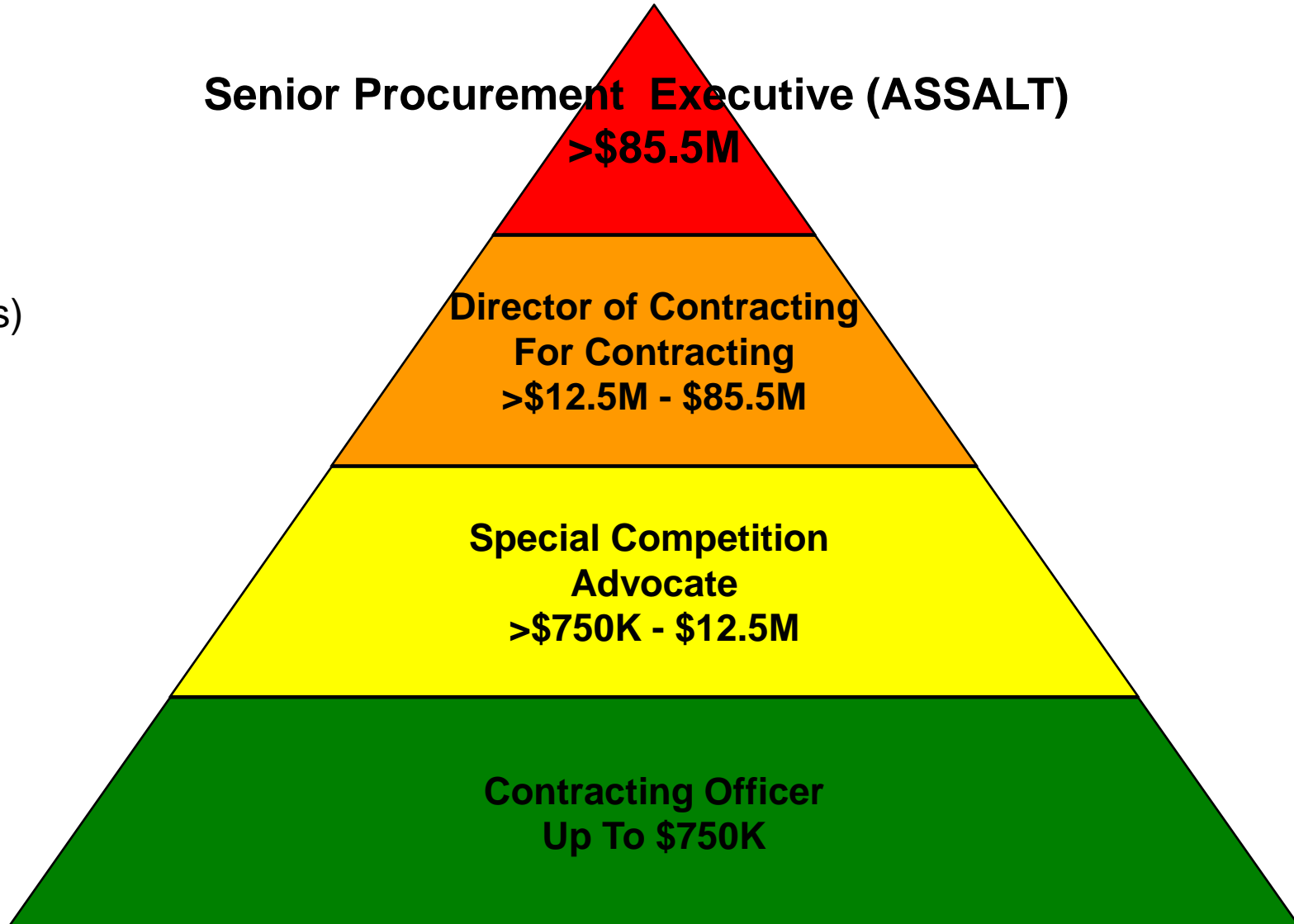
Senior Procurement Executive (ASSALT)

>\$85.5M

**Director of Contracting
For Contracting
>\$12.5M - \$85.5M**

**Special Competition
Advocate
>\$750K - \$12.5M**

**Contracting Officer
Up To \$750K**



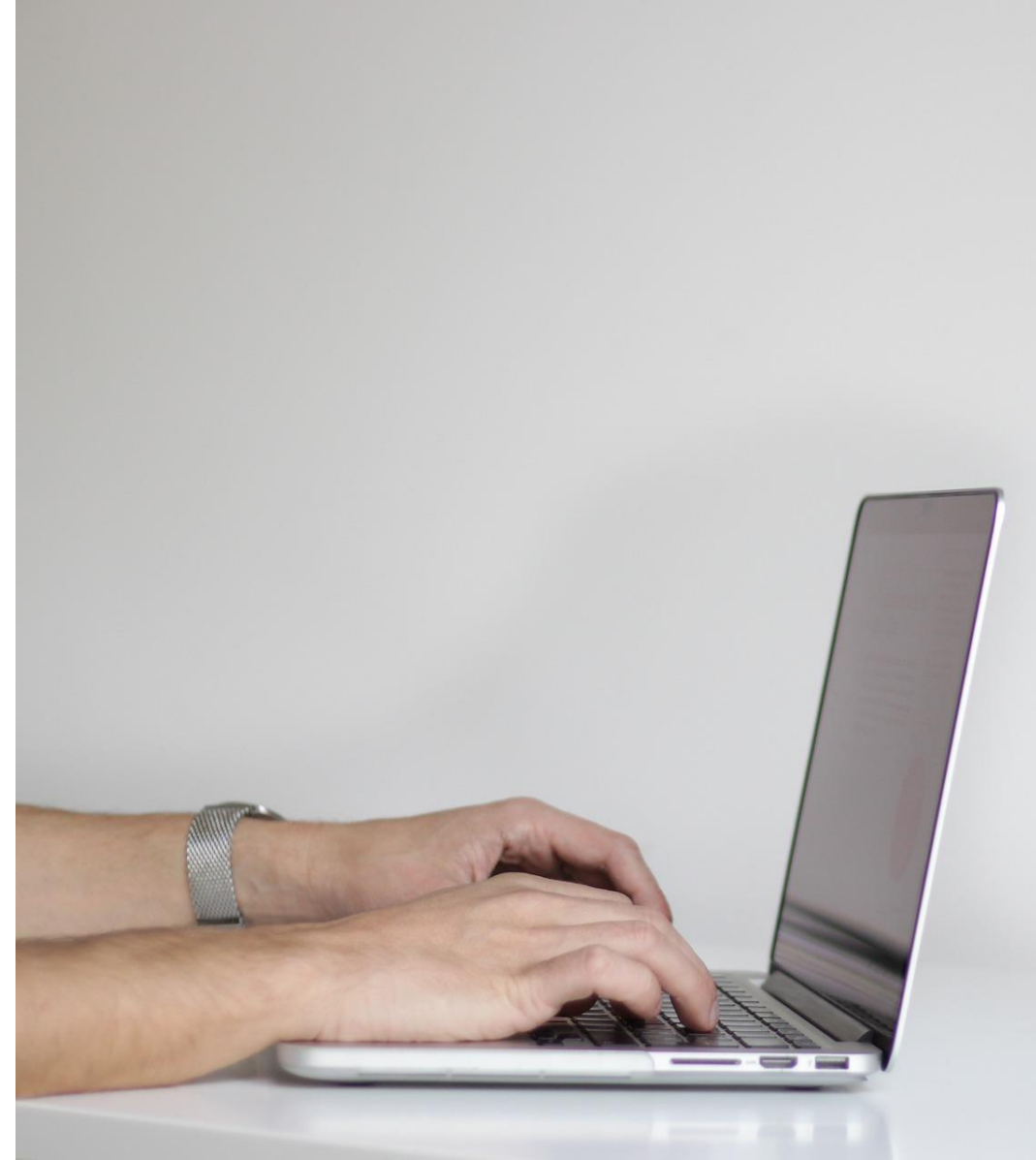
SOLE SOURCE JUSTIFICATION

- Procurements for property or services shall be obtained through full and open competition... Exceptions:
- | <u>FAR</u> | <u>Description</u> | <u>FAR</u> |
|------------|------------------------------------|----------------------|
| • 6.302-1 | Only one responsible source | 5.202(a)(8)* |
| • 6.302-2 | Unusual and compelling urgency | 5.202(a)(2) |
| • 6.302-3 | Industrial mobilization | 5.202(a)(10) or (14) |
| • 6.302-4 | International agreement | 5.202(a)(3) |
| • 6.302-5 | Authorized or required by statute | 5.202(a)(10) |
| • 6.302-6 | National security | 5.202(a)(1) |
| • 6.302-7 | Public interest | 5.202(a)(10) |

*(Unique unsolicited proposal w/proprietary data)

BONUS STRATEGY 1: UNSOLICITED PROPOSALS

- ❖ Simple proposal (4 pages)
- ❖ Direct Award (Sole Source)
- ❖ No Competition
- ❖ Potential for Higher Profit
- ❖ (not meant for marketing your services/products)



UNSOLICITED PROPOSALS REGULATION

- ❖ FAR: Subpart 15.6 - Unsolicited Proposals
 - ❖ <https://www.acquisition.gov/content/subpart-156-unsolicited-proposals>
- ❖ 15.602 Policy.
- ❖ It is the policy of the Government to encourage the submission of new and innovative ideas in response to Broad Agency Announcements, Small Business Innovation Research topics, Small Business Technology Transfer Research topics, Program Research and Development Announcements, or any other Government-initiated solicitation or program.
- ❖ When the new and innovative ideas do not fall under topic areas publicized under those programs or techniques, the ideas may be submitted as unsolicited proposals.

Unsolicited Proposals vs. Solicited Proposals

What is the Difference Between Solicited and Unsolicited Proposals?

- ❖ Unsolicited proposals are initiated by you
- ❖ Your organization proposes something to the government, not in response to a formal agency solicitation. (RFP, RFQ, IFB, ETC.)

UNSOLICITED PROPOSALS PROCESS

How does Unsolicited Proposals work:

- ❖ Identify a problem that an agency may have
- ❖ Match it with a unique solution which you have or can develop
- ❖ Preliminary Project Proposals (reach out to agency)
- ❖ Write an unsolicited proposal
- ❖ Submit unsolicited proposal to proper authority
- ❖ Meeting to discuss problem/solution
- ❖ Negotiate price
- ❖ Deliver your solution
- ❖ Get Paid

PRELIMINARY PROPOSAL

A preliminary proposal contains the following project information:
(less than 4 pages)

1. Type of Work Proposed. Provide a short synopsis of the project.
2. Technical Approach. Describe the scope of the work including methodology as well as personnel requirements.
3. Unique and innovative nature of the work. Explain the uniqueness of the project or the innovative approach to be undertaken.
4. Relation to agency goals. Identify which goals the proposal supports and the proposal's relation to these goals.
5. Budget. Submit the budget amount proposed and relate the amount to the Technical Approach described in number 2 above.
6. Performance. State the period of performance and expected outcomes.

LETTER PROPOSAL

A letter proposal is usually made up of seven components:

1. Summary
 - Self-identification
 - Organizational uniqueness
 - Sponsor expectation
 - Budget request
 - Project benefit
2. Sponsor Appeal
3. Problem
4. Solution
5. Capabilities
6. Budget
7. Closing

BONUS STRATEGY 2: BAA

BROAD AGENCY ANNOUNCEMENTS

- ❖ FAR 35.016 and 6.102(d)(2)
- ❖ <https://www.acquisition.gov/content/35016-broad-agency-announcement>
- ❖ The Broad Agency Announcement (BAA) is a contracting method used by government agencies to solicit proposals from outside groups for certain research and development.
- ❖ The agency will then select proposals to fund as contracts or grants. BAAs are broad in their subject matter and focus on advancing science rather than acquiring specific products, which are instead covered under a Request for proposals

HOW BAA's WORK

- ❖ Agency will put out a notification with high level requirements
- ❖ Contractor will respond with “White Paper” or a proposal
- ❖ Proposals submitted in response to a BAA announcement that are selected for award are considered to be the result of full and open competition and are in full compliance with the provisions of Public Law 98-369, "The Competition in Contracting Act of 1984."

HOW TO FIND BAA

- ❖ www.FBO.gov ---- (www.beta.sam.gov)
- ❖ Advanced search.... “BAA” or “Broad Agency Announcement”



BONUS STRATEGY 3: SBIR/STTR GRANTS

WHAT ARE: SBIR/STTR GRANTS

- ❖ SBIR = Small Business Innovation Research
- ❖ STTR = Small Business Technology Transfer
- ❖ Most grants are for non-profits
- ❖ These grants are for 'for-profit' OR commercialization of new tech/solutions
- ❖ 3.2% of agency budget in fiscal year

WHAT ARE: SBIR/STTR GRANTS

- ❖ Federal Government program
- ❖ Coordinated by the Small Business Administration (SBA)
- ❖ To help certain small businesses conduct research and development (R&D)
- ❖ Funding takes the form of contracts or grants
- ❖ The recipient projects must have the potential for commercialization and must meet specific U.S. government R&D needs
- ❖ "small business" is defined as a for-profit business with fewer than 500 employees
- ❖ owned by one or more individuals who are citizens of, or permanent resident aliens in, the United States of America

SBIR/STTR GRANTS

- ❖ 11 Agencies participate in the SBIR program
- ❖ only 5 participate in STTR
- ❖ Approximately \$2.5 billion is awarded through these programs each year
- ❖ Department of Defense (DoD) is the largest with approximately \$1 billion
- ❖ Over half the awards from the DoD are to firms with fewer than 25 people and a third to firms of fewer than 10
- ❖ 20% are minority or women-owned businesses
- ❖ 25% of the companies receiving grants are receiving them for the first-time

DIFFERENCE BETWEEN SBIR/STTR GRANTS

- ❖ STTR project requires the small business – which is always the applicant – to be teamed with a non-profit research institution, typically a university or Federal Laboratory.
- ❖ The second difference is that the STTR program is focused on the transfer of technology from the Research Institution to the small business and ultimately to the marketplace through a Phase 1-2-3 sequence.
- ❖ 60% of the research effort for an STTR project can be subcontracted, whereas there is a 33% limit on Phase I SBIR subcontracting

SBIR GRANTS

3 PHASES:

- ❖ Phase I, the startup phase, makes awards of "up to \$150,000 for approximately 6 months support [for] exploration of the technical merit or feasibility of an idea or technology."
- ❖ Phase II awards grants of "up to \$1 million, for as many as 2 years," in order to facilitate expansion of Phase I results. Research and development work is performed and the developer evaluates the potential for commercialization.
- ❖ Phase III is intended to be the time when innovation moves from the laboratory into the marketplace. No additional SBIR set-aside funds may be awarded for Phase III. "The small business must find funding in the private sector or other non-SBIR federal agency funding."
- ❖ The company owns the intellectual property and all commercialization rights.
- ❖ Notable companies: Symantec, Qualcomm, Da Vinci Surgical System, Jawbone, Lift Labs, Natel Energy and iRobot received early-stage funding from this program.

HOW TO GET STARTED WITH SBIR/STTR GRANTS

❖ SEARCH FOR RELEASES OF UPCOMING NEEDS:

❖ <https://www.sbir.gov/>

❖ DoD SBIR

❖ <https://www.acq.osd.mil/osbp/sbir/>



U.S. Department of Defense
SMALL BUSINESS INNOVATION RESEARCH
SMALL BUSINESS TECHNOLOGY TRANSFER

BONUS STRATEGY 4: OTAs

WHAT ARE: OTAs = Other Transaction Agreements

- ❖ An Other Transaction Agreement (OTA) is an acquisition instrument which allows agencies to enter into transactions “other than” standard Government contracts, grants and cooperative agreements.
- ❖ OTA is a cost-effective and collaborative acquisition alternative to the FAR
- ❖ [10 U.S. Code § 2371b](#) provides authority to the Department of Defense to carry out certain prototype projects.
- ❖ [A brief statutory timeline](#), providing OTA legislative history leading up to 10 U.S. Code § 2371b, is available.

BONUS STRATEGY 4: OTAs

WHAT ARE: OTAs = Other Transaction Agreements

- ❖ It is a legally binding instrument
- ❖ It is similar to a commercial-sector contract
- ❖ Simplifies the path to doing business with federal government
- ❖ Projects under \$50M generally can be obligated and awarded within 90 days
- ❖ Open to large and small businesses and academic institutions
- ❖ Seamless transition from prototype into production
- ❖ Promotes public/private collaboration
- ❖ Flexibility in crafting Intellectual Property provisions

BONUS STRATEGY 4: OTAs

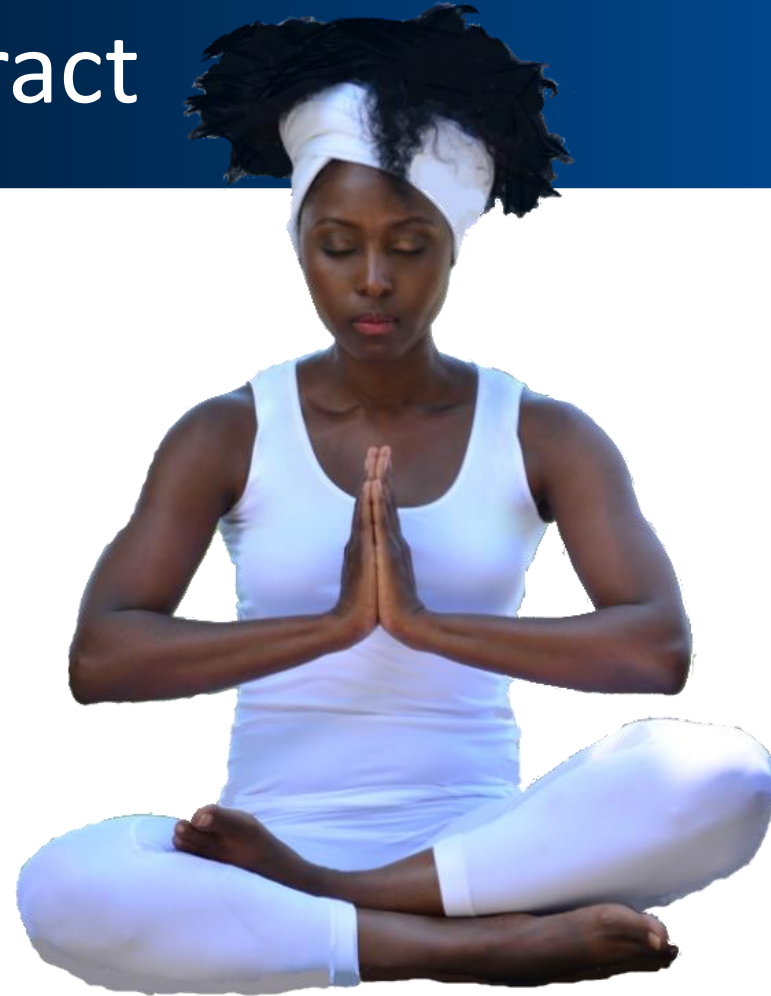
WHAT ARE: OTAs = Other Transaction Agreements

- ❖ It is NOT a standard procurement contract, grant or cooperative agreement
- ❖ It is NOT subject to many provisions of the Federal Acquisition Regulation (FAR)
- ❖ Project awards CANNOT be protested

How Bonita Won Her First Contract



CASE STUDY



“Since I live in South Carolina, I started the GCA coaching program virtually through web meetings. In less than 4 months I was able to win a contract for \$24,500. I won a second project for \$229,000.”

- Bonita

YOUR NEXT STEPS

- ❖ Start Building Your Capture Team
- ❖ Focus on Building Past Performance
- ❖ Join a Tribe
 - ❖ Andrea shares her story
- ❖ Doing it by yourself
 - ❖ Carletta wins \$1million contract
- ❖ Get into the Capture Management Program



BUILD YOUR CAPTURE TEAM

Start Building Your Capture Team

2 Key People:
Capture Manager
www.govassociation.org

Proposal Writer
www.apmp.org



BUILD YOUR PAST PERFORMANCE

- ❖ Don't focus on the size of contract
- ❖ Profit margin is secondary
- ❖ Small wins for now... to build foundation for long term gain



JOINING A TRIBE

- ❖ Find a Tribe: You need to belong to a community
 - ❖ Learn a new language
 - ❖ Understand the government **CULT**ure
- ❖ Start with www.GovAssociation.org/join
 - ❖ Bidmatching platform
 - ❖ Weekly classes
 - ❖ Networking events
- ❖ SBA/PTAC/SBDC/GSA



CASE STUDY: Andrea With Power House Pest Control



❖ Andrea found a tribe and started by coming to classes

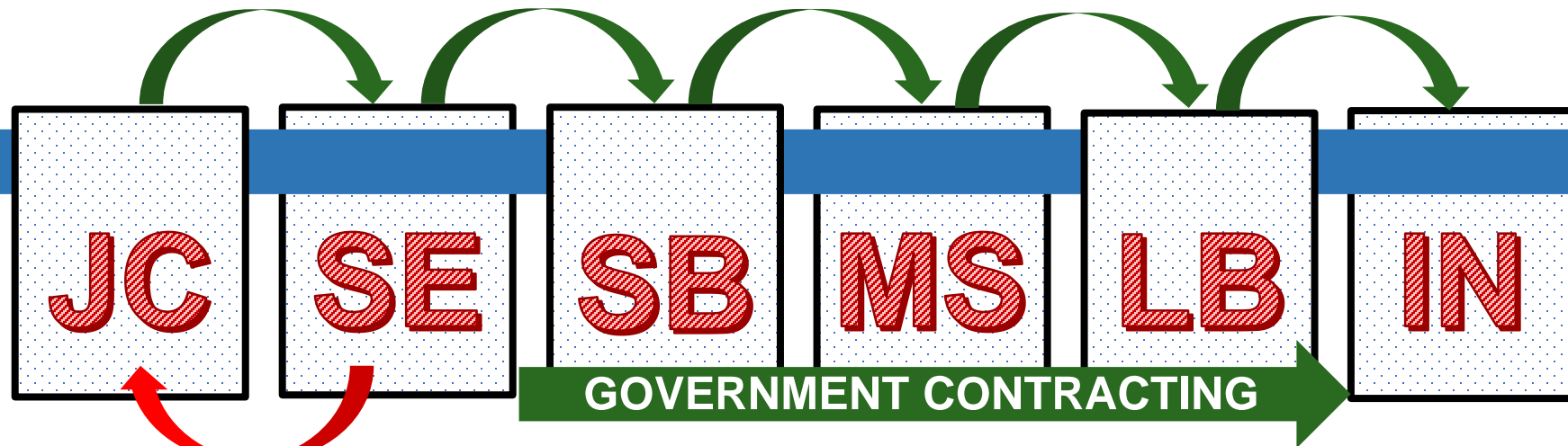
(Watch her story)

<https://youtu.be/DA-5zIKwvBc>



Power House
Termite and Pest Control

DOING IT BY YOURSELF (Entrepreneur's Journey)



Job/Career
Training
Prep

Self
Employed
Solopreneur

Small Biz
Team
Partners

Mid-sized
Staff
Infrastructure

Large Biz
Organization
Systems

Investor
Money
works 4 u

Employer
Dependent

Self
Dependent

Team
Dependent

Staff
Dependent

Systems
Dependent

Money
Dependent

DOING IT BY YOURSELF

- ❖ If you're the type that likes to figure it out on your own...
- ❖ You'll need the right tools...

- ❖ www.GovFastTrack.com

- ❖ Step-by-step guide

(Live Demo)



CASE STUDY: Carletta Wins \$1 Million Contract

- ❖ Carletta used the GovFastTrack software
(watch her share about her first contract)

<https://youtu.be/JWbkW3wYHhs>



Get Into an Accelerator Coaching Program

- ❖ GovAccelerator Program
- ❖ Coaching program
- ❖ Apply to Get Accepted
- ❖ Only 20 companies accepted (1 per niche market)
- ❖ Goal: 10-X your investment
- ❖ Book a 55 minute session
- ❖ www.govaccelerator.com



CASE STUDY: Dr. Carlos Wins \$900K Project

❖ Dr. Carlos with New Dimension Pharmacy

(Watch his story)

<https://youtu.be/Ud8sl9061Zo>



New Dimension
Pharmacy and Compounding Center

FINAL THOUGHTS: OVERCOMING CHALLENGES

❖ Why Businesses Don't Win Contracts?

❖ Take Action...Alley Cat Story



WHY BUSINESSES DON'T WIN CONTRACTS



- ❖ It's not **IF**... It's **WHEN** you win a contract
- ❖ Most business owners quit before they win
- ❖ Don't take time to learn (new culture/language)
- ❖ Failure to build relationships (teaming)
- ❖ Don't bid on projects (can't win if you don't submit)
- ❖ Don't Invest in Themselves or Business

WHY BUSINESSES DON'T WIN CONTRACTS

- Lots of Opportunities in the government market
- Not enough participation
- CHALLENGES:
 - Lots of red tape & regulations
 - Don't speak Governese
 - Takes a long time (36 months)
 - Don't know where to start
 - Not sure how to build relationships
 - It's a different culture



OVERCOMING CHALLENGES...

- ❑ Lots of red tape & regulations
- ❑ Don't speak Governese
- ❑ Takes a long time (36 months)
- ❑ Don't know where to start
- ❑ Not sure how to build relationships
- ❑ It's a different culture

Read the F.A.R. – Educate yourself
Get a translator/interpreter
GovAccelerator Coaching
Get the GovFastTrack Software
Create your Dream 100 List
Immerse yourself - Join a Tribe

**Most IMPORTANTLY,
INVEST in yourself...**

TAKE ACTION... Purr your way to contracts

- ❖ You can't win, if you don't start...
- ❖ The Alley Cat & the House Cats





CERTIFIED CAPTURE MANAGER PROGRAM

www.CaptureManagement.org

WHAT IS A CAPTURE MANAGER

- A capture manager must ensure that things move smoothly from prospecting to proposal to closing. The capture manager plans the pursuit, sources out the opportunities, evaluates the likelihood of success, supports the marketing team, engages key teaming partners, fosters winning relationships, facilitates the proposal strategy, guides the development of the pricing strategy, closes the deal and turns the win to the fulfillment team to perform on the contract.
- Similar to the commercial market, they act as the business development and relationship manager. The key difference is that government contracting usually has a longer buying cycle and requires a capture plan, thus the title: Capture Manager.
- The capture manager manages a team made of multiple disciplines, called the capture team. This includes the marketing team, sales team, pricing/cost estimation team, proposal team, fulfillment team, compliance team, legal team and other such groups.

CAPTURE MANAGEMENT PROGRAM

- GCA has developed a curriculum to help business owners and contracting professionals to become a Certified Capture Manager (CCM™)
- It is a 12-week immersive program that equips the participants with technical training and soft skills training.
- The goal of the program:
- Equip you the technical knowledge on winning government contracts

BECOME A CAPTURE PROFESSIONAL

- The Certified Capture Manager (CCM™) Certification Program is a professional designation assigned for individuals who have successfully completed a rigorous contracting training curriculum and have proficiently pass the CMBOK exam.



WHY SHOULD I GET CCM CERTIFIED

- We've been discussing Business Certifications
- But obtaining your business certification won't win you contracts
- You have to know how to use your business certifications to win contracts
- ALSO...
- Distinguish yourself among your peers
- Help your company win more gov't contracts
- Expand your knowledge
- Adhere to professional standards/conducts
- Gain an edge on your competitors
- Potential to increase your income (If you're a salesperson)



AVERAGE SALARY...

Capture Manager Salaries

61 Salaries Updated Jun 25, 2019

Industries



Company Sizes

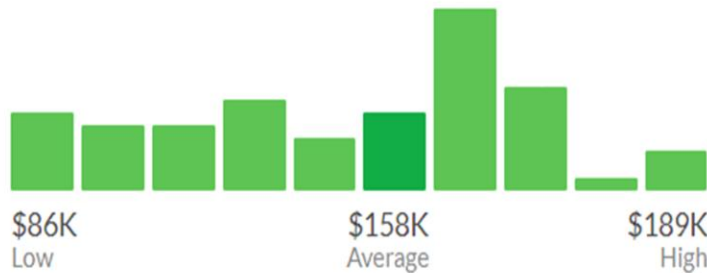


Years of Experience



Average Base Pay

\$158,072 /yr



Sales Person Salaries

120 Salaries Updated Jun 7, 2019

Industries



Company Sizes



Years of Experience



i To filter salaries for Sales Person, [Sign In](#) or [Register](#).

Average Base Pay

\$40,302 /yr



WHAT YOU WILL RECEIVE

- 12 weeks of instructor led training (virtual/online classes)
- 120 hours of curriculum, training, and support
- www.GovFastTrack.com software
- GovLMS - Learning Management System (self-study online course with exam questions)
- www.GovUniversity.org (online video course)
- www.GovTrainingVault.com (video library of classes and lessons)



WHAT YOU WILL RECEIVE

- Practice Test Portal (Classmarker.com practice tests portal)
- 1 Day Bootcamp
- CMBOK = Capture Management Body of Knowledge training material
- CMBOK Exam (must score 80+ to obtain CCM™ Certificate)
- CCM™ Professional Certification upon passing exam
- Connections and Network with other professionals
- Business coach (to support, review assignments for accuracies, and accountability)
- www.CaptureManagement.org



CERTIFIED CAPTURE MANAGER (CCM™) TRAINING

12-Week Curriculum Schedule



WEEK – 1 INTRODUCTION

CM00A Lesson 1: Overview of CCM Program

CM00A.1	CCM Program Overview and Course Syllabus
CM00A.2	Getting to Know Each Other
CM00A.3	Intro to Government Contracting / Do You Speak Governese
CM00A.4	5 P's Success Formula: P+P+P+P = P
CM00A.5	What You Will Receive (CCM Certification)
CM00A.6	GovFastTrack Setup & Software Training
CM00A.7	<u>GovLMS</u> Setup & Software Training
CM00A.8	Choose Study Partner(s) & Set up Study Time

WEEK – 2: PREPARATION PHASE

CM00B Lesson 2: Assessment – Assessing Your Current Situation

CM00B.1	Getting Started in the Government Market
CM00B.2	Business Infrastructure
CM00B.3	Business Development
CM00B.4	Other Business Considerations
CM00B.5	Personal Development

CM00C Lesson 3: Strategy – Creating a Strategic Plan

CM00C.1	Establishing a Short-term Government Contracting Plan
CM00C.2	Establishing a Long-term Government Contracting Plan
CM00C.3	Getting Your Finances in Order/Raising Capital
CM00C.4	Other Strategy Considerations (Exit Plan: Legacy & M&A)

OBTAIN YOUR CCM CERTIFICATION

GOVERNMENT CONTRACTORS ASSOCIATION

This certifies that

YOUR NAME, CCM™

has successfully completed and met all the requirements of the CCM Professional Certification Program and is hereby bestowed the credential,

CERTIFIED CAPTURE MANAGER

In testimony whereof, I have ascribed my signature.

Member since July 6, 2019




Abraham Xiong – National President



CCM Requirements...

- We don't accept everyone
- Must have propensity to succeed
- Commit to attending the program for 12 weeks
- Set aside 10 hours each week
 - 2 hrs Weekly Class Time
 - 2 hrs Study Group: Participate in a study group to review, discuss, or/and do class assignments
 - 6 hrs of Individual Homework Assignments

HOW TO ENROLL...

- **\$5,000 Investment for the CCM Program**
- Payment plans are available (based on need)
- **ENROLL:**
- **404-955-8080**
- **info@govcontractors.org**
- **Do it online:**
www.CaptureManagement.org

SCHOLARSHIP...

- **MYRA SMITH CISSE – MEMORIAL SCHOLARSHIP**
- **\$5,000 SCHOLARSHIP for the CCM Program**
- Must demonstrate need
- Must be a GCA member

- **For consideration:**
- **404-955-8080**
- **info@govcontractors.org**

BONUS FOR STAYING TO THE END...

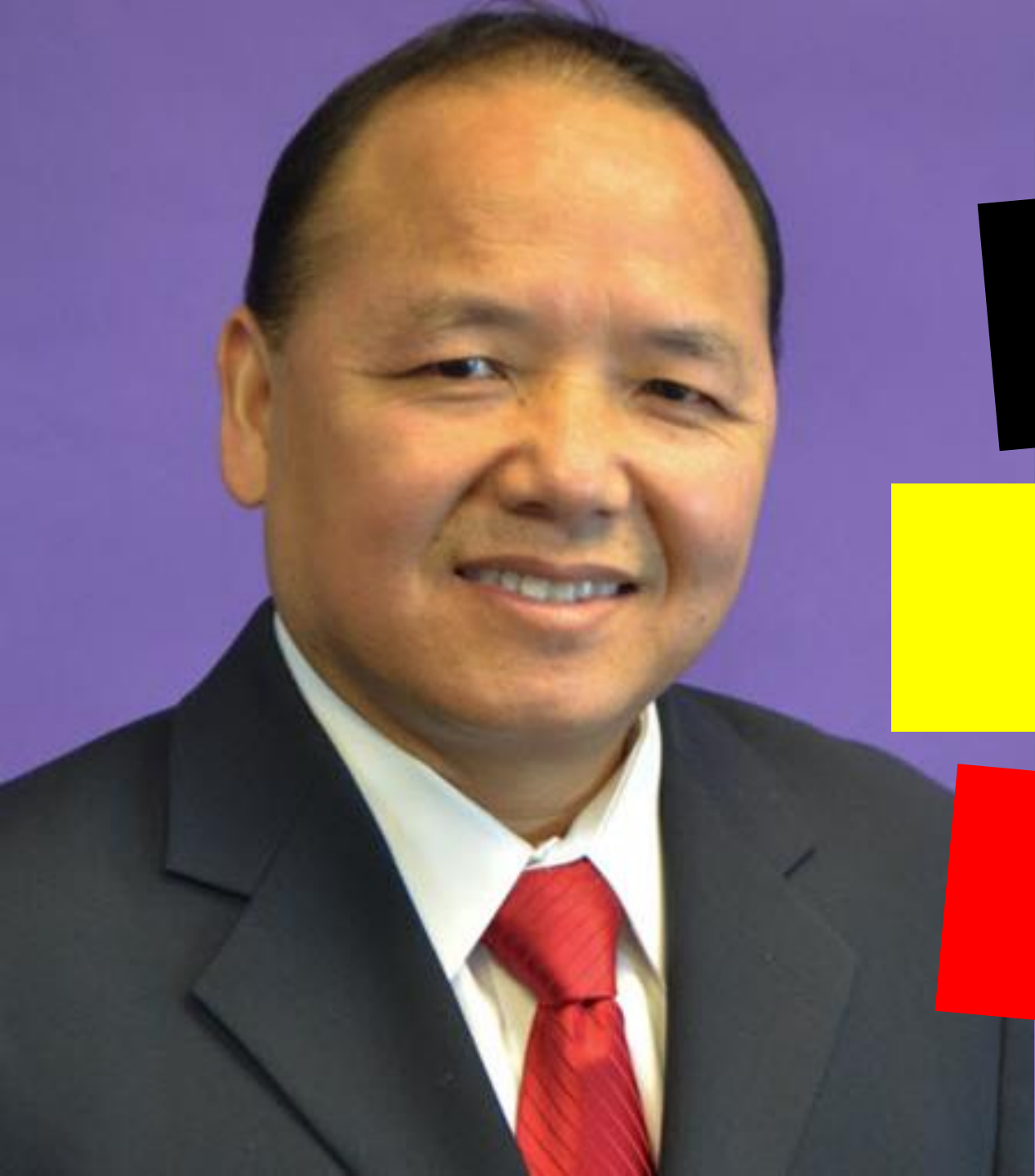
- ❖ Free eBook: Certified Business Advantage
(USE THIS LINK TO DOWNLOAD)
- ❖ www.govassociation.org/certificationebook

BONUS - READ THIS ARTICLE

“THE FATHER OF THE 8(a) PROGRAM”
THE MAN RESPONSIBLE FOR MORE BLACK MILLIONAIRES

<https://www.linkedin.com/pulse/man-responsible-more-black-millionaires-abraham-xiong/?trackingId=Dnwfzs3DV7wvF%2FY6Bt5prg%3D%3D>





TIME

TO TAKE

ACTION