

EXPANDING YOUR BUSINESS

**From the
Commercial Market
to the Government
Market**



Collaboration to Support Businesses

- HireGround



- &

- Government Contractors Association



GCA IS HERE TO HELP!



**GOVERNMENT
CONTRACTORS
ASSOCIATION**

EDUCATE, FACILITATE, ADVOCATE

EDUCATE: to impart knowledge

FACILITATE: to make easier

ADVOCATE: to provide support

ABOUT YOUR INSTRUCTOR



Abraham Xiong

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

IN THE LAST RECESSION:

- Visionary Services, Inc.
- www.visionaryservices.net

“My company was able to grow because of the GCA team. They helped me build my business infrastructure, (from website development to contract management.) Recently, I won a **\$3.1** million dollar contract.”

- Tasha



WHAT YOU'LL LEARN

How to **“INVEST IN YOURSELF”** And Expand Your Business into the Gov’t Market

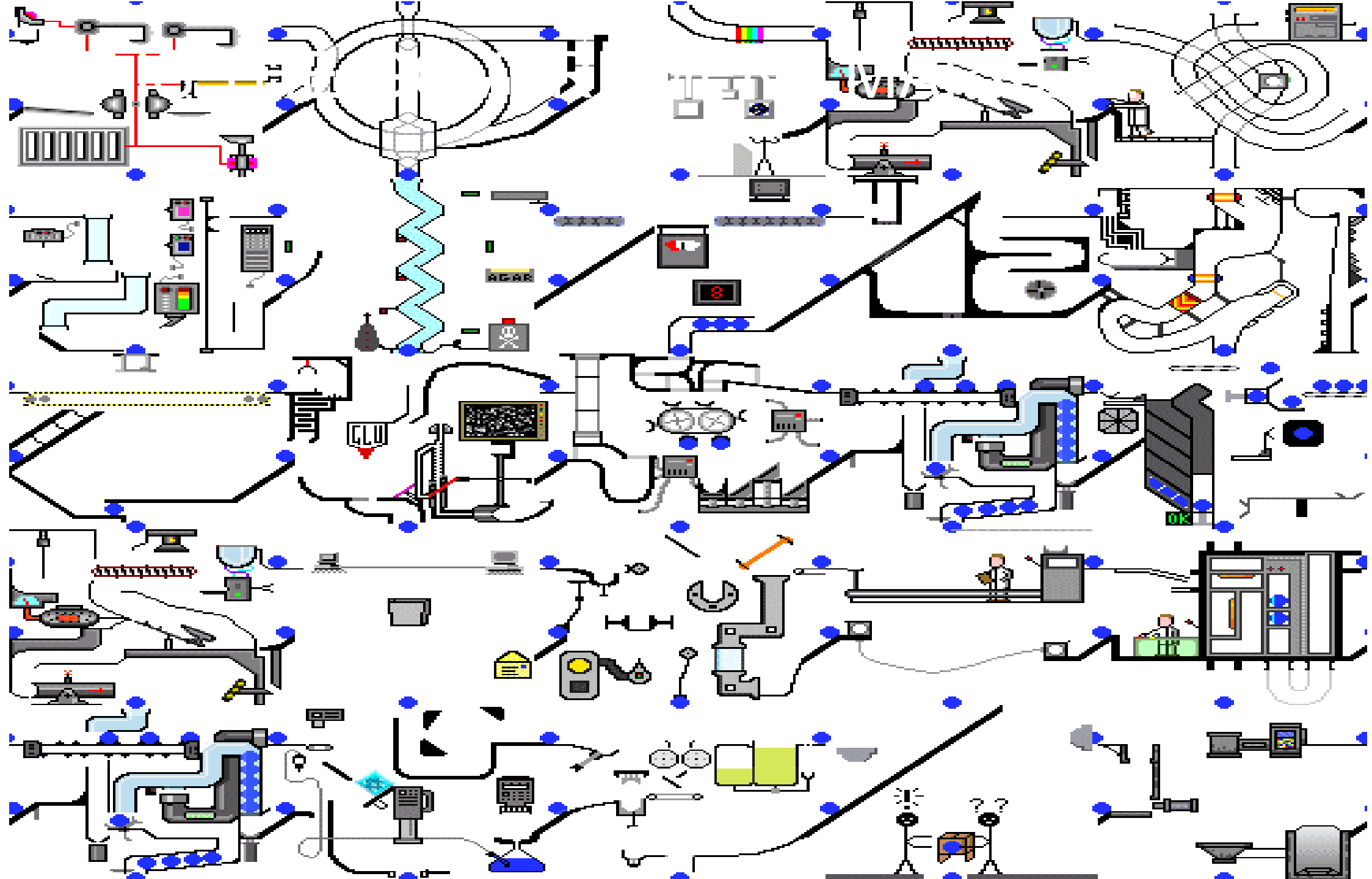


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Why Government Contracting





WHY?



Having access to: **\$500,000,000,000**

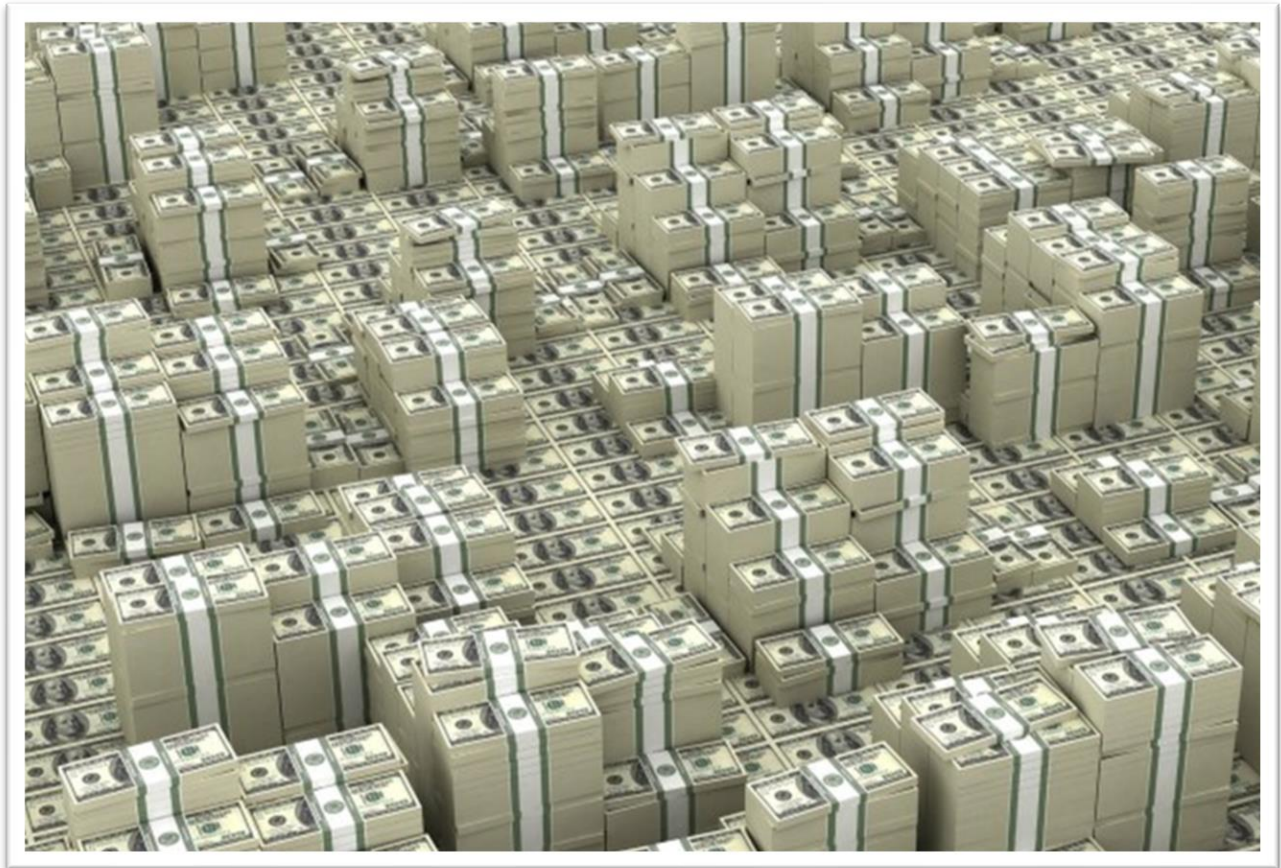
That is what is awarded annually to the Private Sector

\$1.3 billion each day

\$57 million each hour

\$950,000 each minute

\$15,000 each second



AWARDED TO PRIVATE SECTOR

Contracts: 2,482,980

Avg. Value: \$180,000

Contractors: 600,000

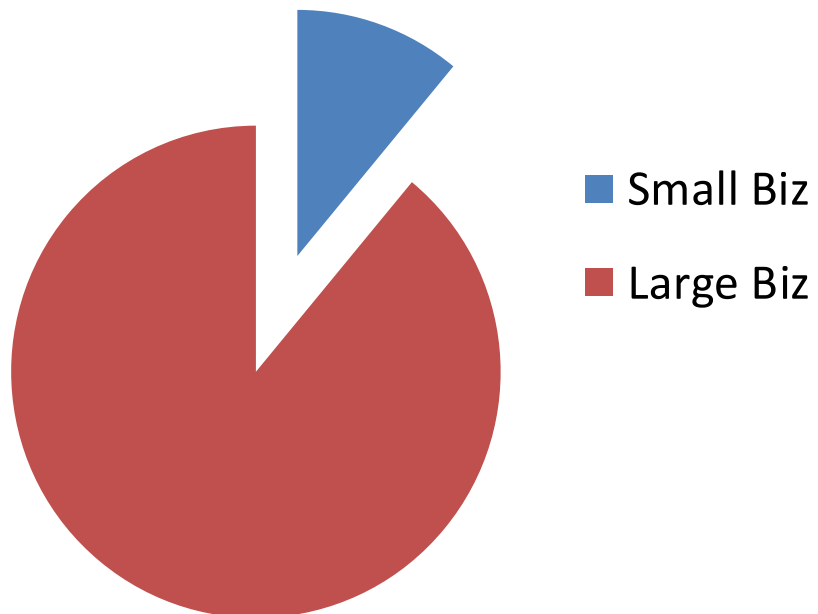


SMALL BUSINESSES

Small Businesses are not getting their share
99.7% of the businesses are small businesses

(SBA size standards)

- ❑ \$100 billion out of \$500 billion total
- ❑ **20%** are awarded to small businesses



WOMAN OWNED BUSINESSES

Women are not getting their share

41% of businesses are Women Owned (BusinessWeek.com)

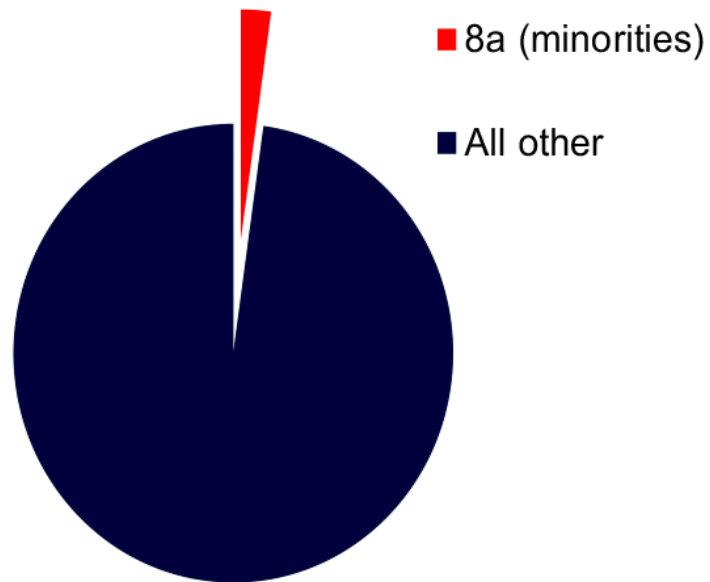
- 38,000 Registered in the SAM.gov
- \$20 billion awarded (out of \$500 B)
- 4% Federal dollars went to WOSB
- Goal of 5%



MINORITY OWNED BUSINESSES

Minorities are not getting their share
35% of the US population are minorities

- \$25 billion dollars out of \$500 billion
- **5%** are awarded to 8(a) companies



COMPARISON

Large Companies

vs.

All Small Business

won \$236 B
(Top 100 companies)

won \$100 billion
(123,000 certified Small Biz)

47% of all Federal \$

20% of all Federal \$

Huge Disparity:

Top 100 large companies verses all the small businesses

COMPARISON

Lockheed Martin

won \$35 billion+
(one company)

7% of all Federal \$



vs.

8a Companies

won \$25 billion
(6,700 companies)

5% of all Federal \$



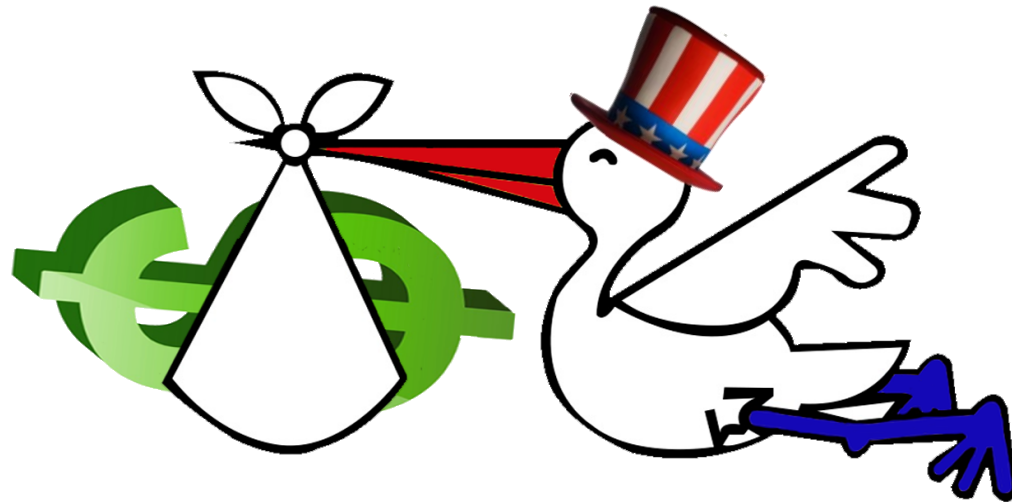
WHAT YOU'LL LEARN

What we teach are the techniques
for you to duplicate our members
& client's success...
in a fraction of the time.



What is significant about April 19th, 1775?

- “Shot heard around the world”
- Lexington, Mass
- Government Contracting was born!



GOVERNMENT PRESENCE

85,000 government entities in the US:

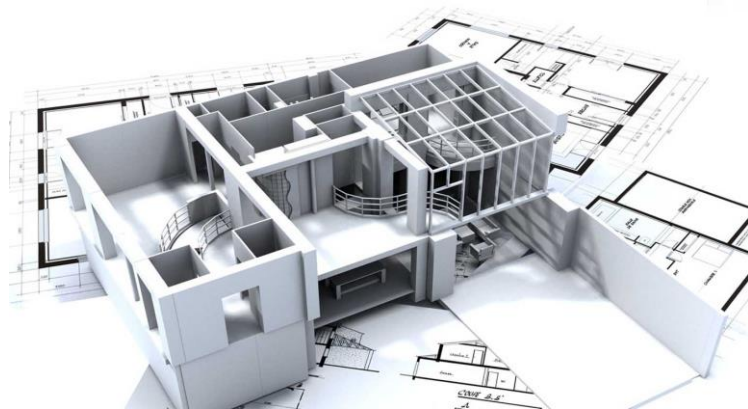
- 1 federal, 24 federal depts., 100+ sub-agencies,
- 50 states
- 3042 counties,
- 35,963 cities and townships
- 14,566 districts,
- 31,131 special districts,
- 5 US territories



**I WANT
YOU
TO TAKE
MY
MONEY**

LOTS OF OPPORTUNITIES

- World's largest customer
- Open to any business
- Buys virtually everything

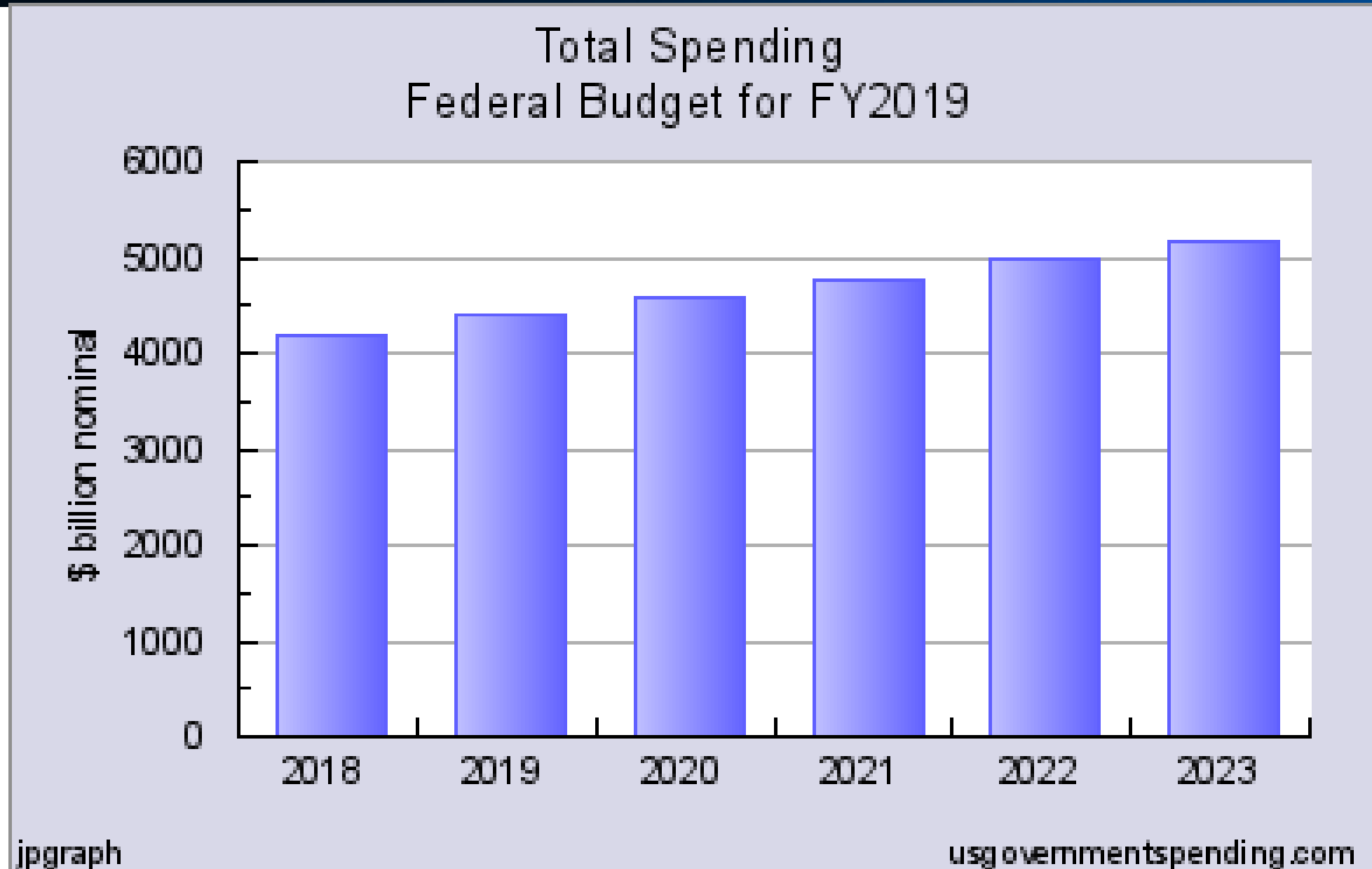


HUGE BUDGET

- All gov't Budget: \$6+ Trillion (Fed/State/Local)
- Federal Budget: \$4.5 + Trillion
- Checks never bounce
 - Why...?
 - Print Money
 - Raise Taxes
 - Borrow Money



PROJECTED GROWTH



IT INDUSTRY

Information Tech:	\$32 Billion
Contracts:	107,000
Avg. Value:	\$299,000



JANITORIAL/FACILITIES SUPPORT

Janitorial / Facilities:	\$19.6 Billion
Contracts:	41,100
Avg. Value:	\$446,000



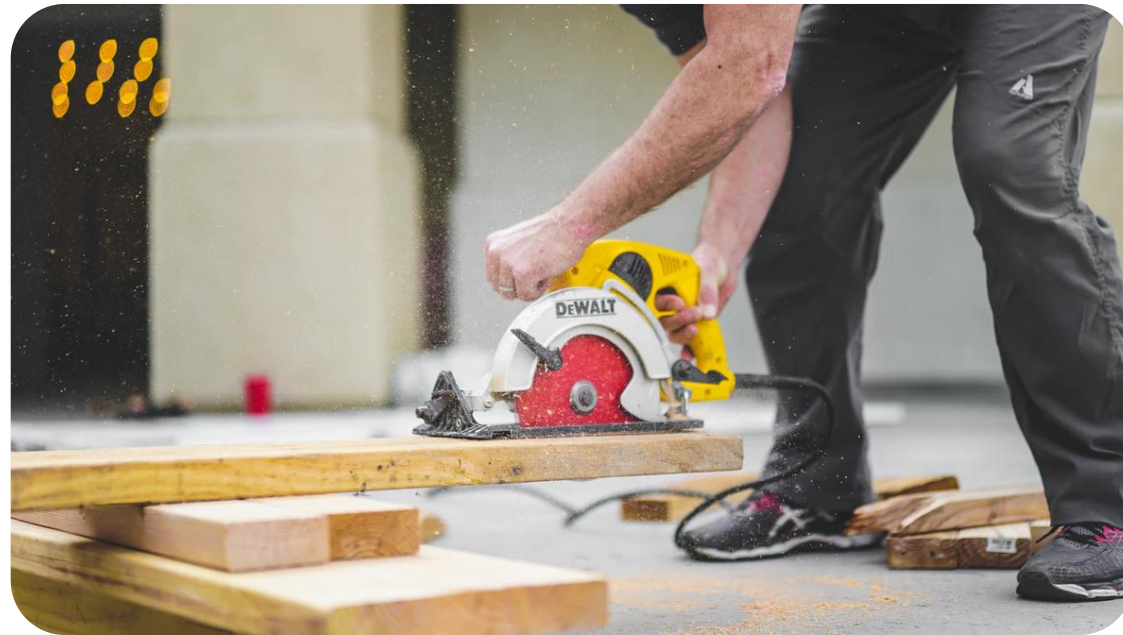
CONSTRUCTION INDUSTRY

Construction:	\$28 Billion
Contracts:	137,000
Avg Value:	\$204,000



Challenges in the Commercial Market?

- Gov't contracting is near Recession Proof
- Expected: Trillions of infrastructure projects
- Get Ready Now, before everyone else

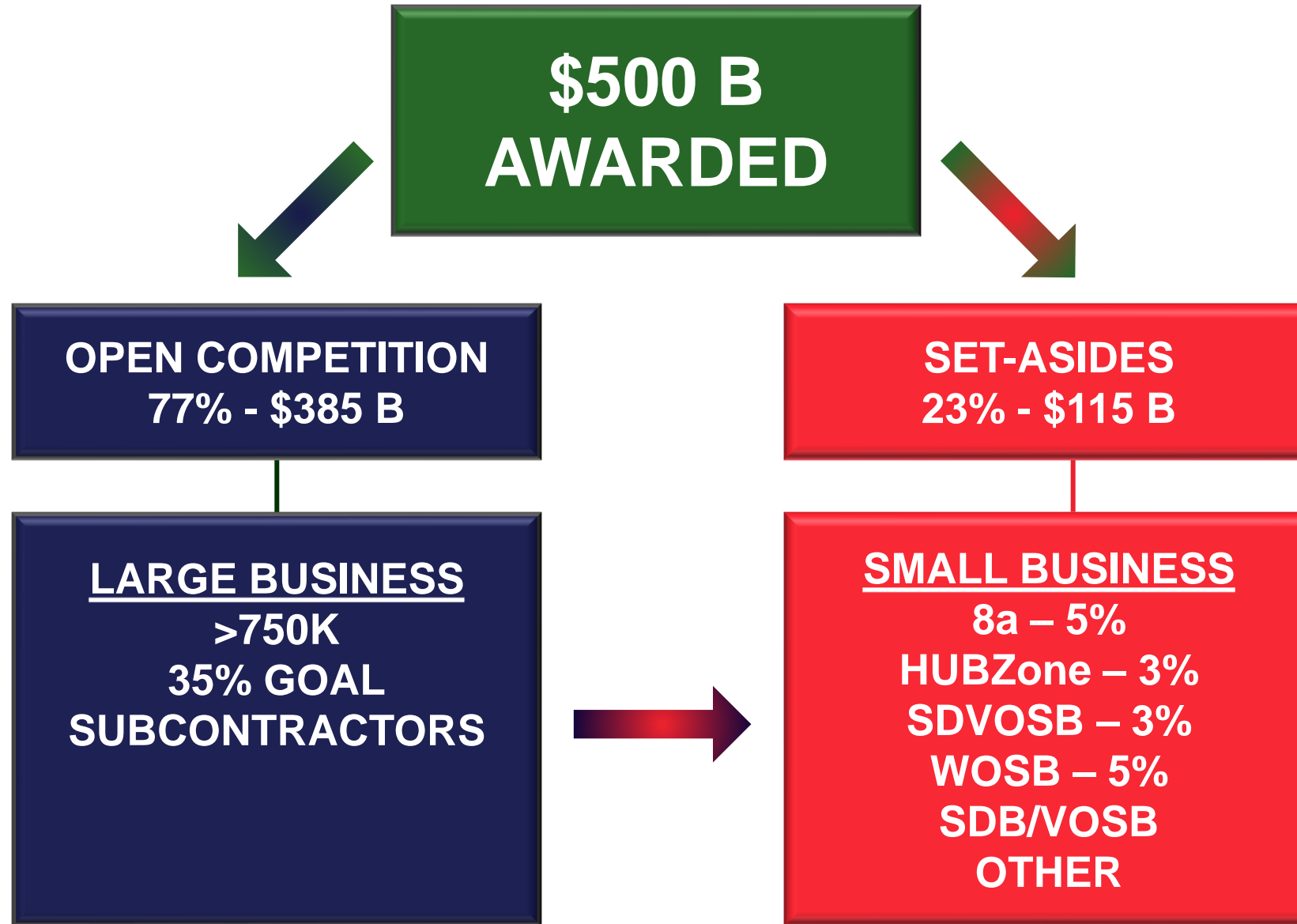


HOW DO YOU WIN GOVERNMENT CONTRACTS?

SET-ASIDE & CERTIFICATIONS



3 Ways to Win Contracts



- 1) Bid in open market
- 2) Bid thru set-asides
- 3) Be a subcontractor

■ **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 CERTIFICATIONS

■ **State:** (Top Programs)

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



LOCAL 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

■ Utilized by Large Companies (Diversity Programs)

- MBE (NMSDC) / (GMSDC)
- WBE (WBENC)
- LGBTBE (NGLCC)



WHAT ARE THE CHALLENGES?

- 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



Certification can shorten you path!

■ Set-aside Contracts

- ❑ Compete with only small businesses
- ❑ Compete within specific certifications

■ Sole Source Contracts

- ❑ Direct Award to One Company
- ❑ No competition
- ❑ No lengthy procurement process
- ❑ Price negotiation

CERTIFIED COMPANIES IN GA

- HubZone 167
- 8a (minorities) 267 (out of 262,703 minority owned companies)
- SDVOSB 692
- ED/WOSB 753
- SDB 3385
- VOSB 1400
- **Total Cert. Small Biz 6,664**

Business Owner Demographics

	Male-owned	475,675
	Woman-owned	278,250
	Equally male/female-owned	122,413
	African American-owned	183,876
	Asian-owned	46,252
	Hispanic-owned	32,575
	Native American/Alaskan-owned	5,982
	Hawaiian/Pacific Islander-owned	1,167
	Veteran-owned	97,859

P+P+P+P=P

P = Preparation

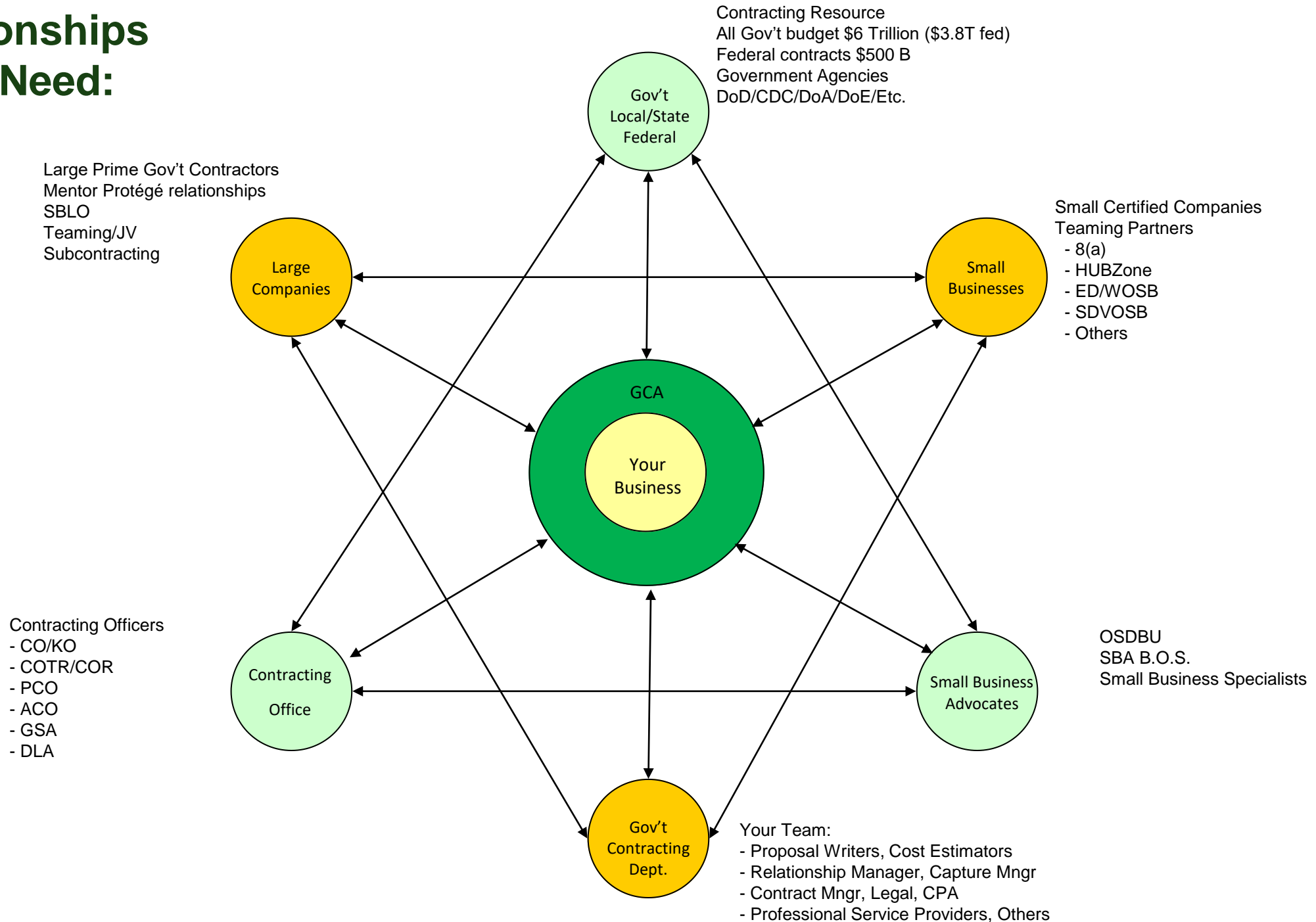
+ P = Promotion

+ P = Proposal

+ P = Performance

P = Profit

Relationships You Need:



12 STEPS OF GOV'T CONTRACTING

ASERIM ROPP-CC

- 1) **A:** Assessment
- 2) **S:** Strategy
- 3) **E:** Education
- 4) **R:** Registration
- 5) **I:** Image
- 6) **M:** Marketing
- 7) **R:** Relationship
- 8) **O:** Opportunities
- 9) **P:** Proposal
- 10) **P:** Performance
- 11) **C:** Compliance
- 12) **C:** Closure

STEP BY STEP DEMONSTRATION

DEMO of GovFastTrack™ software:

[Click to watch](#)



WHO'S SEEING RESULTS?

- Amyra, LLC
- www.AmyraLLC.com



“I retired as an educator and then started my tutoring business with GCA’s help. They helped me win my first tutoring contract of \$25,000 with Dekalb County School System.”

- Barbara

REAL PEOPLE WE'VE HELPED:

- Bonita Global, Inc.



“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 my first contract for \$24,500 & another \$229,000 in 12 months”

- Bonita



INVEST IN YOURSELF

Leap into Action

***“The only companies that
don’t win are those that
don’t start or quit along the
way.”***

VIP BUNDLE SPECIAL



INVEST in GovFastTrack Software:



\$1,999

PEOPLE WE'VE HELPED:

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Crystal Spellman



0:08 / 2:58



INCLUDES...

BONUS #1 (\$499 Value)



INCLUDES...

BONUS #2

Bid Matching Platform
(\$500/Yr. Value)

govgenie.com

BENEFITS OF MEMBERSHIP:



BONUS #3

COACHING SESSION
(\$500 Value)

WHAT'S INCLUDED...

\$3,498 VALUE



GOV FAST TRACK

Regular price: \$1999

- Step-by-step guide to prepare your business for contracts
- 195+ sample agreements, templates, proposals, etc.



GCA MEMBERSHIP

Regular price: \$499

- Access to GovTraining Vault video training library
- Office hour session with subject matter experts



GOVGENIE.COM

Regular price: \$500

- Bidmatching platform with over 30,000 daily bids
- Contracting opportunities in your easy to use dashboard



COACHING SESSION

Regular price: \$500

- Strategy session with a contracting business coach
- 20 Point Assessment to improve your chances of winning

VIP SPECIAL



~~**\$3498 REGULAR PRICE**~~

SAVE \$2499 (71% OFF)
REGULAR PRICE: \$3498

\$499 - GCA MEMBERSHIP
\$500 - STRATEGY COACHING SESSION
\$500 - GOVGENIE.COM
\$1999 - GOVFASTTRACK SOFTWARE

\$3498 TOTAL - REGULAR PRICE

\$999 SPECIAL

www.GovMarkets.com

PEOPLE WE'VE HELPED:

- Modavate, Inc.
- www.modavate.com



Modavate just won its first govt contract. US Army 6week project. Online media buying. \$60k. Thank God. Great start!

9:02 AM



WHAT'S INCLUDED...



\$3,498 VALUE



\$999 SPECIAL

www.GovMarkets.com

MORE ABOUT GCA...

- ❖ LEARN MORE ABOUT HOW GCA SUPPORTS ENTREPRENEURS...

❖ www.govassociation.org



Q & A

Questions?

