

**U.S. Small Business
Administration**

Selling to the Federal Government



Federal Contracting Facts

- ❖ The world's largest buyer of Goods and Services is the “Federal Government,” with nearly **\$100 billion each year** in federal contracts going to small businesses.
- ❖ Contracts exist for every item imaginable, from paper clips to armored tanks.

Prime Contracting Government-Wide Procurement Goals

- ❖ Small Business (SB) – 23%
- ❖ Small Disadvantaged Business (SDB) – 5%
- ❖ Women-Owned Small Business (WOSB) – 5%
- ❖ HUBZone Small Business – 3%
- ❖ Service-Disabled Veteran-Owned SB (SDVOSB) – 3%

First Thing to Do – Get Registered

- ❖ You must have a **DUNS number** - <http://fedgov.dnb.com/webform>.
- ❖ Your business must be registered in the **System for Award Management (SAM)** database at www.sam.gov.
- ❖ If you were previously registered in CCR and ORCA, your business profile should have migrated over to SAM, but you will still need to establish a SAM account.
- ❖ If you are a small business, you will also need to validate/update your **Dynamic Small Business Search (DSBS) Profile**. A link known as the “SBA Supplemental” page is available through SAM.
- ❖ **TIP:** Use your profiles as a free marketing tool. Include as much information about your business as possible such as licenses and past performance.
- ❖ **TIP:** Look at the SAM/DSBS profiles of other firms in your industry to see if your profile is competitive.



Identify Your Product or Service

Government coding systems: Knowing the codes that apply to your business will help you identify the government buying offices that have a need for your product or service and register and search for bid opportunities.

North American Industry Classification System Code (NAICS):

Used to classify business establishments

<http://www.census.gov/eos/www/naics/>

- ❖ If your industry is manufacturing, your size standard is **employee-based** and;
- ❖ If your industry is retail or services, your size standard is **revenue-based**.



Know the Federal Contract Certifications

“Self-Certification” Programs are:

- Small Business (SB);
- Small Disadvantaged Business (SDB);
- Women-Owned Small Business (WOSB);
- Economically-Disadvantaged WOSB (EDWOSB);
- Service-Disabled Veteran-Owned SB (SDVOSB) – self-certify except for VA contracts
- Veteran-Owned SB (VOSB) – self-certify except for VA contracts

“Formal Certification” Programs requiring SBA’s pre-approval:

- 8(a) Business Development (9-year program with annual reporting)
- HUBZone Empowerment Program (3-year re-certification)



Eligibility for 8(a) BD Program

- ❖ Must be a Small Business (SB)
- ❖ U.S. Citizen
- ❖ Reside in the United States
- ❖ 51% owned and controlled by socially and economically disadvantaged individuals who are of good character
- ❖ Net worth below \$250,000 (excludes equity in the firm and primary residence)
- ❖ In business at least two (2) years (to demonstrate potential for success)
- ❖ Complete SBA's 8(a) Suitability Tool at:
<http://imedia.sba.gov/vd/media1/training/sbdtool/player.html>



Eligibility for HUBZone

- ❖ Must be a Small Business
- ❖ Concern must be 51% owned and controlled by U.S. Citizen, Community Development Corporation, or Indian Tribe
- ❖ **Principal office must be located in HUBZone** (high-unemployment, low-income areas, in economically distressed communities to promote job growth, capital investment and economic development in these areas)
- ❖ **At least 35%** of the concerns employees must reside in any HUBZone
- ❖ To find out if your business is located in a HUBZone, visit <http://www.sba.gov/hubzone#>



Other HUBZone Facts

- ❖ Must be certified by SBA (re-certify every 3 years)
- ❖ Sole Source: up to \$6.5M (manufacturing) and \$4.0M (non-manufacturing)
- ❖ Interactive forum on Tuesdays and Thursdays at 2:00 p.m. Eastern Time; Call toll-free (888) 858-2144, access code 3061773#

Women-Owned Small Business (WOSB) Contracting Programs

Helps ensure a level playing field so WOSBs can compete for federal contracting opportunities.

WOSB

- ❖ Woman/Women directly own **51% or more**
- ❖ Control and manage daily operations
- ❖ Must be U.S. Citizens



Economically-Disadvantaged WOSB

Plus

- ❖ Net worth not exceeding \$750,000
- ❖ Income not exceeding \$350,000
- ❖ Assets not exceeding \$6.0 million



WOSB & EDWOSB Certifications

The SBA does **not certify** companies into the WOSB program like it does for the 8(a)BD and HUBZone programs. A WOSB or EDWOSB must:

- ❖ Register in SAM;
- ❖ **Self-certify** with documentation or certification through an SBA approved Third-Party Certifier;
- ❖ Provide documents supporting its status to the on-line WOSB repository, visit www.sba.gov/wosb;
- ❖ To participate, you must have a General Login System (GLS) account which can be established at <https://eweb.sba.gov/gls>.

Set-Asides

What is a set-aside? An acquisition reserved exclusively for offerors that fit into a specified category.

- ❖ 8(a) BD Program
- ❖ HUBZone Program
- ❖ SDVOSB Procurement Program
- ❖ EDWOSB
 - ❖ In Underrepresented NAICS Codes (216 NAICS Codes)
- ❖ WOSB Federal Contract Program
 - ❖ In Substantially Underrepresented NAICS Codes (157 NAICS Codes)
- ❖ ED/WOSB Codes are available at <http://www.sba.gov/content/contracting-opportunities-women-owned-small-businesses>

Parity

- There is no order of precedence among the 8(a), HUBZone, SDVOSB or WOSB Programs. All have equal standing in the procurement process
- Contracting Officers should consider market research results and Agency progress towards meeting its SB goals to determine which of the socioeconomic category will best meet the Government's needs
- “Once 8(a), always 8(a) Rule”

How to Identify Contract Opportunities

- ❖ **Federal Agency Procurement Forecasts:** Home Pages/Small Business Information/ Business Opportunities/Procurement Forecast
http://acquisition.gov/comp/procurement_forecasts/index.html
- ❖ **Federal Business Opportunities (FBO)** is the exclusive official source to identify federal contracts over \$25,000 www.fbo.gov
 - ❖ Increased use of Sources Sought Notices in the FBO – Become familiar with and respond to these notices. Pay attention to what specifically the agency is asking for in the notice.
 - ❖ Large contract awards and special notices - (e.g., procurement conferences and trade publications) are also publicized in the FBO.
- ❖ **Federal Data Procurement System – Next Generation (FPDS-NG)** –The best sources for past bids (i.e., FBO Archive or FPDS-NG).

Small Business Specialists (SBS)

- ❖ Located at each federal buying office
- ❖ Provides assistance on how to market to an agency
- ❖ List of SBSs can be obtained from each agency's website

Agency Recurring Procurement Forecasts

http://acquisition.gov/comp/procurement_forecasts/index.html

Investigate Federal Supply Schedule Contracts

- ❖ The General Services Administration (GSA) manages Multiple Award Schedule (MAS) contracts, also known as Federal Supply Schedule (FSS) Contracts.
- ❖ Under MAS/FSS, contracts are awarded to multiple companies supplying comparable products and services at pre-negotiated prices, terms and conditions.
- ❖ Once GSA awards the contracts, federal contracting officers and other authorized users order directly from the contractor.
- ❖ Contracting officers may conduct set-asides using MAS/FSS contracts.
- ❖ Learn more about obtaining a MAS/FSS contract by contacting GSA or visiting <http://www.gsa.gov/portal/content/198005>

Market Your Company



- ❖ Present your **Capability Statement** to the federal activities and large prime contractors that buy your products and services;
- ❖ **Attend procurement conferences**, business expos and business matchmaking events;
- ❖ Add details to your **SAM/DSBS profiles** (e.g. GSA Schedule number, commercial customers, federal customers and special capabilities);
- ❖ Show contracting officers that your company is a good match for their needs and requirements **by making appointments and one-on-one presentations** for those that are willing.

Other Contracting Tips

- ❖ Become familiar with the Federal Acquisition Regulations (FAR);
- ❖ SBA has created a series of free online contracting courses designed to help small businesses understand the basics about contracting with governmental agencies. Visit the **GC Classroom** at <http://www.sba.gov/gcclassroom> ;
- ❖ Self-certify (or apply for certifications) in as many socio-economic categories as you are eligible;
- ❖ Marketing Research Tool – do research on the Federal Procurement Data System (FPDS) at <https://www.fpds.gov/>;
- ❖ Keep your Dun and Bradstreet financial profile up to date;
- ❖ Consider state and local government certification programs, visit <http://www.sba.gov/content/state-government-certifying-agencies>

Learn About Other SBA Programs

- ❖ Financial Assistance
- ❖ Online Training (free online courses)
- ❖ Counseling
- ❖ Laws & Regulations
- ❖ Disaster Assistance
- ❖ Surety Bond Guarantee Program---A major revision in the program more than triples the eligible contract amount, **from \$2 million to \$6.5 million**, the Agency will guarantee on surety bonds for both public and private contracts.

Contact your local
SBA District Office at
(818) 552-3201

Important Government Contracting Web Sites

www.sba.gov

www.sam.gov

www.fbo.gov

www.acquisition.gov

(Acquisition.gov aggregates federal acquisition content by providing one website for regulations, systems, resources, opportunities and training)



Seek Help from Resource Partners

- ❖ **Procurement Technical Assistance Centers (PTAC)** – provide assistance to businesses in marketing products and services to the Federal, state and local governments at no or nominal cost;
- ❖ **Small Business Development Centers (SBDC)** – provide one-on-one management assistance to small businesses;
- ❖ **Women’s Business Centers (WBC)** – geared to assist women entrepreneurs;
- ❖ **SCORE** – get free and confidential small business mentoring and advice (online and in-person mentoring) from successful business advisors.



Office of Government Contracting Mission

To provide America's small businesses with the maximum practicable opportunity to participate in the federal procurement marketplace (\$400B market).



Office of Government Contracting

❖ Four Programs

❖ Size Determination

❖ Commercial Market Representative – CMR

❖ Certificate of Competency – COC

❖ Procurement Center Representative - PCR



Size Determination

- ❖ SBA hears all size and status protests
- ❖ SBA is the final authority on all size related matters

Commercial Market Representative

- ❖ CMR are responsible for prime contractors subcontracting plans, for contracts over \$650,000 manufacturing and \$1.5M for construction.
- ❖ CMR make sure prime contractors meet their sub-contracting goals.
 - ❖ Compliance Reviews
- ❖ Small businesses are not required to submit a contracting plan

Certificate of Competency

- ❖ Must be found non-responsible by Contracting Officer, not non-responsive
- ❖ Must be a small business
- ❖ Must be apparent low bidder on the solicitation or in line for award
- ❖ Referred to SBA by Contracting Officer
 - ❖ For either capacity, credit or integrity
- ❖ Contracting Officer must submit to SBA a written determination and finding of non-responsibility.

Certificate of Competency

- ❖ **Capacity** means the CO determines that the small business cannot perform on the solicitation. Cannot deliver on time, manufacture the part or for a variety of reason related to performance.
- ❖ **Credit** means the small business does not have the finances to perform on the contract
- ❖ **Integrity** – is debarred, not in good standing with the federal government, or has a criminal record

Procurement Center Representative

❖ Work with Government Agencies

- ❖ Review acquisitions and solicitations over \$10,000
 - ❖ Agencies cannot proceed without my signature
- ❖ Recommend set-asides
 - ❖ Equal consideration given to all small businesses
 - ❖ SBA Recommendation (Form 70)
- ❖ Assist agencies in meeting their goals
- ❖ Review Subcontracting Plans



Agencies I Oversee

- ❖ NASA Armstrong
- ❖ Edwards AFB
- ❖ NAVSEA Pt. Hueneme
- ❖ NAVFAC Pt. Hueneme
- ❖ NAVSEA Corona
- ❖ Ft. Irwin
- ❖ U.S. Army Corps of Engineers
- ❖ AF Space and Missile Center
- ❖ Vandenberg AFB
- ❖ NAVAIR China Lake

And more....



Procurement Center Representative

- ❖ Dynamic Small Business Search
 - ❖ Primary tool for finding small business by NAICS, location, category
 - ❖ Keywords are important
- ❖ If I find two or more **QUALIFIED** small businesses, I can recommend a set-aside or file a Form 70
- ❖ How you can help me:
 - ❖ Respond to sources sought notices
 - ❖ Inform me or the cognizant PCR of solicitation notices on FBO that should be set-aside
 - ❖ Notify others in the small business community

Procurement Center Representative

Most small businesses don't know what I do, they just see the results of what I do.



A background image of red theater curtains with a scalloped top edge. The curtains are closed and have a rich, deep red color with some vertical creases and shadows.

THE END!