



Georgia District Office

Government Contracting Readiness:

Is Your Small Business Ready for the Federal Market?

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Outline

- Understanding Market Segmentation: B2C, B2B, B2G
 - *Federal Opportunity Landscape for Small Business*
- Business Readiness: Using Business Model Analysis to Identify Gaps
- Strategic Planning & Closing Gaps: Develop Your Action Plan
- Need Help? Local Resources & Technical Assistance

Understanding Market Segmentation:

B2C, B2B, B2G

Market Segmentation

Growth Opportunities for Your Small Business?

Private Sector

Business to Consumer (B2C)



■ Consumers - Direct to End-Users

- *E.g.*, increases in quantity, service area, expanded solutions offered, specialization/ niche segments, etc.

Market Segmentation

Growth Opportunities for Your Small Business?

Private Sector

Business to Business (B2B)



- **Other Small Businesses → Larger Commercial**
 - Tier 1 – Direct Supplier or Vendor to the Client
 - Tier 2 – Indirect: Subcontractor to the Tier 1

Market Segmentation

Growth Opportunities for Your Small Business?

Public Sector

Business to Government (B2G)



- **Local → State → Federal Agencies**
 - Prime Contractor – Direct to Client Agency
 - Subcontractor – Indirect: Supplier or Vendor to the Prime Contractor

Federal Opportunity Landscape for Small Business

Federal Market

Growth Opportunities for Small Business

✓ World's Largest Buyer



- \$600+ billion/year
- 23% federal contract dollars are intended for small businesses

Set-asides:

- ✓ Acquisitions
 - ❑ \$10,000 - Micro Purchase Threshold
 - ❑ \$250,000 - Simplified Acquisition Threshold
 - ❑ Rule on 'two or more small businesses'
- ✓ Reserved
- ✓ Qualified small businesses

Learn more: www.sba.gov/partners/contracting-officials/small-business-procurement/set-aside-procurement

Federal Market

Growth Opportunities for Small Business

\$750,000 or more

- Non-construction contracts

- If *not* set aside for small business, then...
- Have subcontracting plan if awarded to a non-small business

Set-asides:

- Acquisitions
 - \$10,000 - Micro Purchase Threshold
 - \$250,000 - Simplified Acquisition Threshold
 - Above** - Simplified Acquisition Threshold
- When reserved
- Qualified small businesses

Learn more: www.sba.gov/partners/contracting-officials/small-business-procurement/set-aside-procurement

Federal Market

Growth Opportunities for Small Business

\$1.5 million or more

- Construction contracts

- If *not* set aside for small business, then...
- Have subcontracting plan if awarded to a non-small business

Set-asides:

- Acquisitions
 - \$10,000 - Micro Purchase Threshold
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 - Above** - Simplified Acquisition Threshold
- When reserved
- Qualified small businesses

Learn more: www.sba.gov/partners/contracting-officials/small-business-procurement/set-aside-procurement

Federal Market

SBA Contracting Assistance Programs

✓ World's Largest Buyer



- \$600+ billion/year
- 23% federal contract dollars are intended for small businesses

Set-asides:

- ✓ Qualified small businesses



SDB

Including 8(a) BD Program

WOSB

Including EDWOSB

HUBZone

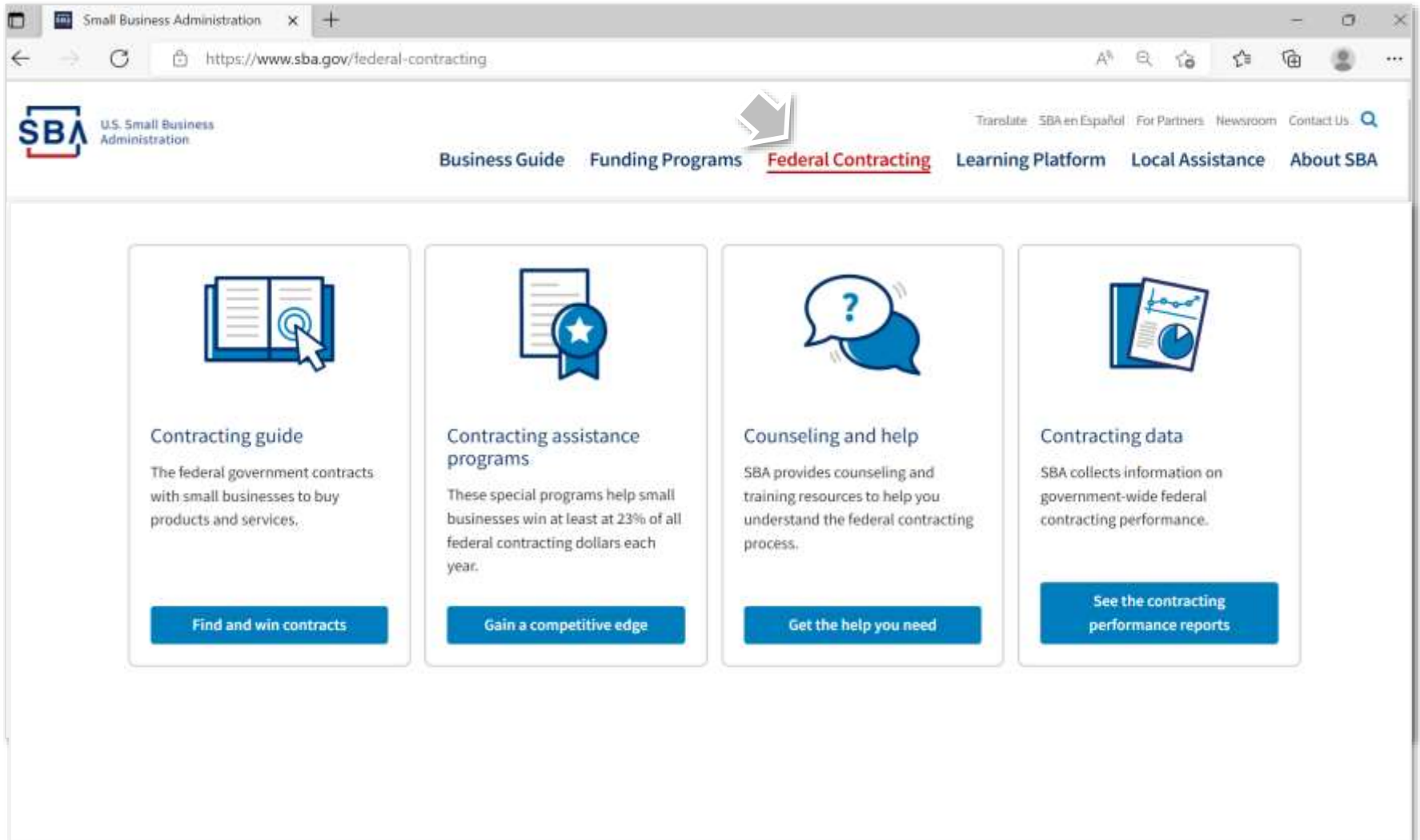
VertCert

Including SDVOSB, VOSB

Learn more: www.sba.gov/federal-contracting/contracting-assistance-programs

Federal Market

Getting Started: www.SBA.gov/federal-contracting



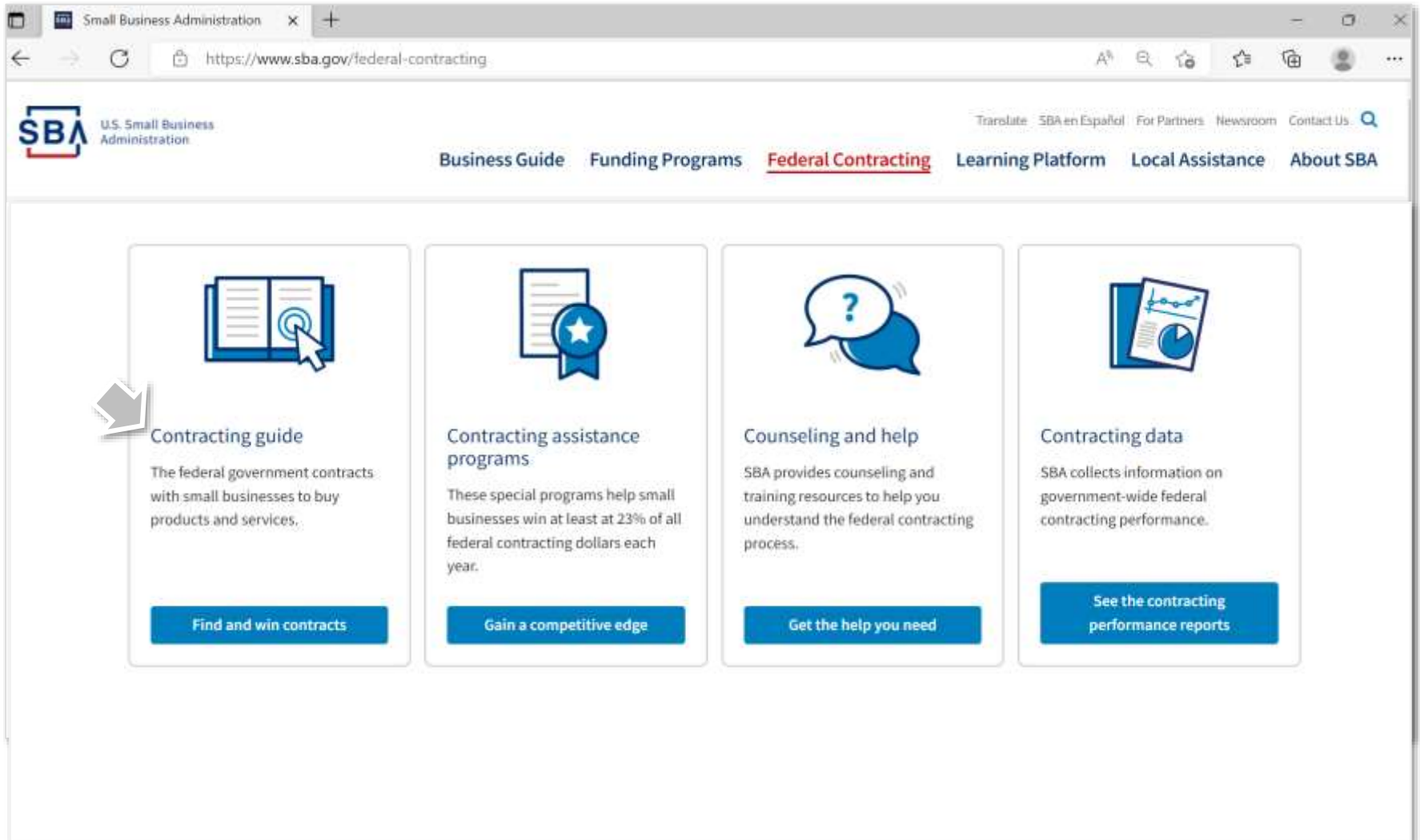
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- Contracting guide**: The federal government contracts with small businesses to buy products and services. [Find and win contracts](#)
- Contracting assistance programs**: These special programs help small businesses win at least at 23% of all federal contracting dollars each year. [Gain a competitive edge](#)
- Counseling and help**: SBA provides counseling and training resources to help you understand the federal contracting process. [Get the help you need](#)
- Contracting data**: SBA collects information on government-wide federal contracting performance. [See the contracting performance reports](#)

Learn more: www.SBA.gov/federal-contracting

Federal Market

Getting Started: www.SBA.gov/federal-contracting



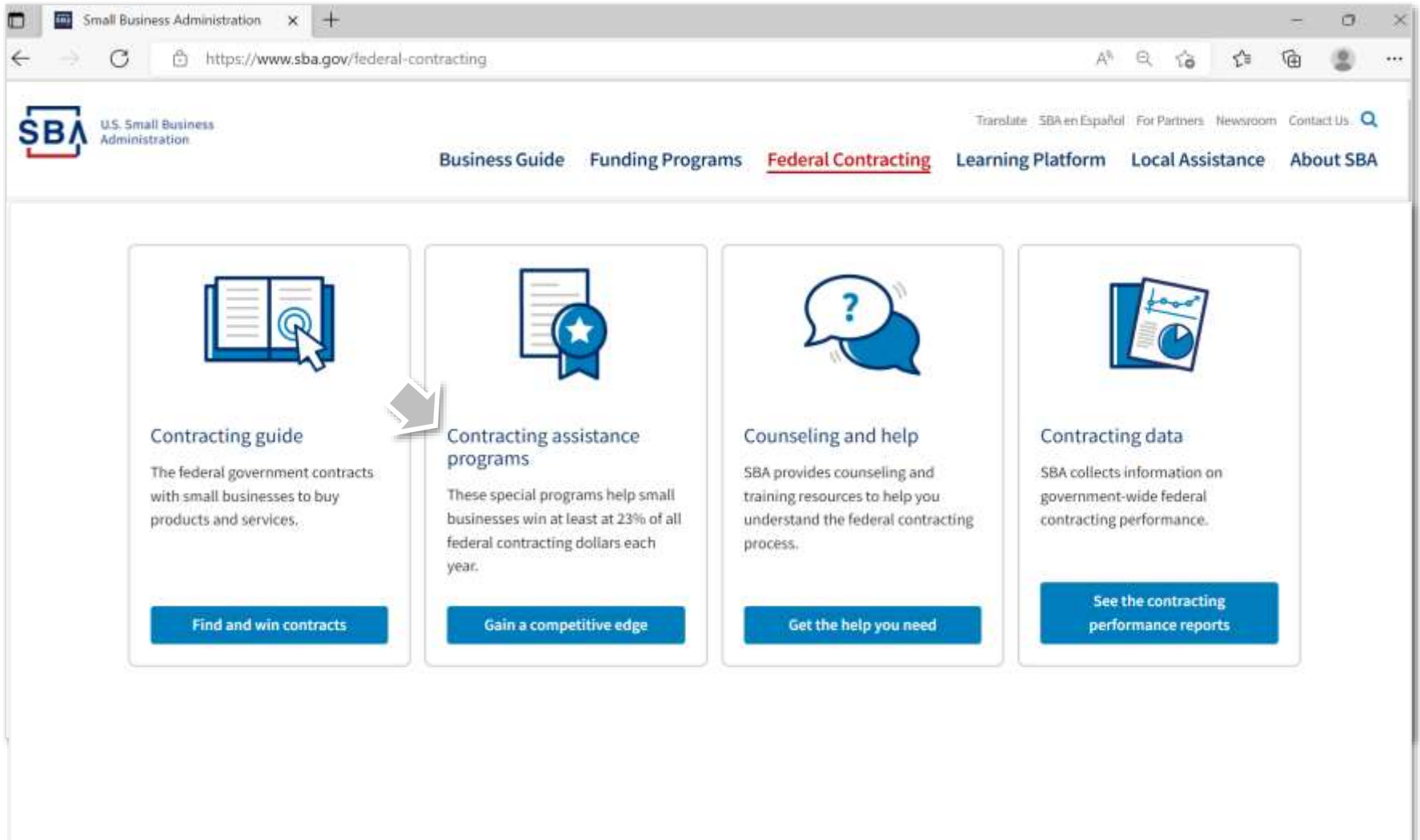
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Federal Market

Getting Started: www.SBA.gov/federal-contracting



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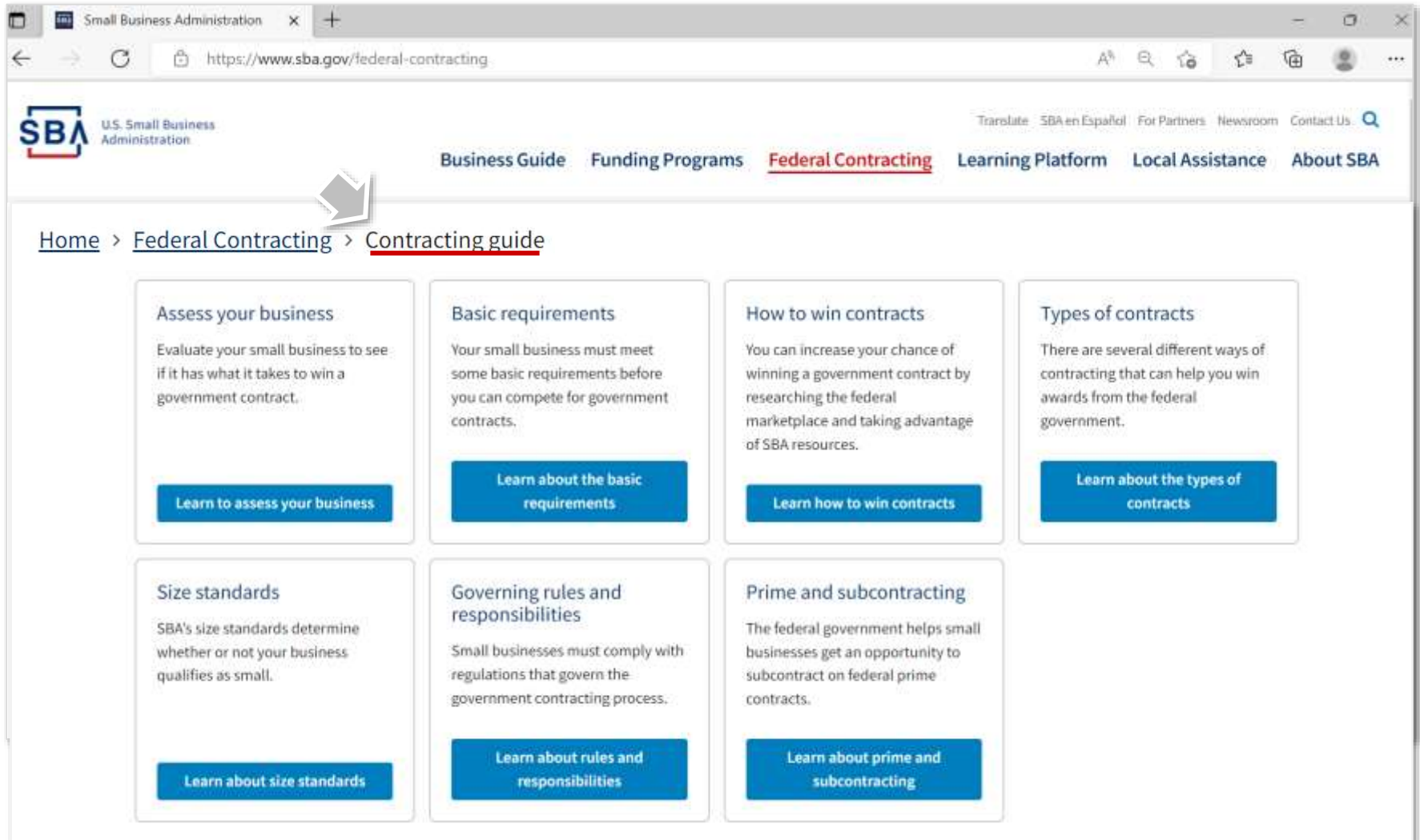
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Federal Market

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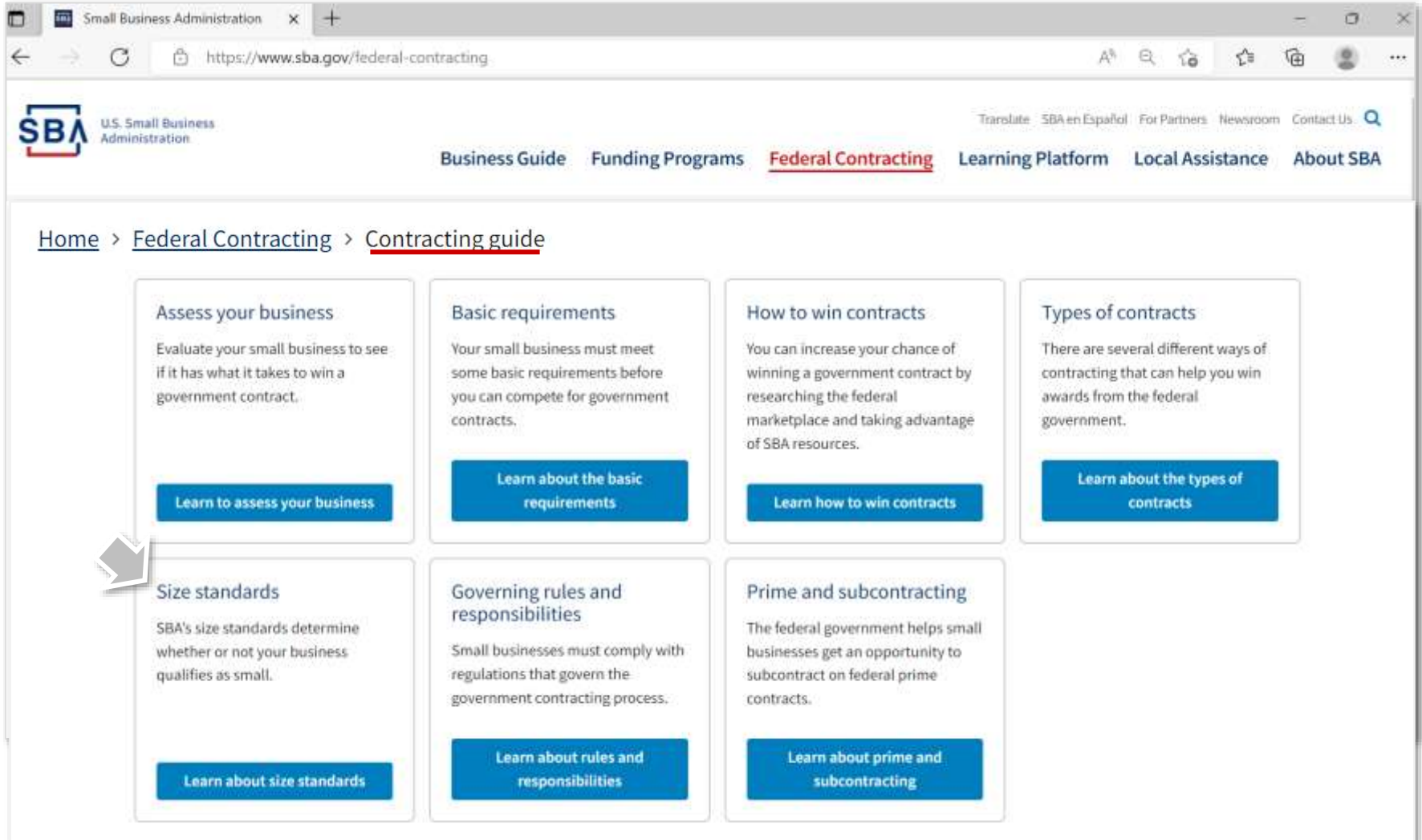
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| Topic | Description | Learn More Button |
|--------------------------------------|---|--|
| Assess your business | Evaluate your small business to see if it has what it takes to win a government contract. | Learn to assess your business |
| Basic requirements | Your small business must meet some basic requirements before you can compete for government contracts. | Learn about the basic requirements |
| How to win contracts | You can increase your chance of winning a government contract by researching the federal marketplace and taking advantage of SBA resources. | Learn how to win contracts |
| Types of contracts | There are several different ways of contracting that can help you win awards from the federal government. | Learn about the types of contracts |
| Size standards | SBA's size standards determine whether or not your business qualifies as small. | Learn about size standards |
| Governing rules and responsibilities | Small businesses must comply with regulations that govern the government contracting process. | Learn about rules and responsibilities |
| Prime and subcontracting | The federal government helps small businesses get an opportunity to subcontract on federal prime contracts. | Learn about prime and subcontracting |

Learn more: www.sba.gov/federal-contracting/contracting-guide

Federal Market

Getting Started: [www.SBA.gov/federal-contracting](https://www.sba.gov/federal-contracting)



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Home > [Federal Contracting](#) > [Contracting guide](#)

- Assess your business**
Evaluate your small business to see if it has what it takes to win a government contract.
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Learn more: www.sba.gov/federal-contracting/contracting-guide

Federal Market

Getting Started: [www.SBA.gov/federal-contracting](https://www.sba.gov/federal-contracting)

Small Business Administration

https://www.sba.gov/federal-contracting

U.S. Small Business Administration

Translate SBA en Español For Partners Newsroom Contact Us

Business Guide Funding Programs **Federal Contracting** Learning Platform Local Assistance About SBA

Home > [Federal Contracting](#) > [Contracting guide](#)

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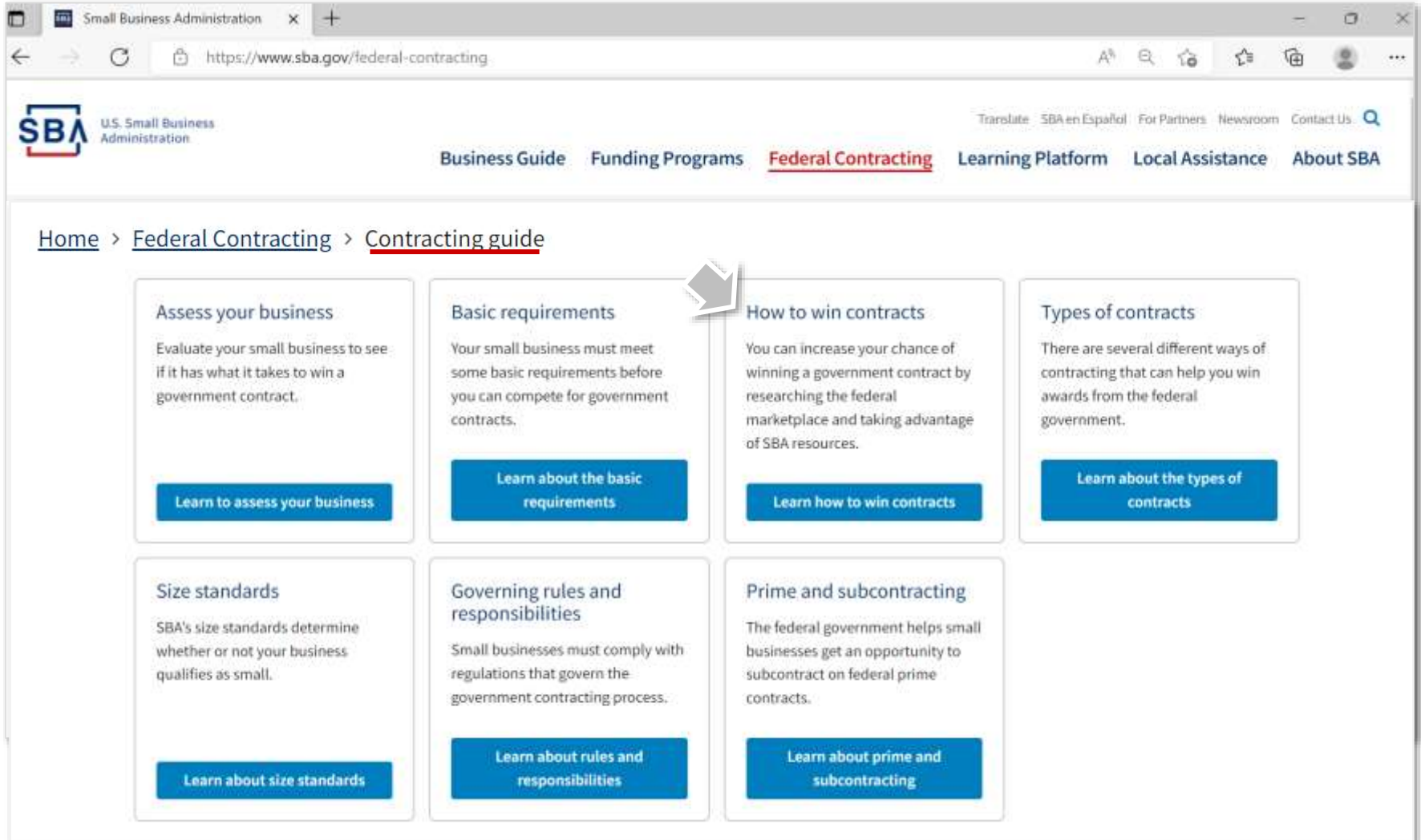
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Small businesses must comply with regulations that govern the government contracting process.
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Prime and subcontracting
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Learn more: www.sba.gov/federal-contracting/contracting-guide

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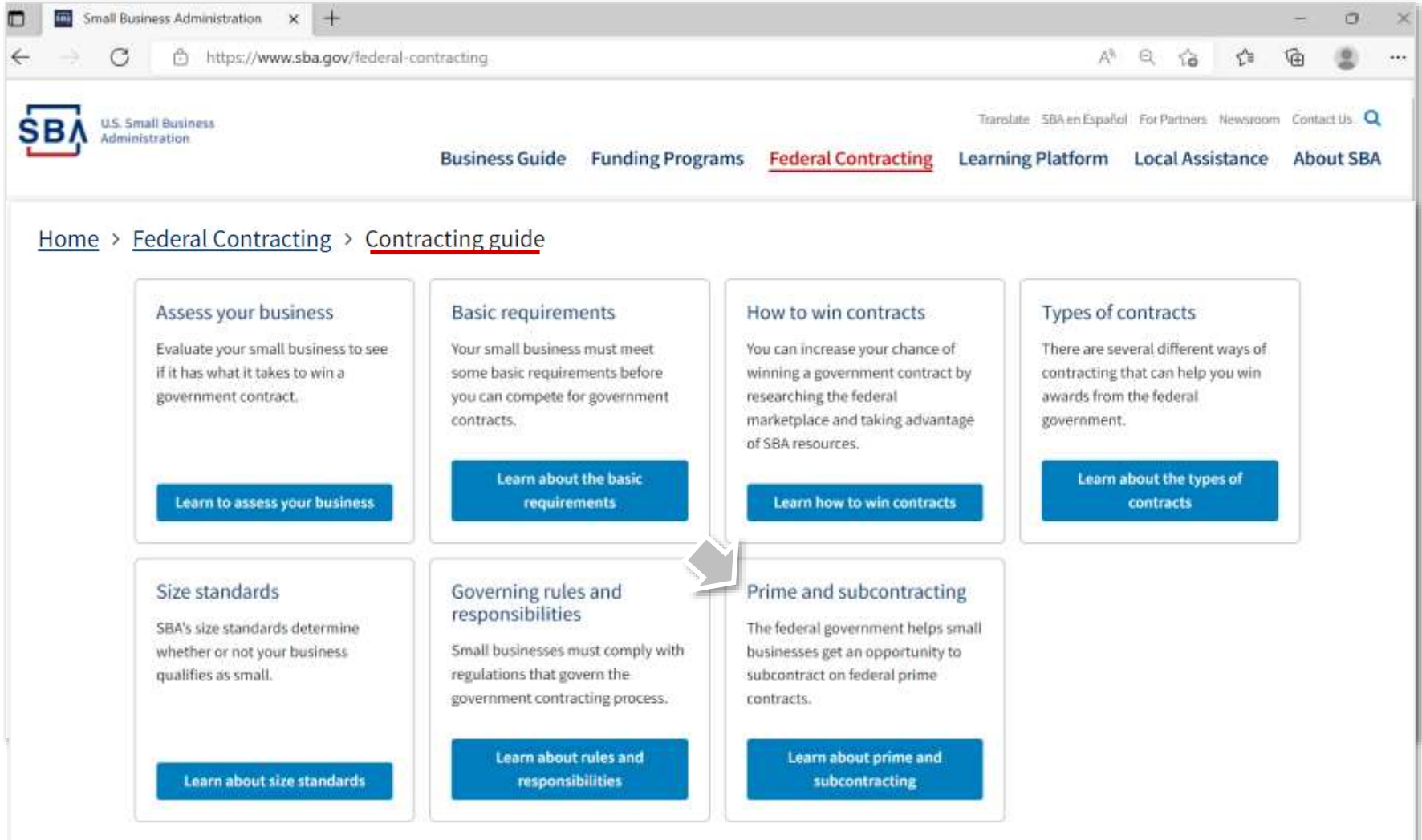
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Learn more: www.sba.gov/federal-contracting/contracting-guide

Outline

- Understanding Market Segmentation: B2C, B2B, B2G
 - *Federal Opportunity Landscape for Small Business*
- **Business Readiness: Using Business Model Analysis to Identify Gaps**
- Strategic Planning & Closing Gaps: Develop Your Action Plan
- Need Help? Local Resources & Technical Assistance

Federal Market

Is Your Small Business Ready for Market Entry?



How to identify the right contract opportunities?



How to build a pipeline of forecasted opportunities?



Do you have demonstrated capabilities (past performance)?



Do you have operational capacity for order fulfillment at scale?



Do you have sufficient cash flow (financial capacity) to support contract performance?



Learn more: www.sba.gov/sba-learning-platform

Federal Market

Is Your Business Model Ready for Market Entry?

Business Model Framework

How your business components fit to generate the profit-making logic of your company.



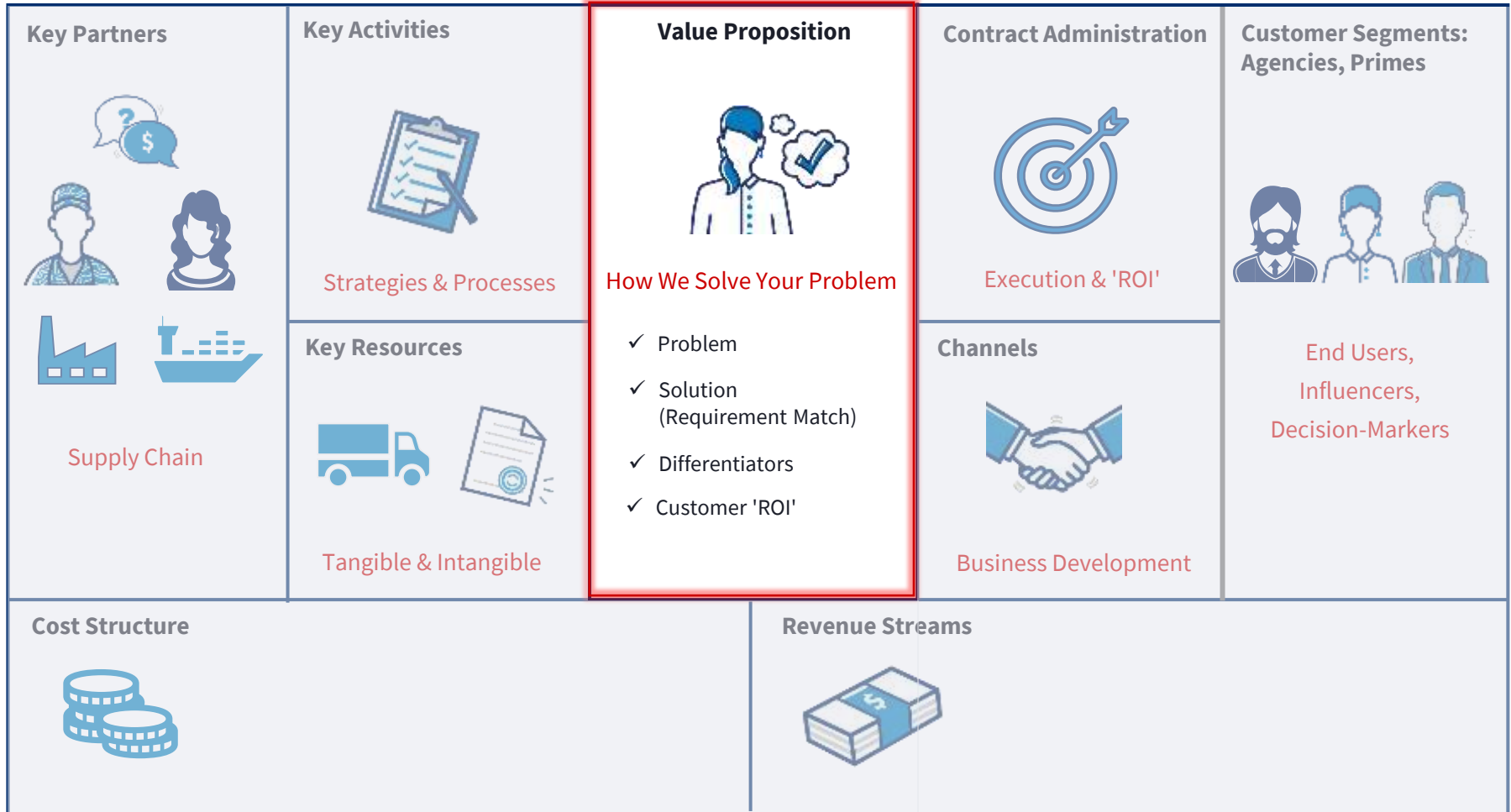
Business Model Framework

Analyze the profit-making logic of your company



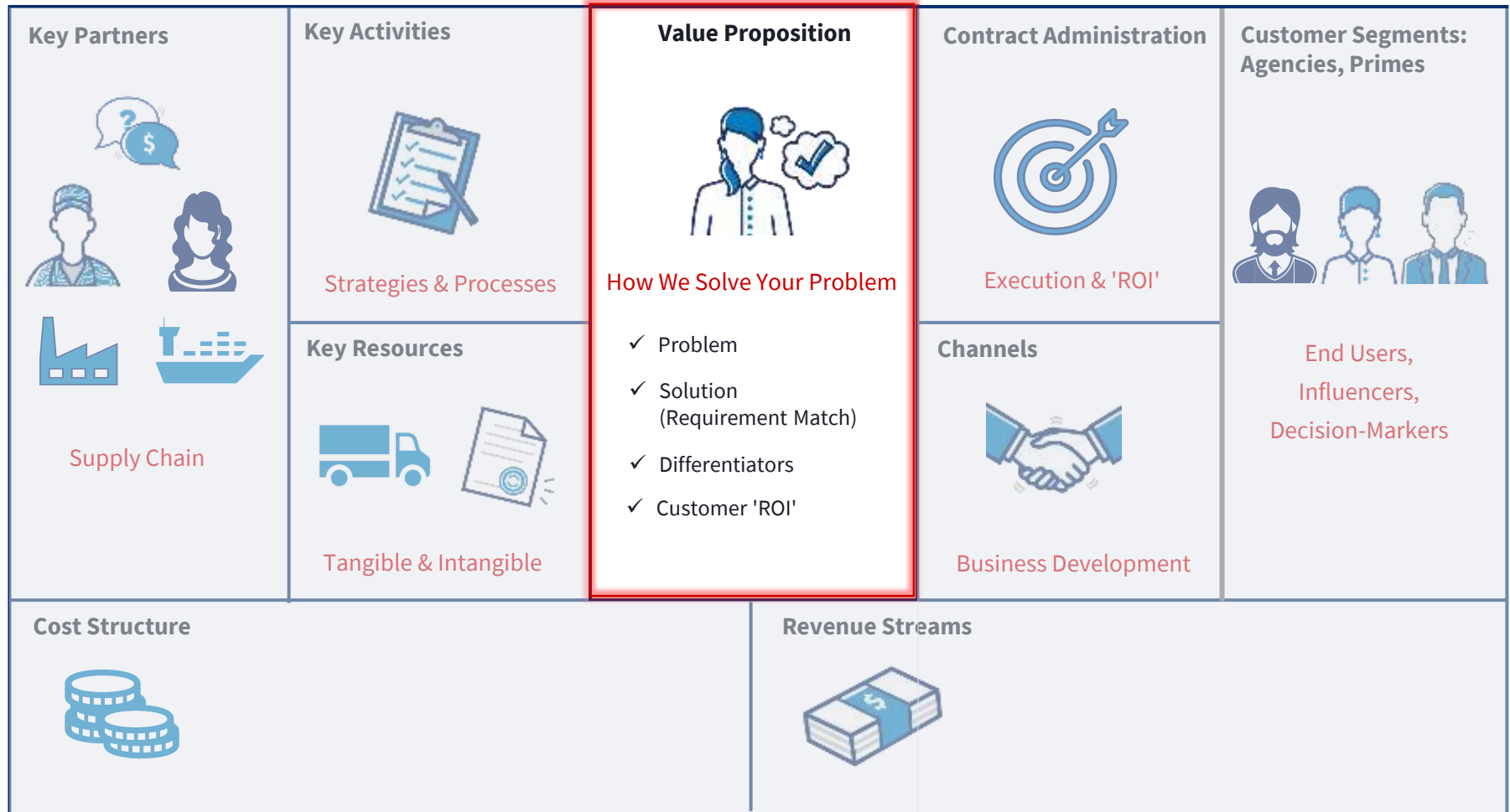
Business Model Analysis

Your **Current** Market Value Proposition: B2C, B2B?



Business Model Analysis

Federal Market Value Proposition: Agencies, Prime Contractors



Federal Business Model Analysis

Federal Market Value Proposition: [Know Your NAICS Codes](#)

Value Proposition



How We Solve Your Problem

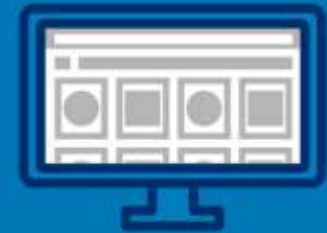
- ✓ Problem
- ✓ Solution (Requirement Match)
- ✓ Differentiators
- ✓ Customer 'ROI'



NAICS codes define establishments and are used for administrative, contracting, and tax purposes



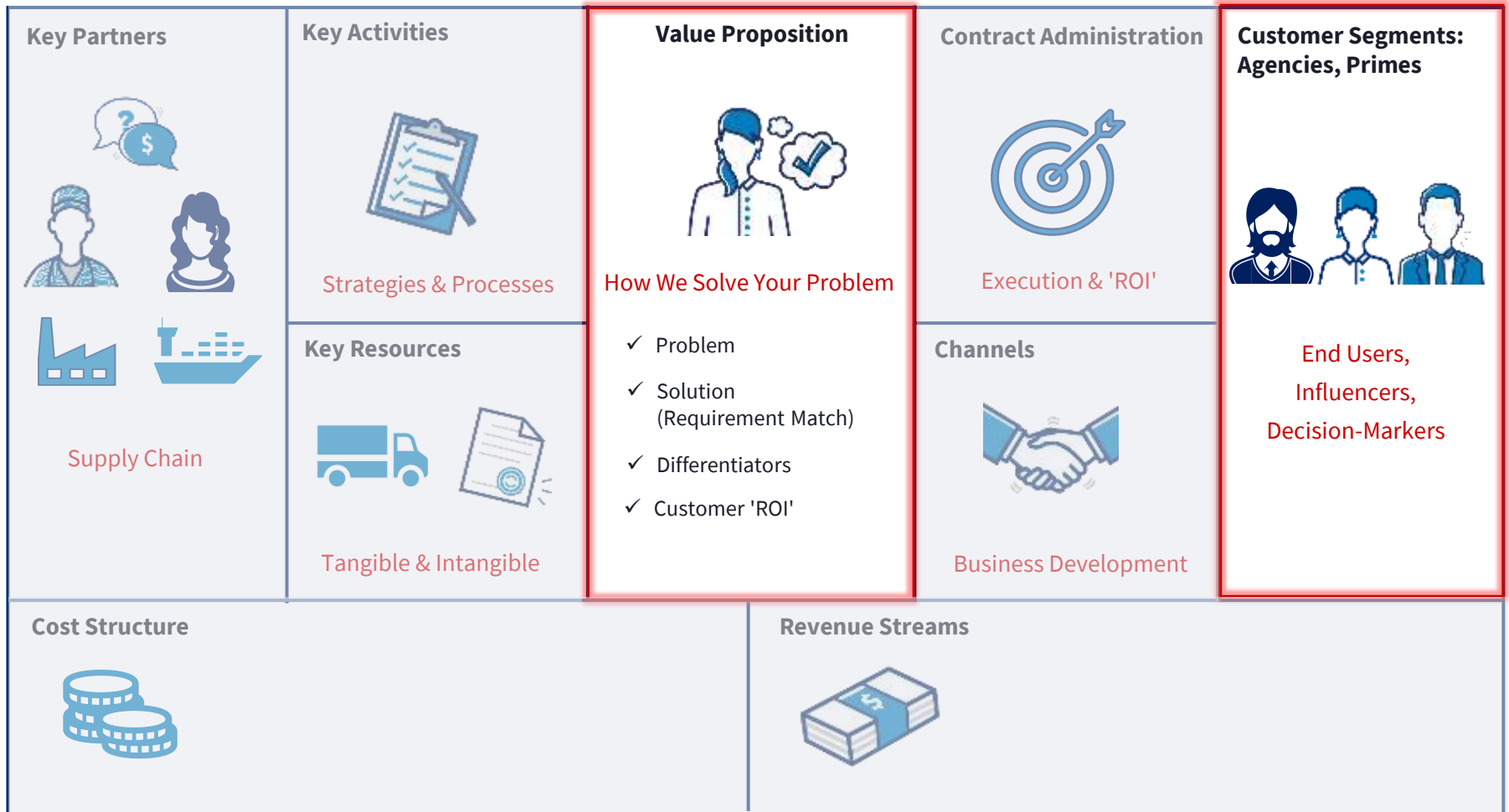
SBA size standards using NAICS as their basis apply to all Federal government programs, including procurement



Visit the [United States Census Bureau NAICS website](#) to identify your NAICS code(s)

Federal Business Model Analysis

Customer Segments: Agencies & Incumbent Primes



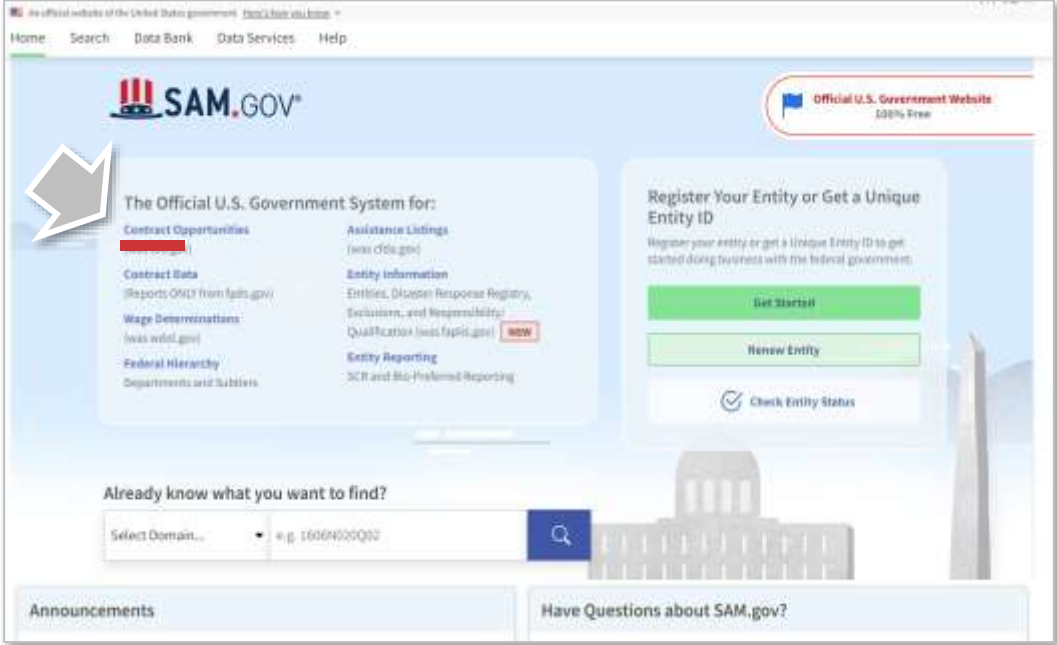
Federal Business Model Analysis

Your Target Buyer: Current & Near-Term Opportunities

**Customer Segments:
Agencies, Primes**



**End Users,
Influencers,
Decision-Markers**



The screenshot shows the SAM.GOV website interface. At the top, there's a navigation bar with 'Home', 'Search', 'Data Bank', 'Data Services', and 'Help'. The main header features the SAM.GOV logo and a badge stating 'Official U.S. Government Website 100% Free'. Below the header, there's a central section titled 'The Official U.S. Government System for:' with a list of services including Contract Opportunities, Assistance Listings, Contract Data, Entity Information, Wage Determinations, Federal Hierarchy, and Entity Reporting. To the right, there's a 'Register Your Entity or Get a Unique Entity ID' section with buttons for 'Get Started', 'Renew Entity', and 'Check Entity Status'. At the bottom, there's a search bar with the text 'Already know what you want to find?' and a search button. The footer includes 'Announcements' and 'Have Questions about SAM.gov?'.

Identify

- Your Products or Services
- Which Agencies Buy
- Agency's Problems & Needs
- Purchasing Process

Current & Near-Term Opportunities

RFIs, SSNs, Solicitations, etc.

<https://sam.gov>

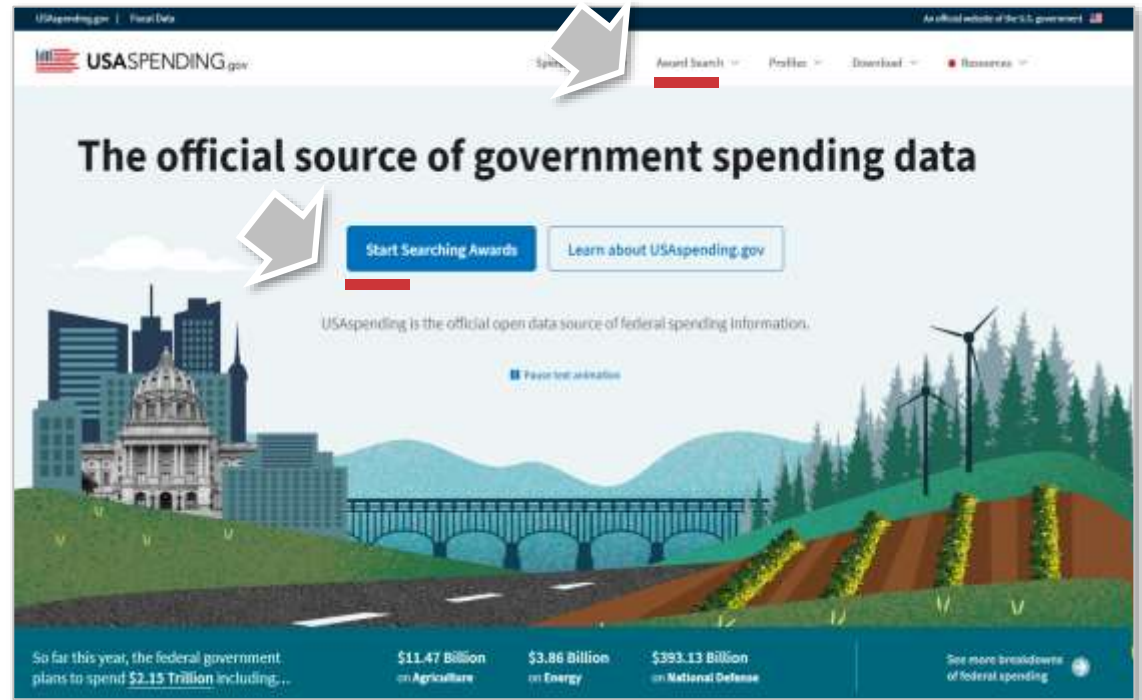
Federal Business Model Analysis

Your Target Buyer: Recent Awards, Expiring Contracts

**Customer Segments:
Agencies, Primes**



**End Users,
Influencers,
Decision-Markers**



USASPENDING.gov | Fiscal Data

USASPENDING.gov

Home Award Search Profiles Download Resources

The official source of government spending data

Start Searching Awards Learn about USASPENDING.gov

USASPENDING is the official open data source of federal spending information.

Favorite Location

So far this year, the federal government plans to spend **\$2.15 Trillion** including...

| | | |
|--|------------------------------------|--|
| \$11.47 Billion on Agriculture | \$3.86 Billion on Energy | \$393.13 Billion on National Defense |
|--|------------------------------------|--|

See more breakdowns of federal spending

Identify

- Your Products or Services
- Which Agencies Buy
- Incumbent Suppliers
- Expiring Contracts

Prior Awards, Long-term Trends, Competitive landscape

Expiring contracts?

www.usaspending.gov

Federal Business Model Analysis

Your Target Buyer: Agency's Forecasted Opportunities

**Customer Segments:
Agencies, Primes**



**End Users,
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An official website of the United States Government

ACQUISITION.GOV Data Initiatives Regulations Tools Policy Network

Agency Recurring Procurement Forecasts

[AGENCY PROCUREMENT FORECAST](#) [SMALL BUSINESS](#) [BUSINESS OPPORTUNITIES](#) [VENDOR COMMUNICATION PLAN](#) [AGENCY INDUSTRY LIAISON DIRECTORY](#)

| Agency Home | Agency Procurement Forecasts |
|--|---|
| Agency for International Development ↕ | Agency Procurement Forecast ↕ |
| Department of Agriculture ↕ | Agency Procurement Forecast ↕ |
| Department of Commerce ↕ | Agency Procurement Forecast ↕ |
| Department of Defense ↕ | Agency Procurement Forecast ↕ |
| Department of Education ↕ | Agency Procurement Forecast ↕ |

Identify

- Your Products or Services
- Which Agencies Buy
- Agency's Priorities, Sequence
- PoC, Insights to Purchasing Process

Forecasts, Points-of-Contact

www.acquisition.gov/procurement-forecasts

Federal Business Model Analysis

The Right 'Solution Fit': What's Your Unique Value Proposition?

Value Proposition



How We Solve Your Problem

- ✓ Problem
- ✓ Solution (Requirement Match)
- ✓ Differentiators
- ✓ Customer 'ROI'

**U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
OFFICE FOR SMALL AND DISADVANTAGED BUSINESS UTILIZATION**

WHAT BUSINESSES ARE THE #1 OF THE ECONOMY

CAPABILITY STATEMENT BCI
Consulting • Technology • Managed Services

Business Consulting, Inc. provides strategic consulting technology services and managed services to commercial and for-profit and government organizations. Our Consulting can mobilize the right people, skills and technologies to help organizations improve their performance.

As a Minority Owned Small Business with SBA (a) & HUBZone certification, BCI is committed to assistance and creating innovative and flexible solutions for our State and Federal clients.

What sets BCI apart from the competition

- Our People
- Performance Based Processes
- Integrated Solutions Teams
- Client Relationship Management
- Strategic Use of Technology and Business

CORE CAPABILITIES

Our technology experts and business professionals analyze research, design and implement solutions to the needs of:

- Consulting
- Technology
- Managed Services

Consulting

Our Consulting services focus on integrated solutions designed to enhance the performance of your business. By incorporating industry best practices into our business processes and management strategies, we can help you stay ahead of the competition and better serve your customers. Our services include:

- Business Strategy & Planning Support
- Change Management & Facilitation Support
- OPM: Process Development and Assessment Services
- Security Assessments
- Financial/Statistical Analysis
- Training

Technology

Our Technology Services focus on developing robust, secure and viable technology solutions for your business. By incorporating business logic solutions into seamlessly scalable applications, we can ensure at the start of the project that we will safely deliver the product to completion. Our services include:

- Application & Web, Design & Development
- Commercial Off the Shelf (COTS) Integration
- Data Warehousing & Consolidation
- Database Design, Development, & Maintenance
- Architectural Solutions
- Verification & Validation Services

Managed Services

Many companies prefer their clients to focus on their core strengths and outsource certain business processes. If you choose to go that route, BCI can help you in the following areas:

- Business Process Outsourcing
- Application Outsourcing
- Resource Management
- Help Desk Services
- Infrastructure Outsourcing

Federal Certification

- 8(a) - 8(a)
- SBA 2, 8(a) (2)(D)
- SBA - 8(a)

Contract Vehicles

ODM - IT SDBS (U) G-25F-1199
Federal of Columbia MDT Supply Schedule (K300)
State of Maryland (SCFM)

State Certifications

State of Columbia

- WMAA (2)(C)
- State of Columbia (2)(C)

Managed

- MDCIT (MM) (2)(B)
- Small Business Reserve (2)(B)

Managed

- MVA/2(B) & LDR
- VA SDBS

Local Government

- Prince George's County, MD (MDC)
- Howard County, MD (MDC)

State Government

- Washington (subcontract) Secretary Commission (MDC)

Fed Government

- NMDC: The Minority Supplier Development Council
- NA/DC MDC (MDC)
- US For Asian American Chamber of Commerce (USFAACC MDC)

Customer Segments: Agencies, Primes



End Users,
Influencers,
Decision-Markers

Federal-Agency Focused: Capabilities Statement, DSBS Profile, Company Website, etc.

Federal Business Model Analysis

Value Proposition: Your Strategic Positioning for Federal Market

Value Proposition



How We Solve Your Problem

- ✓ Problem
- ✓ Solution (Requirement Match)
- ✓ Differentiators
- ✓ Customer 'ROI'

Deconstructing a Capabilities Statement

Capabilities statements can take a variety of forms, but there are key pieces of information that anyone who is interested in doing business with you will want to know.

5 CORE ELEMENTS OF A STRONG CAPABILITIES STATEMENT

| | |
|---|---|
|  | CORE COMPETENCIES Services and solutions you bring to the market with a high degree of success |
|  | DIFFERENTIATORS What sets you apart from other companies in your field |
|  | PAST PERFORMANCE Relevant problems you have solved and the outcomes you achieved for the customer |
|  | CORPORATE DATA Relevant certifications and codes/numbers (DUNS, etc.) |
|  | CONTACT INFORMATION How the customer can reach you |

CORE COMPETENCIES: The services or solutions you can bring to the marketplace in a short amount of time with a high degree of quality and success.

- Describe what you can do really well.

DIFFERENTIATORS: The elements/ characteristics of your company that set you apart from other businesses in your field.

- Highlight specifics about your success and why you were the ideal group for the job.

PAST PERFORMANCE: Your most recent past performance and your most relevant corporate experience. Keep in mind that past performance as a subcontractor can be more relevant than prime past performance in some cases; which experience will be more relevant for the customer you are "pitching"?

CORPORATE DATA: All the codes associated with your business that reinforce you are eligible for contracts.

- NAICS Codes
- Cage Codes
- DUNS Number
- Unique Entity Identifier- UEI
- GSA Schedule
- Federal Certification
- State Certification
- Industry Certification
- Product Service Codes (PSC)

CONTACT INFORMATION: The best person the customer should contact with questions or to start a conversation.

- Include things like your website URL, address, geographical locations of where the company operates, and at least two ways they can reach the staff contact (e.g., phone number and email).

Highlights

- Core Competencies
- Relevant Differentiators
- Relevant Past Performance
- Key Company Data

Core Elements of a Capabilities Statement

Federal Business Model Analysis

Value Proposition: Your Strategic Positioning for Federal Market

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Highlights

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- Key Company Data



Contracting Marketing Materials

New participants in the 8(a) Business Development (BD) Program should showcase their effective outcomes on sole-source 8(a)s and other partnerships by creating capabilities statements. Highlighting these outcomes can secure you new business by proving you have been effective for existing customers.

Capabilities Statement

This is a one-pager (front and back is acceptable) for an initial meet and greet.

- Tailor your content around what your target audience already knows about you. You can have multiple versions for different audiences.
- Frame what you do in relation to what the customer buys, who you are, your areas of expertise, and why you are the best company to do business with.
- Adding photos is a great way to grab your audience's attention.
- Include links to your company's Dynamic Small Business Search (DSBS), webpage, LinkedIn, and YouTube page.
- Ensure your SAM and DSBS profiles are in sync with your capabilities statement.

TIP: Think of your capabilities statement as a snapshot of your company. Focus on how your capabilities meet the customer's needs.

Other Agency Marketing Materials

- ✓ **Capabilities briefing**—describe the problem, approach, outcome, and impact of how you solved a customer problem and how you can apply what you learned to achieve success.

TIP: Providing at least two success stories of how you helped solve a problem will demonstrate that you don't try to fix all issues the same way.
- ✓ **Capabilities response**—capabilities statement in response to Sources Sought or Request for Quote (RFQ).

TIP: Describe the problem, approach, outcome, and impact.
- ✓ **Capabilities brochure**—marketing brochure (2-3 pages) to provide more information on the company.

TIP: Consider making your capabilities brochure, or any of your capability materials, digital so you can electronically share it through email on the spot.

Other Marketing Materials

Federal Business Model Analysis

Value Proposition: Your Strategic Positioning for Federal Market

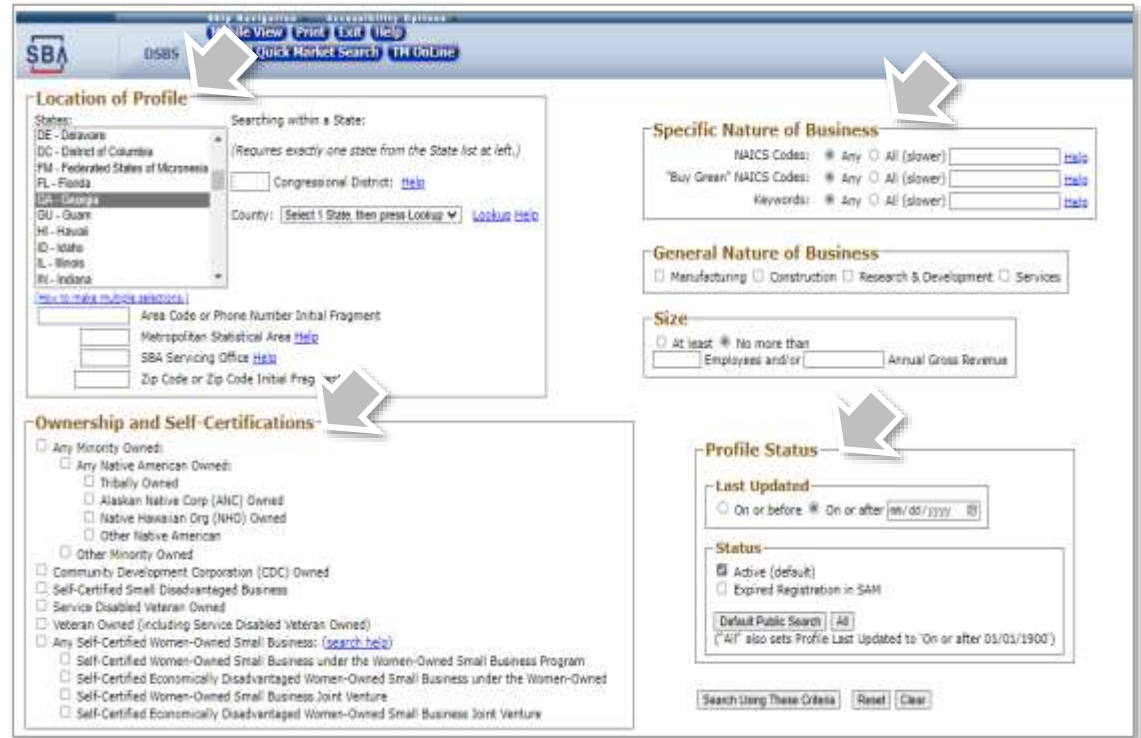


Value Proposition



How We Solve Your Problem

- ✓ Problem
- ✓ Solution (Requirement Match)
- ✓ Differentiators
- ✓ Customer 'ROI'



The screenshot shows the SBA DSBS registration form with several sections highlighted by arrows:

- Location of Profile:** Includes a list of states (DE, DC, FM, FL, GA, GU, HI, ID, IL, IN), a search box for states, and fields for Congressional District, County, Area Code or Phone Number Initial Fragment, Metropolitan Statistical Area, SBA Servicing Office, and Zip Code or Zip Code Initial Fragment.
- Specific Nature of Business:** Includes fields for NAICS Codes, "Buy Green" NAICS Codes, and Keywords, each with radio buttons for "Any" or "All (slower)".
- General Nature of Business:** Includes checkboxes for Manufacturing, Construction, Research & Development, and Services.
- Size:** Includes radio buttons for "At least" or "No more than" and fields for Employees and/or Annual Gross Revenue.
- Ownership and Self-Certifications:** Includes checkboxes for various ownership types such as Any Minority Owned, Any Native American Owned, Other Minority Owned, Community Development Corporation (CDC) Owned, Self-Certified Small Disadvantaged Business, Service Disabled Veteran Owned, Veteran Owned, and Any Self-Certified Women-Owned Small Business.
- Profile Status:** Includes a "Last Updated" field with radio buttons for "On or before" or "On or after" and a date input field, and a "Status" section with checkboxes for "Active (default)" and "Expired Registration in SAM".

Competitive Landscape

- Core Competencies
- Differentiators
- Past Performance
- Marketing Insights

Competitive Landscape, Marketing Insights

<https://dsbs.sba.gov>



Federal Business Model Analysis

Value Proposition: Your Strategic Positioning for Federal Market

SBA Profile

Identification, Location & Contacts

Value Proposition



How We Solve Your Problem

- ✓ Problem
- ✓ Solution (Requirement Match)
- ✓ Differentiators
- ✓ Customer 'ROI'

This profile was last updated:
Status:

User ID:
Name of Firm:
Trade Name ("Doing Business As ..."):
UEI:
Address, line 1:
City:
State:
Zip:
Phone Number:
Fax Number:
E-mail Address:
WWW Page:
E-Commerce Website:

Capabilities Narrative:

Construction Group is an industry leader and provider of construction services across several disciplines.

NAICS Codes with Size Determinations by NAICS:

| # | Primary? | Code | NAICS Code's Description |
|----|----------|--------|--|
| 1 | Yes | 237310 | Highway, Street, and Bridge Construction |
| 2 | | 236116 | New Multifamily Housing Construction (except For-Sale Builders) |
| 3 | | 236118 | Residential Remodelers |
| 4 | | 236220 | Commercial and Institutional Building Construction |
| 5 | | 237110 | Water and Sewer Line and Related Structures Construction |
| 6 | | 237130 | Power and Communication Line and Related Structures Construction |
| 7 | | 237990 | Other Heavy and Civil Engineering Construction General \$39.50m Small Business Size Standard: [Yes] Special \$32.50m Dredging and Surface Cleanup Activities: [Yes] ⁽⁴⁾ |
| 8 | | 238110 | Poured Concrete Foundation and Structure Contractors |
| 9 | | 238160 | Roofing Contractors |
| 10 | | 238220 | Plumbing, Heating, and Air-Conditioning Contractors |
| 11 | | 238910 | Site Preparation Contractors |
| 12 | | 238990 | All Other Specialty Trade Contractors General \$16.50m Small Business Size Standard: [Yes] Special \$16.50m Building and Property Specialty Trade Services: [Yes] ⁽⁴⁾ |
| 13 | | 561730 | Landscaping Services |

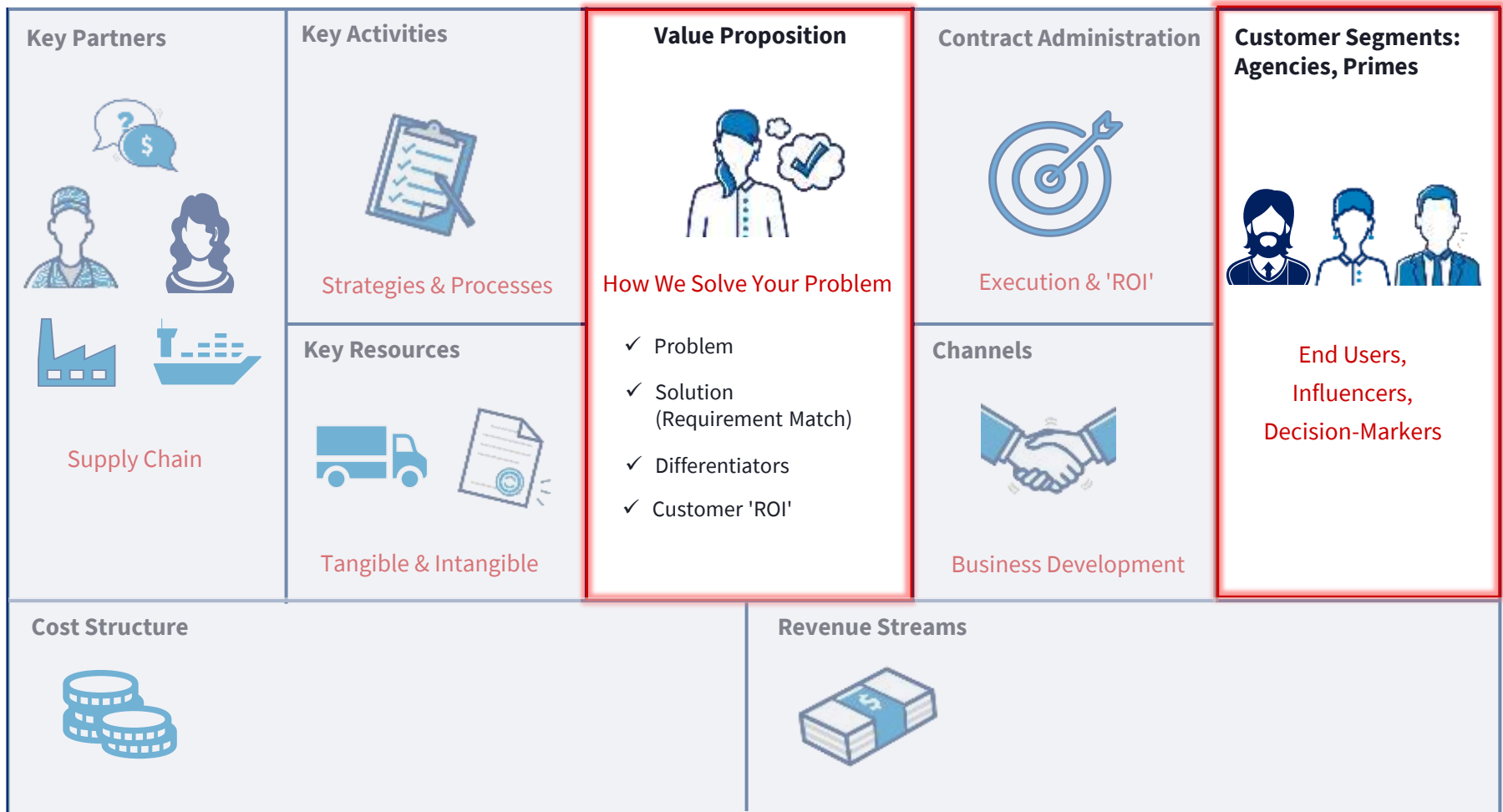
Keywords:

Some examples ...

<https://dsbs.sba.gov>

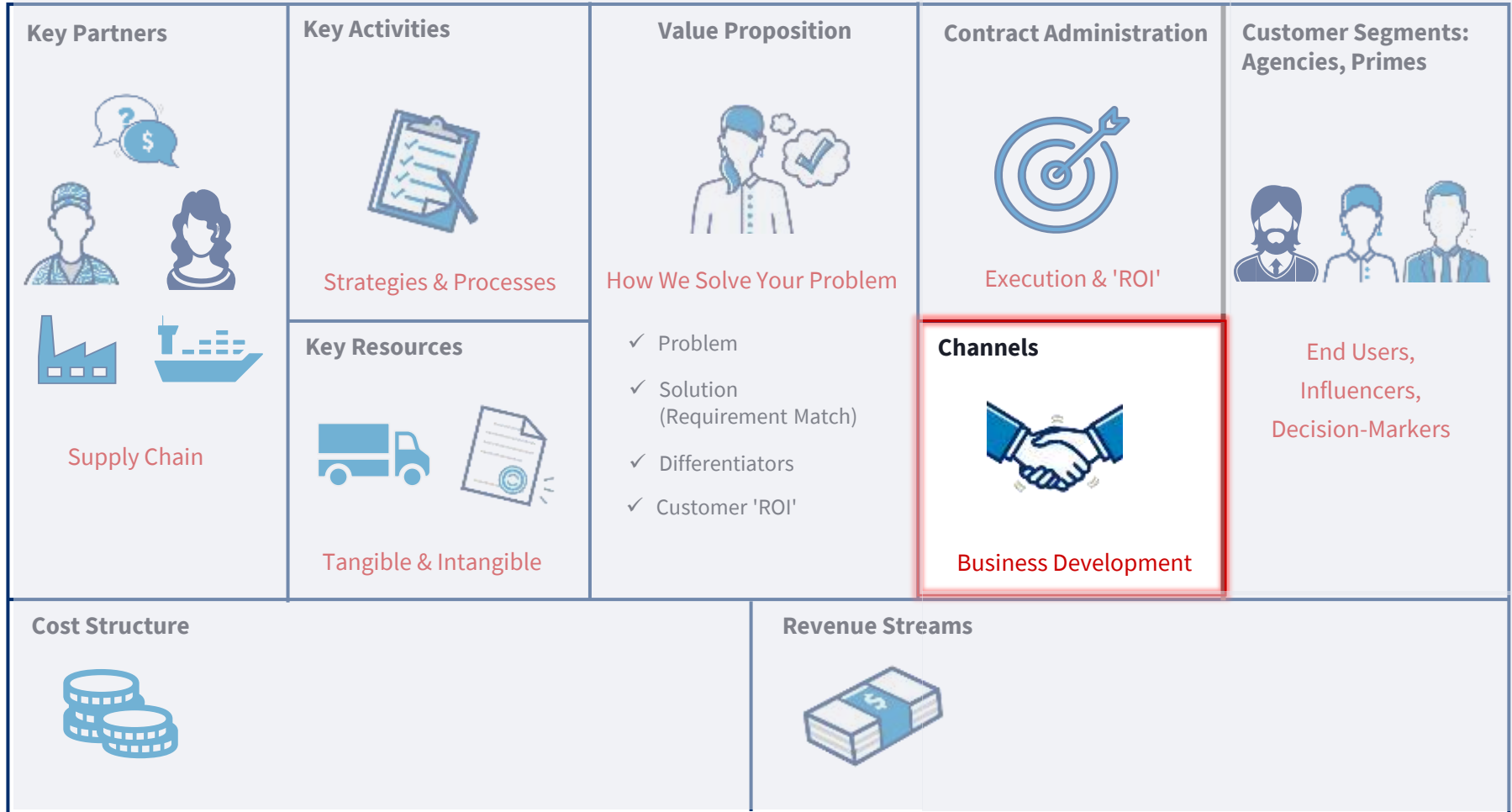
Federal Business Model Analysis

Customer Segments: Agencies & Incumbent Primes



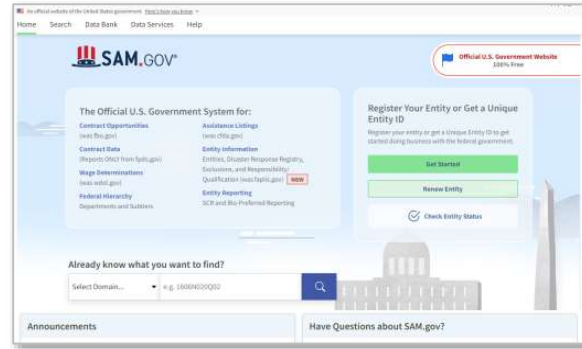
Federal Business Model Analysis

Channels: Business Development & Capture Management

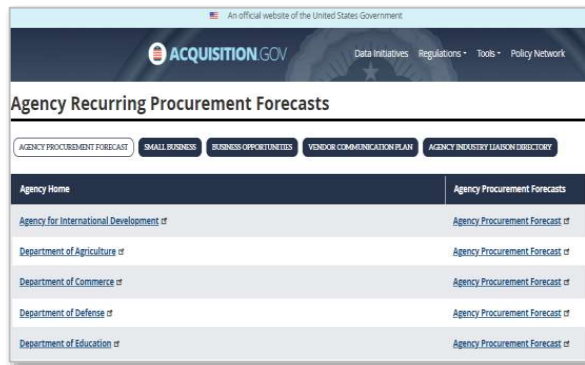


Federal Business Model Analysis

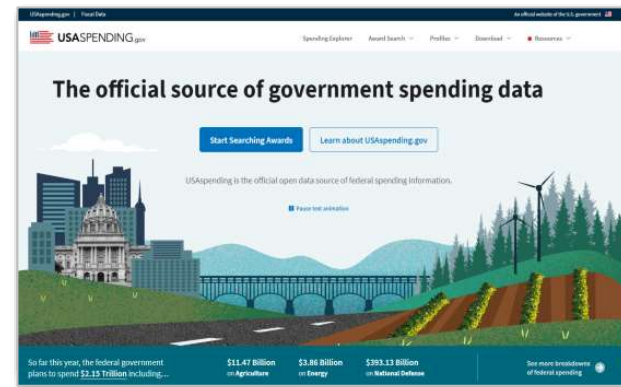
Channels: Prime Awards Business Development & Capture Management



Current & Near-term Opportunities



Forecasts, Points-of-Contact



Prior Awards, Expiring Contracts

Federal Business Model Analysis

Getting Started: Agency Small Business Programs



Identify

- Your Products or Services
- What Agency Buys
- How Agency Buys
- Points of Contact

An official website of the United States Government

ACQUISITION.GOV

Data Initiatives Regulations Tools Policy Network

Agency

AGENCY PROCUREMENT FORECASTS SMALL BUSINESS BUSINESS OPPORTUNITIES VENDOR COMMUNICATION PLAN AGENCY INDUSTRY LIAISON DIRECTORY

| Agency Home | Small Business |
|--|--------------------------------|
| Agency for International Development | Small Business |
| Department of Agriculture | Small Business |
| Department of Commerce | Small Business |
| Department of Defense | Small Business |
| Department of Education | Small Business |

Agency's Small Business Program (OSDBU)

www.acquisition.gov/procurement-forecasts/small-business

Federal Business Model Analysis

Getting Started: Agency Small Business Program



Identify

- Your Products or Services
- What Agency Buys
- How Agency Buys
- Points of Contact

https://www.hhs.gov/about/agencies/asfr/ogapa/osdbu/index.html

HHS.gov U.S. Department of Health & Human Services

I'm looking for...

About HHS Programs & Services Grants & Contracts Laws & Regulations

Home > About > Agencies > ASFR > Office of Acquisitions and the Office of Grants > The Office of Small and Disadvantaged Business Utilization

Office of the Assistant Secretary for Financial Resources (ASFR) +

Office of Budget (OB)

Office of Finance (OF) +

Office of Grants (OG) +

Office of Acquisitions (OA) -

The Office of Small and Disadvantaged Business Utilization (OSDBU)

Grants Management Quality Services Management Office (QSMO)

The Office of Small and Disadvantaged Business Utilization (OSDBU)

Topics on this page: [OSDBU Responsibilities](#) | [OSDBU Organization](#) | [Key Personnel](#) | [Important Small Business Information](#) | [HHS OSDBU Outreach Invitation Request](#) | [HHS OSDBU Post Event Outreach Report](#) | [SBA and HHS Partnership Agreement](#)

Important Small Business Information

The HHS Office of Small and Disadvantaged Business Utilization (OSDBU) helps small businesses in their pursuit of health and human services-related contracts. See these pages to beat the competition.

- [Get Ready to do Business with HHS](#)
Be sure to review this information for the latest requirements for contracting, as well as tips for working with HHS.
- [Review the HHS Forecast Opportunities](#)
Learn about possible contract opportunities that may become available in the future.
- [Get Ready for the Vendor Outreach Sessions](#)
Make the most of your networking opportunities when meeting with our Small Business specialists at our monthly outreach events.
- See our [Calendar of Small Business Events](#)

Federal Business Model Analysis

Getting Started: Your Focused Business Development



What's Your Approach

Biz Dev Planning?

(Sample worksheet)

| Topic | Notes |
|--|-------|
| Identify NAICS codes for agency opportunities you are targeting: | |
| Identify specific opportunities for pursuit including forecasted prime awards, expiring contracts, subcontract leads , etc. | |
| Assess the competitive landscape - e.g., incumbent contractors, former awardees, etc. | |
| Finalize targeted capabilities statement , business development pitch , 'briefing materials', etc. | |
| Identify point of contact (POC) for specific opportunities; arrange for meetings - industry days, capabilities briefings, etc. | |
| Research timing of RFIs, SSNs, RFQs, RFPs | |
| Identify key milestones , track progress, and follow-up. | |

Federal Business Model Analysis

Getting Started: Willing to Be a [Subcontractor](#)?

Channels



Business Development



Build Capacity

- Land Opportunity with a Prime Contractor

Work with a Prime

- Teaming / Sub Agreement
- Joint Venture
- Mentor Protégé

Enhance Past Performance

- Gain Experience
- Expand Opportunities

Federal Business Model Analysis

Subcontracting: Business Development & Capture Management

Channels



Business Development



- **Faster way to enter a Complex Marketplace**

- **Build capacity**

- **Develop past performance**

- **Access the Client Agency indirectly**

Federal Business Model Analysis

Getting Started: Willing to Be a Subcontractor?

Channels



Business Development

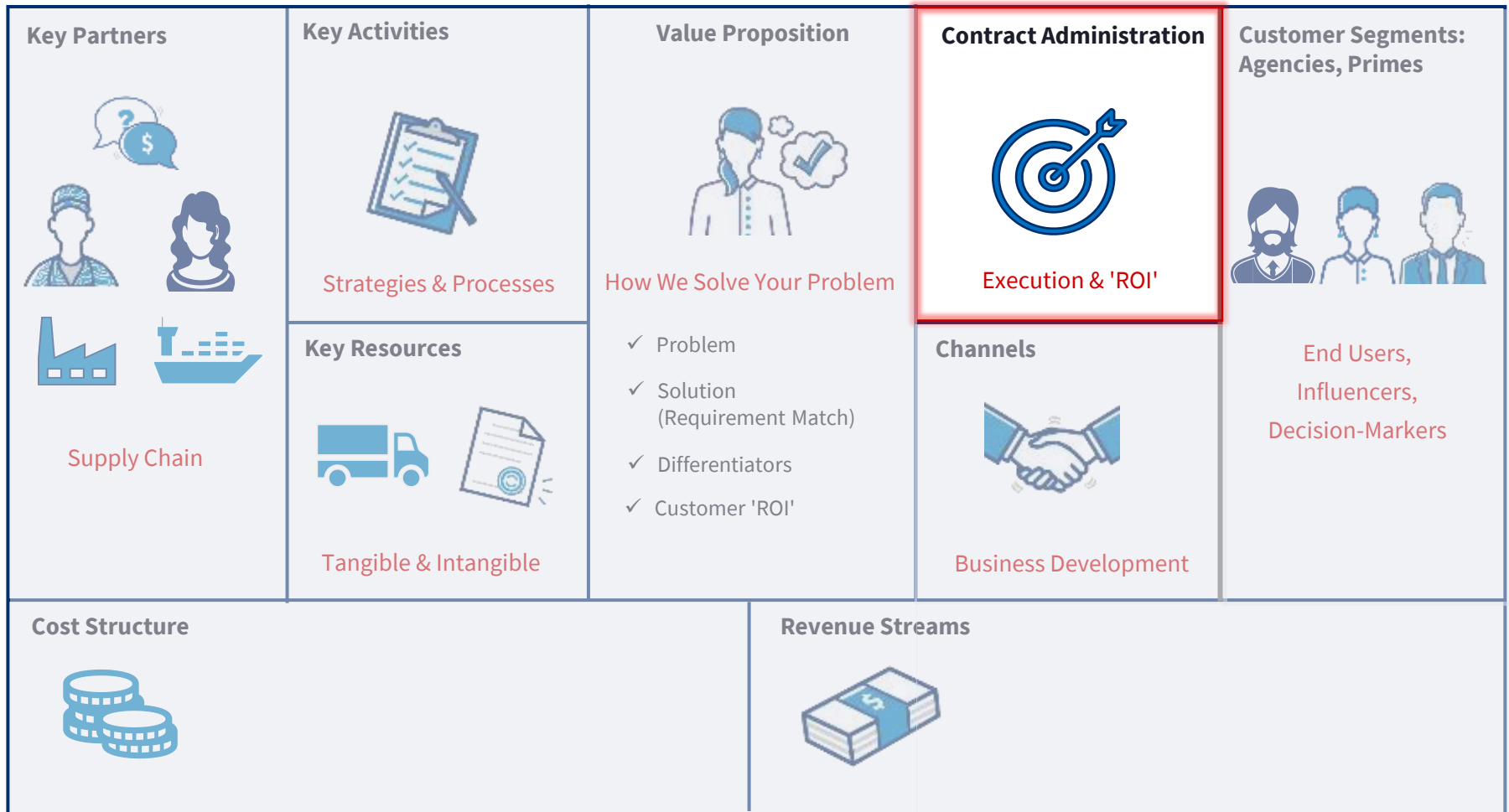


The screenshot shows the SBA website's 'Prime and subcontracting' page. The page header includes the SBA logo and navigation links such as 'Business Guide', 'Funding Programs', 'Federal Contracting', 'Learning Platform', 'Local Assistance', and 'About SBA'. The main content area features a breadcrumb trail: 'Home > Federal Contracting > Contracting Guide > Prime and Subcontracting'. Below this, there is a 'Contracting guide' section with the title 'Prime and subcontracting'. The main heading is 'Awards with small business subcontracting plans'. The text explains that federal contracts awarded to 'other than small' businesses over a certain dollar threshold must contain a small business subcontracting plan. It lists various types of businesses that can be subcontracted to, such as small disadvantaged businesses, women-owned small businesses, HUBZone small businesses, veteran-owned small businesses, and service-disabled veteran-owned small businesses. A link is provided to 'SBA's Directory of Federal Government Prime Contractors with a Subcontracting Plan'. Below this, it states that some federal agencies maintain subcontracting websites that include directories of large prime contractors. A list of three links is provided: 'General Services Administration's Subcontracting Directory for Small Businesses', 'DOT Subcontracting Directory | US Department of Transportation', and 'Subcontracting and Other Partnerships | GSA'. The text then discusses how large businesses can post a notice of a subcontracting opportunity to SBA's subcontracting database, SUBNet, and how small businesses can search and view these opportunities. Finally, it mentions that prime contractors also use the Dynamic Small Business Search to find small businesses and advises ensuring a complete profile in DSBS.

www.sba.gov/federal-contracting/contracting-guide/prime-subcontracting

Federal Business Model Analysis

Contract Administration



Federal Business Model Analysis

Delivering for Customer: 'Return on Investment'

Contract Administration



Execution & 'ROI'

CPARS

Contractor Performance Assessment Reporting System

Reports and rates **prime contractor** performance

eSRS

Integrated Award Environment
Electronic Subcontracting Reporting System

Track and review **subcontracting** reports

Some considerations

Federal Business Model Analysis

Revenue Streams



Federal Business Model Analysis

Revenue Streams

Revenue Streams



What Agency ‘Contract Types’

Work for Your Business?

Fixed Price

Multiple Types

- Firm Fixed Price (FFP)

FAR 16.202

Cost

Multiple Types

- Time & Materials (T&M) *FAR 16.6*
- Cost Plus Fixed Fee (CPFF) *FAR 16.306*

Some examples

Federal Business Model Analysis

Key Resources



Federal Business Model Analysis

Key Resources: Example [Access to Capital](#)



Programs powered by SBA...

Loans: Lender Match* connects you to participating SBA Lenders

- 7(a) - loans up to \$5 million
- 504 - loans up to \$5.5 million
- Microloans- loans up to \$50,000
(no real estate)

Bonding

Added Value

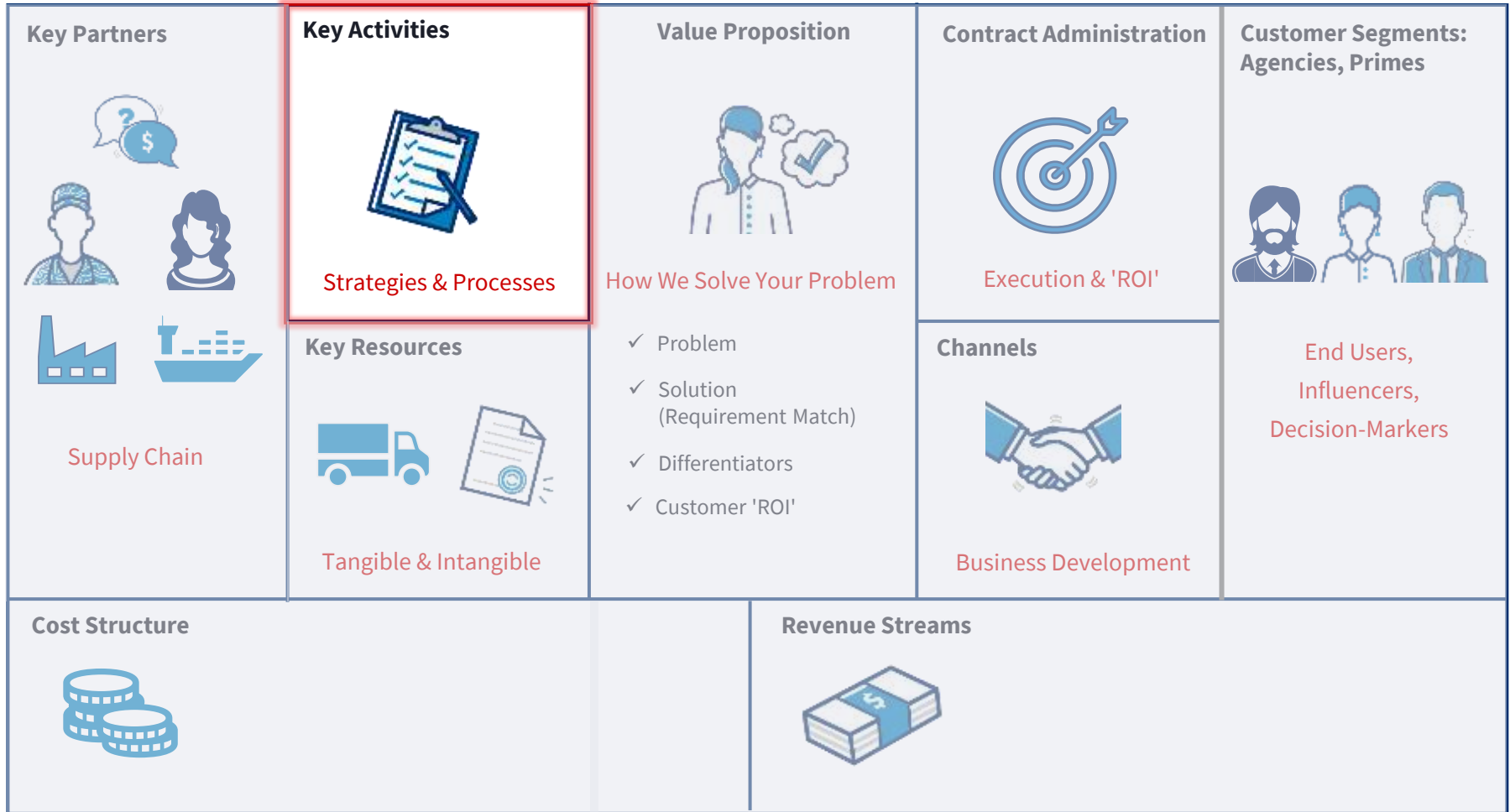
- Surety Bond Program

Reminder: www.sba.gov/funding-programs/loans/lender-match

www.sba.gov/local-assistance/resource-partners

Federal Business Model Analysis

Key Activities: Internal Operations, G&A, etc.



Federal Business Model Analysis

Key Partners: Your Supply Chain



Federal Business Model Analysis

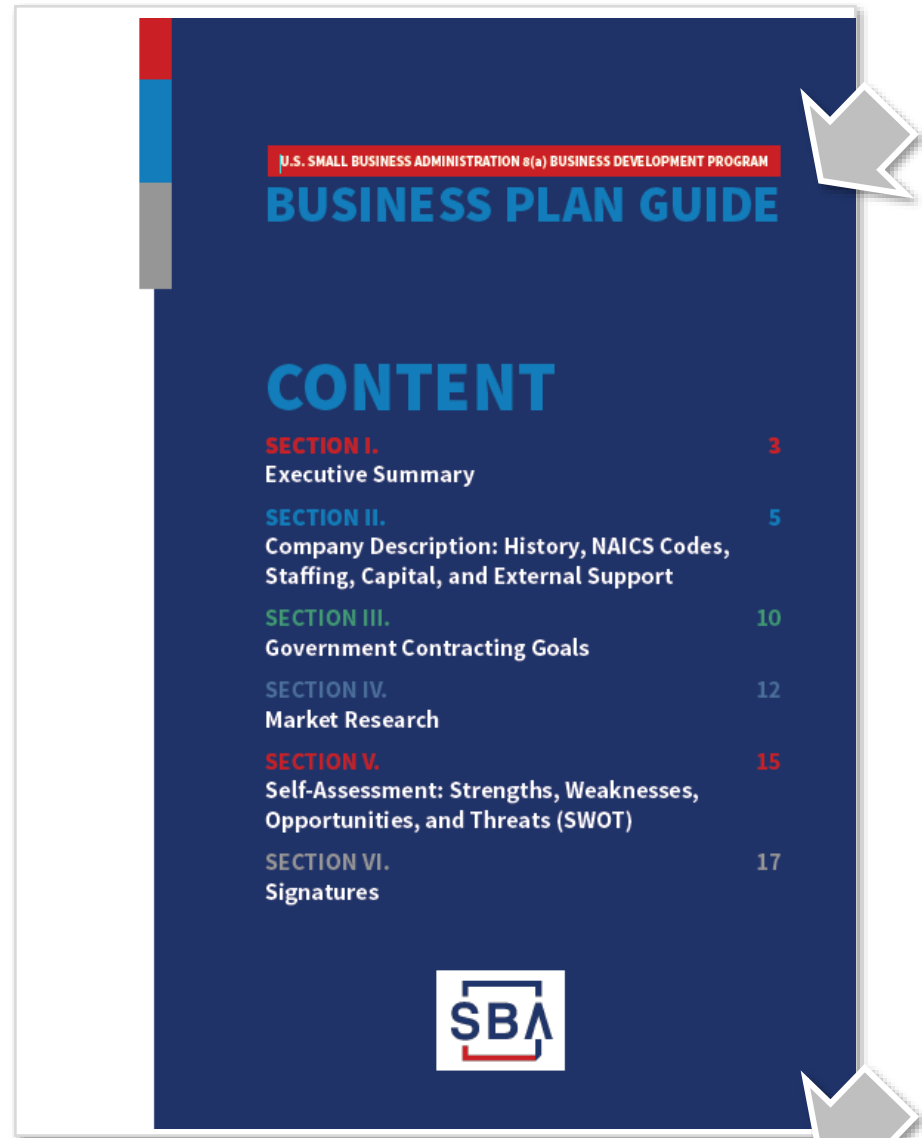
Cost Structure



Outline


- Understanding Market Segmentation: B2C, B2B, B2G
 - *Federal Opportunity Landscape for Small Business*
- Business Readiness: Using Business Model Analysis to Identify Gaps
- **Strategic Planning & Closing Gaps: Develop Your Action Plan**
- Need Help? Local Resources & Technical Assistance

Business Planning: Federal Market Entry



<https://sbaone.atlassian.net/wiki/spaces/CHDB/pages/2510684184/8+a+Business+Plan+Guide>



Business Planning: Federal Market Entry



U.S. SMALL BUSINESS ADMINISTRATION 8(a) BUSINESS DEVELOPMENT PROGRAM

BUSINESS PLAN GUIDE

**Self-Assessment:
Strengths, Weaknesses,
Opportunities, and
Threats (SWOT)**



<https://sbaone.atlassian.net/wiki/spaces/CHDB/pages/2510684184/8+a+Business+Plan+Guide>

Develop Your Action Plan



Specify the Issues/ Objectives

Collect & Analyze Data

Outline Tasks & Prioritize

Execute, Evaluate, Adjust

Develop Your Action Plan



Plan of Action

Project:

Team:

Date:

| Category | Function | Issue | Deliverable | Priority | Team Lead | Start Date | Completion Date | Notes |
|---------------|------------------|--|---------------------------------|----------|-----------|------------|-----------------|-------|
| SWOT Analysis | Sales (Channels) | Strength: technical expertise | Create federal capability stmt. | 2 | BN | | | |
| Other | G&A | Need business plan for federal contracting | | 1 | PD | | | |

Example

Outline

- Understanding Market Segmentation: B2C, B2B, B2G
 - *Federal Opportunity Landscape for Small Business*
- Business Readiness: Using Business Model Analysis to Identify Gaps
- Strategic Planning & Closing Gaps: Develop Your Action Plan
- **Need Help? Local Resources & Technical Assistance**

Local Resources & Technical Assistance



U.S. Small Business
Administration

SBDCs

Small Business Development Centers (SBDCs) provide entrepreneurial training and counseling.

[Find an SBDC in your area](#)

SCORE Business Mentors

SBA partners with SCORE to connect you with a business mentor.

[Find a SCORE business mentor in your area](#)

Veterans Business Outreach

Get in touch with a Veterans Business Outreach Center (VBOC) to start or grow your business.

[Find a Veterans Business Outreach Center in your area](#)

Women's Business Centers

SBA partners with WBCs around the country to provide training, counseling, and resources to women-owned businesses.

[Find a Women's Business Center in your area](#)

www.sba.gov/local-assistance/resource-partners



www.apexaccelerators.us

Outline

- Understanding Market Segmentation: B2C, B2B, B2G
 - *Federal Opportunity Landscape for Small Business*
- Business Readiness: Using Business Model Analysis to Identify Gaps
- Strategic Planning & Closing Gaps: Develop Your Action Plan
- Need Help? Local Resources & Technical Assistance



Georgia District Office

Government Contracting Readiness: *Is Your Small Business Ready for the Federal Market?*

Q&A

July 2024



Georgia District Office

Government Contracting Readiness:

Is Your Small Business Ready for the Federal Market?

Thank You.

July 2024

**SBA Mentor-Protégé Program
&
Joint Ventures**

Federal Contracting



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[Home](#) > [Federal Contracting](#) > [Contracting Assistance Programs](#) > [SBA Mentor-Protégé Program](#)

[Contracting guide](#)

Contracting assistance programs

[Small Disadvantaged Business](#)

[Women-Owned Small Business Federal Contract program](#)

[Veteran contracting assistance programs](#)

[8\(a\) Business Development program](#)

[SBA Mentor-Protégé program](#)

[Joint ventures](#)

[HUBZone program](#)

[Natural Resource Sales Assistance program](#)

[Counseling and help](#)

SBA Mentor-Protégé program

Your small business can learn from an experienced government contractor through SBA's Mentor-Protégé program.

Content

[Program improvements](#)

[Program benefits](#)

[Program qualifications](#)

[Apply to the program](#)

[Mentor-Protégé duration](#)

[Mentor-Protégé annual evaluations](#)



www.sba.gov/federal-contracting/contracting-assistance-programs/sba-mentor-protege-program



Federal Contracting



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[Home](#) > [Federal Contracting](#) > [Contracting Assistance Programs](#) > [Joint Ventures](#)

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[8\(a\) Business Development program](#)

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[Joint ventures](#)

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[Natural Resource Sales Assistance program](#)

[Counseling and help](#)

Joint ventures

Joint ventures allow certain businesses to compete together for government contracts reserved for small businesses.

Content

[Program benefits](#)

[How to set up a joint venture](#)

[Rules for joint ventures](#)

[Performance of Work](#)



www.sba.gov/federal-contracting/contracting-assistance-programs/joint-ventures





U.S. Small Business
Administration