



U.S. Small Business
Administration

How to Get Started in Federal Government Contracting

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

MA District Office Team

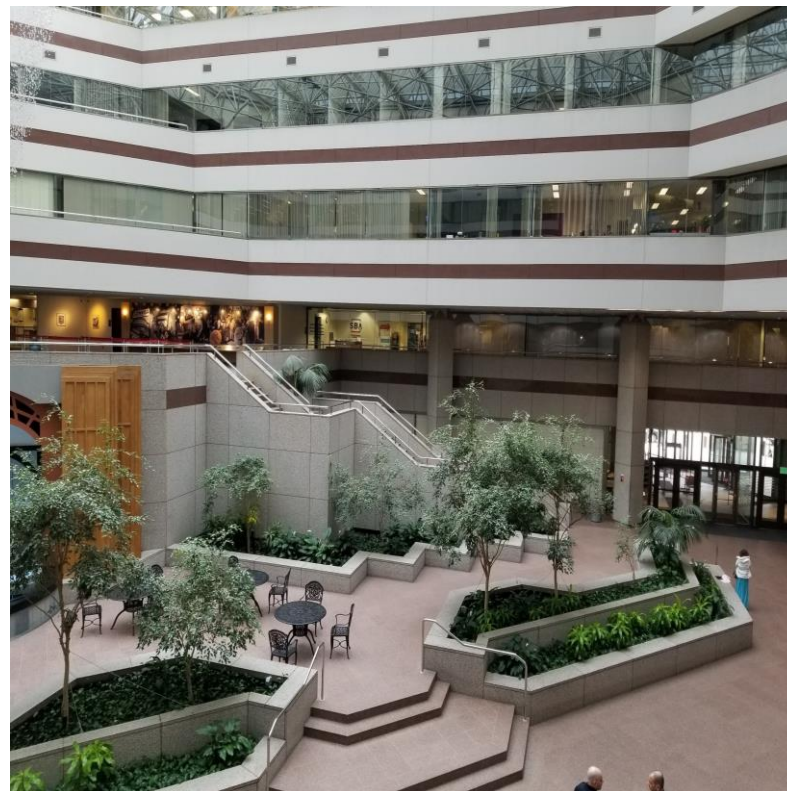
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**The SBA works to ignite change and spark action
so small businesses can confidently**



START • GROW • EXPAND • RECOVER

SBA National Website
www.sba.gov

 SBA (@SBAgov) · Twitter

The SBA Can Help you Start, Grow, Expand, and Recover Your Small Business

- SBA Funding Options
- SBA Resource Partner Network
- Federal Government Contracting Opportunities
- SBA Disaster Assistance
- Take Your Business Global - International Trade or Exporting

www.sba.gov

The SBA Resource Partner Network

Access the right tools at the right time—wherever you are.



Approved and
funded by the SBA



1,400+ partner
offices nationwide



Find local resource
partners near you at
[SBA.gov/local-assistance](https://www.sba.gov/local-assistance)





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Course Objectives

- **How to assess your business for selling to the federal government**
- **What are the basic requirements to sell to the federal government**
- **What are the steps to get started in federal government contracting**
- **What is a UEI number and how to get one for your business**
- **What is a NAICS code for your small business and where to find it**
- **What is the System for Award Management (SAM) and how to register**
- **What are the small business size standards for your business**
- **What are the resources available to help small businesses**

Assess Your Business

Traditional Business Plan Format



Company Information & Executive Summary



Structure – Legal structure and ownership structure



Market Analysis



Marketing & Sales



Service/Product Line – NAICS Code(s)



Financial Projections

Is Your Business Ready?



Does the Government...
Buy what you sell

Do you have...
Federal contracting experience
Cash, inventory, working capital

Are you capable...
Of fulfilling a government contract

Do you know...
Where to find contracting opportunities

Are You a Small Business?

Size Standards

Determined by NAICS industry codes

Business Type

Sole proprietorship, partnership, corporation, or any other legal form

Location

Operates primarily within the U.S.

Size Restrictions

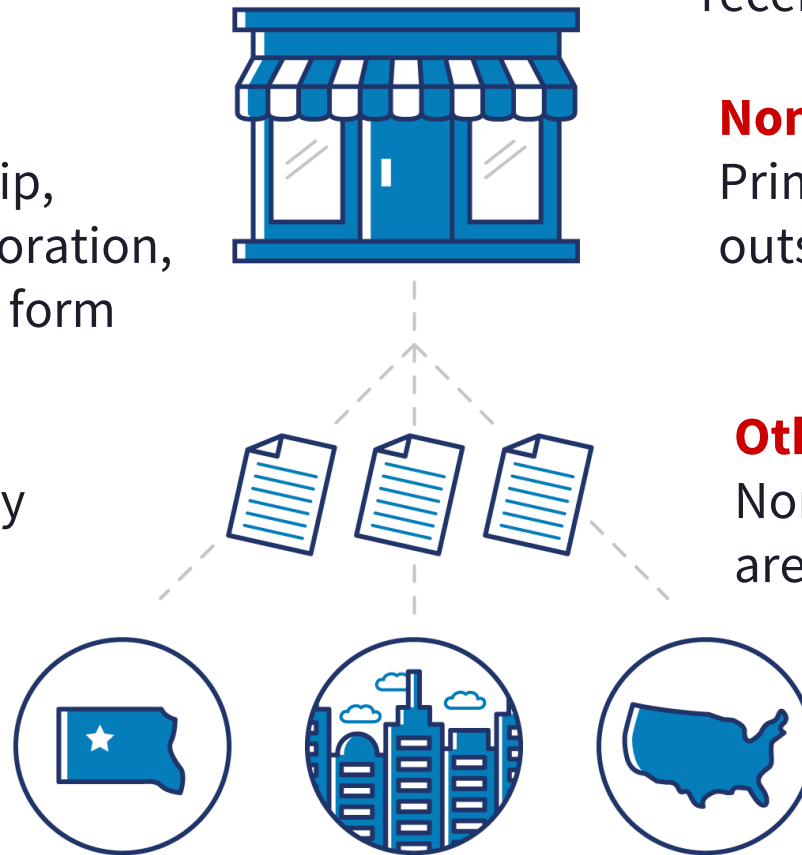
Average number of employees or annual receipts

Non-Qualified Business

Primary operations outside the U.S.

Other

Non-profit businesses are not considered



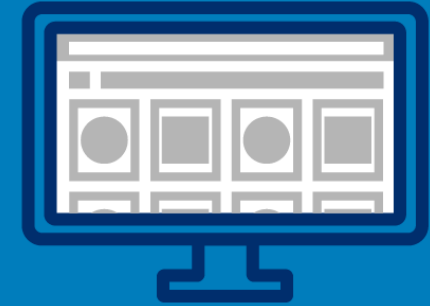
Do You Know Your NAICS Codes and Size Standards for Your Industry?



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

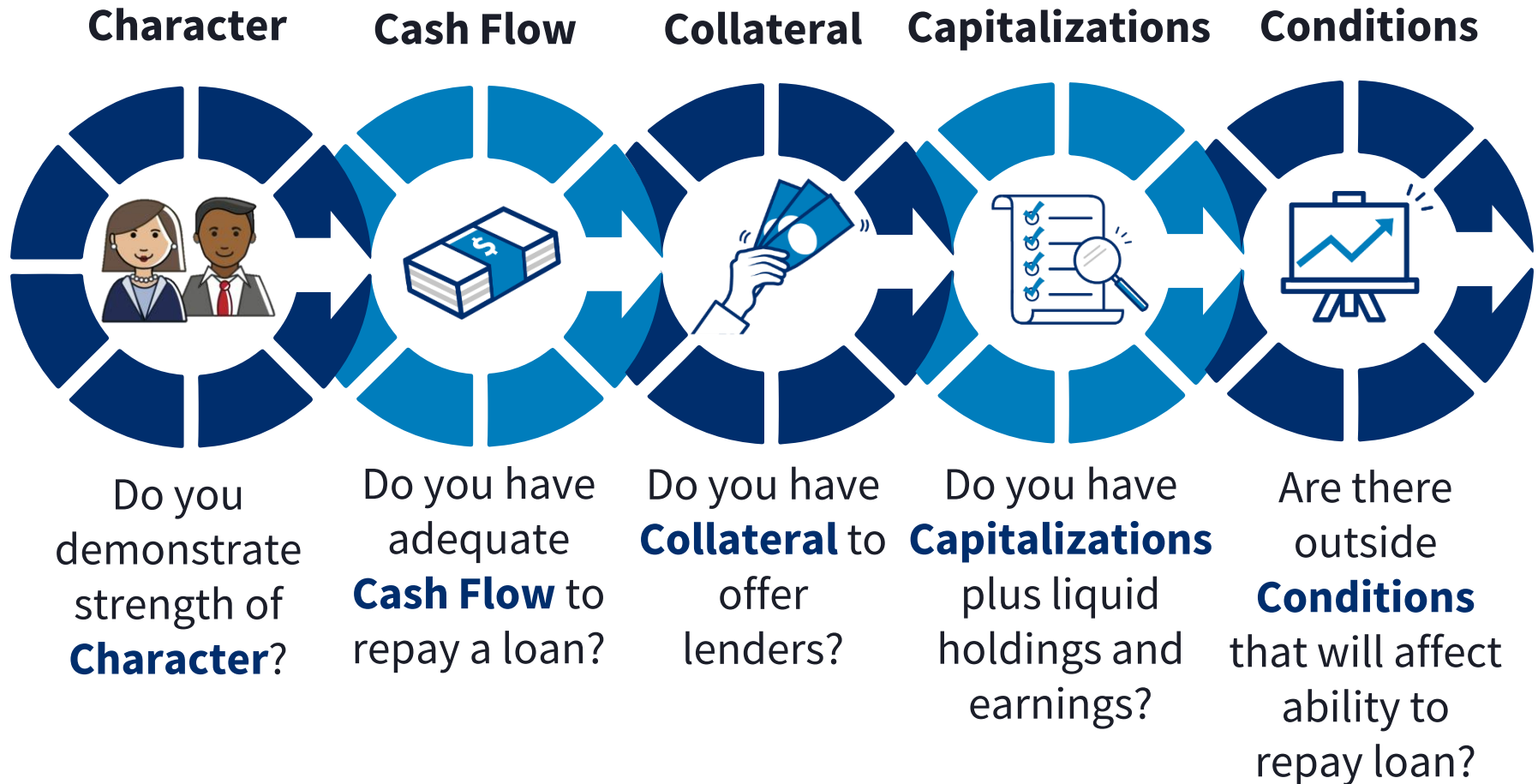


SBA size standards using NAICS as their basis apply to all Federal government programs, including procurement



Visit the United States Census Bureau NAICS [website](#) to identify your NAICS code(s) . Visit [sba.gov](#) to identify the NAICS Code size standard for your primary industry
[www.sba.gov](#)

Do You Have Adequate Cash Flow to Finance a Government Contract?



How the Government Buys Goods and Services

Government-Wide Contracting Goals

COMPETITION TYPES TO WIN GOVERNMENT CONTRACTS

WORLD'S
LARGEST
BUYER



- \$5 billion + per year
- 23% federal contract dollars are intended for small businesses

01

**Full and Open
Competition**

02

**Small Business
Set-Asides**

03

Sole Source

Set-Aside for Certification Programs and Socio-Economic Categories

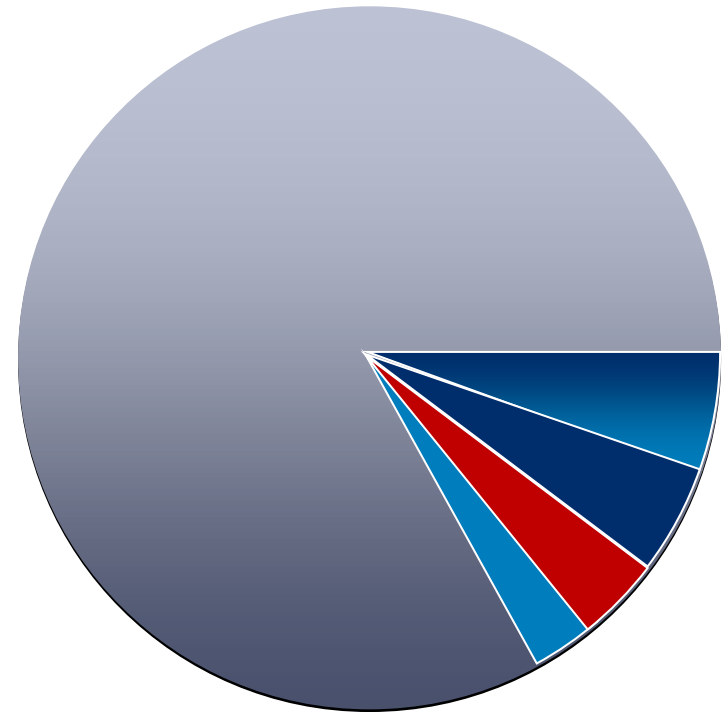
Targeted set-asides and acquisition goals:

**Women-Owned Small Businesses
(5%)**

**Small Disadvantaged Businesses
(including 8(a) certified) (5%)**

HUBZone Businesses (3%)

**Service-Disabled Veteran-Owned
Small Businesses (3%)**



Set-asides are reserved for small business between \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

Marketing Your Business & Identifying Federal Opportunities

Research Your Market



Know what agencies buy your **products and services**



Find your niche, competition is fierce

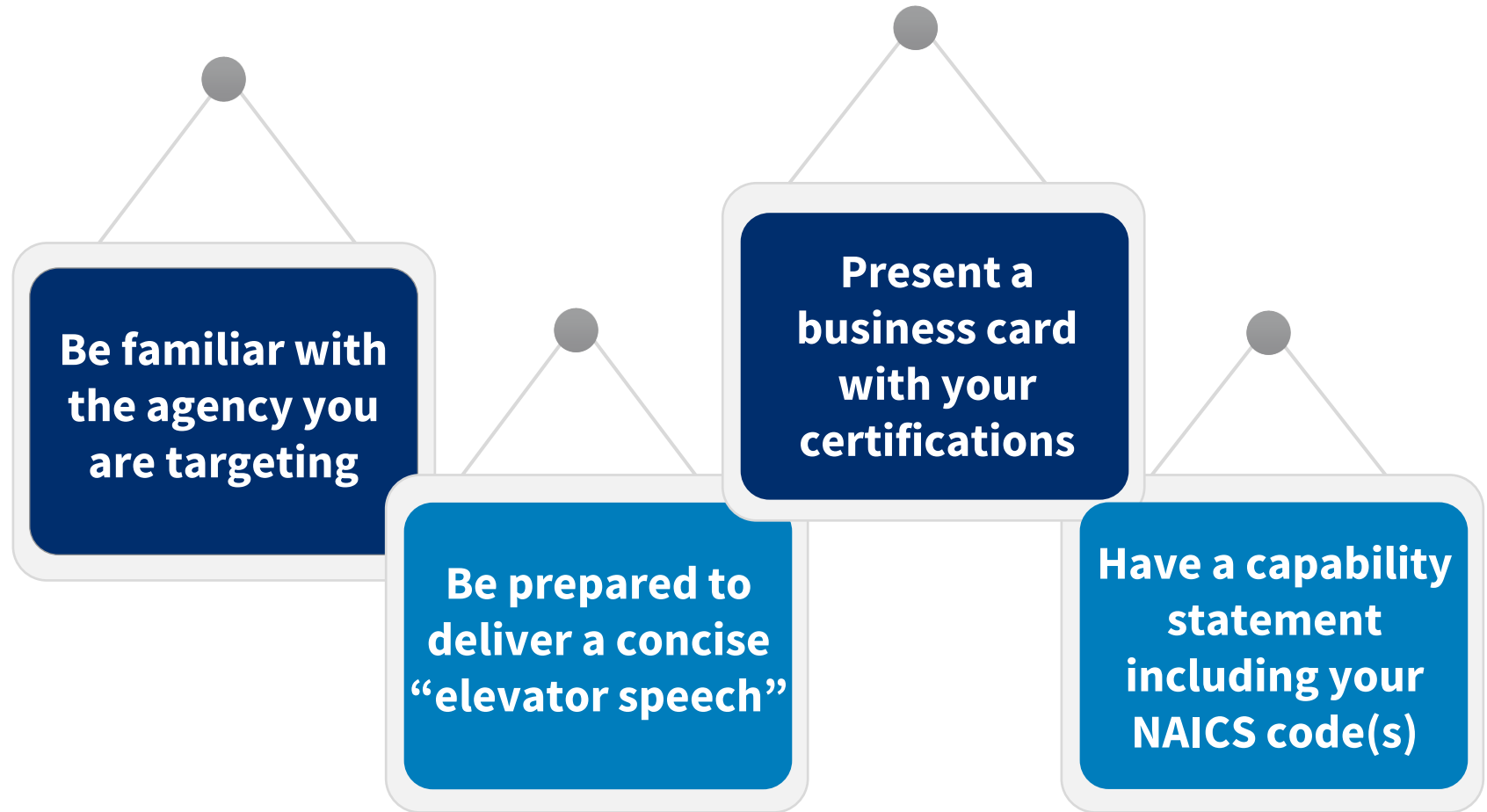


Understand areas of **government spending**



Know your **competition** and their contracts

Ingredients to Making a Favorable Impression



Capabilities Statement

What is a Capability Statement?

1



Purpose

- Proof of Qualification
- Introduction

2



Marketing

- Door Opener
- Captivate Customers

3



What Is It

- Business Resume
- Relationship Builder

4



How to Use It

- Prime or Teaming Opportunities
- Part of a Sources Sought or Request for Information Response

Core Elements of a Capability Statement



Title

- Include firm's logo
- Other branding elements

Corporate Data

- Office locations and contact information

Company Data

- Financial stability/capacity
- Number of employees/teams
- UEI, CAGE, NAICS
- GSA Schedule



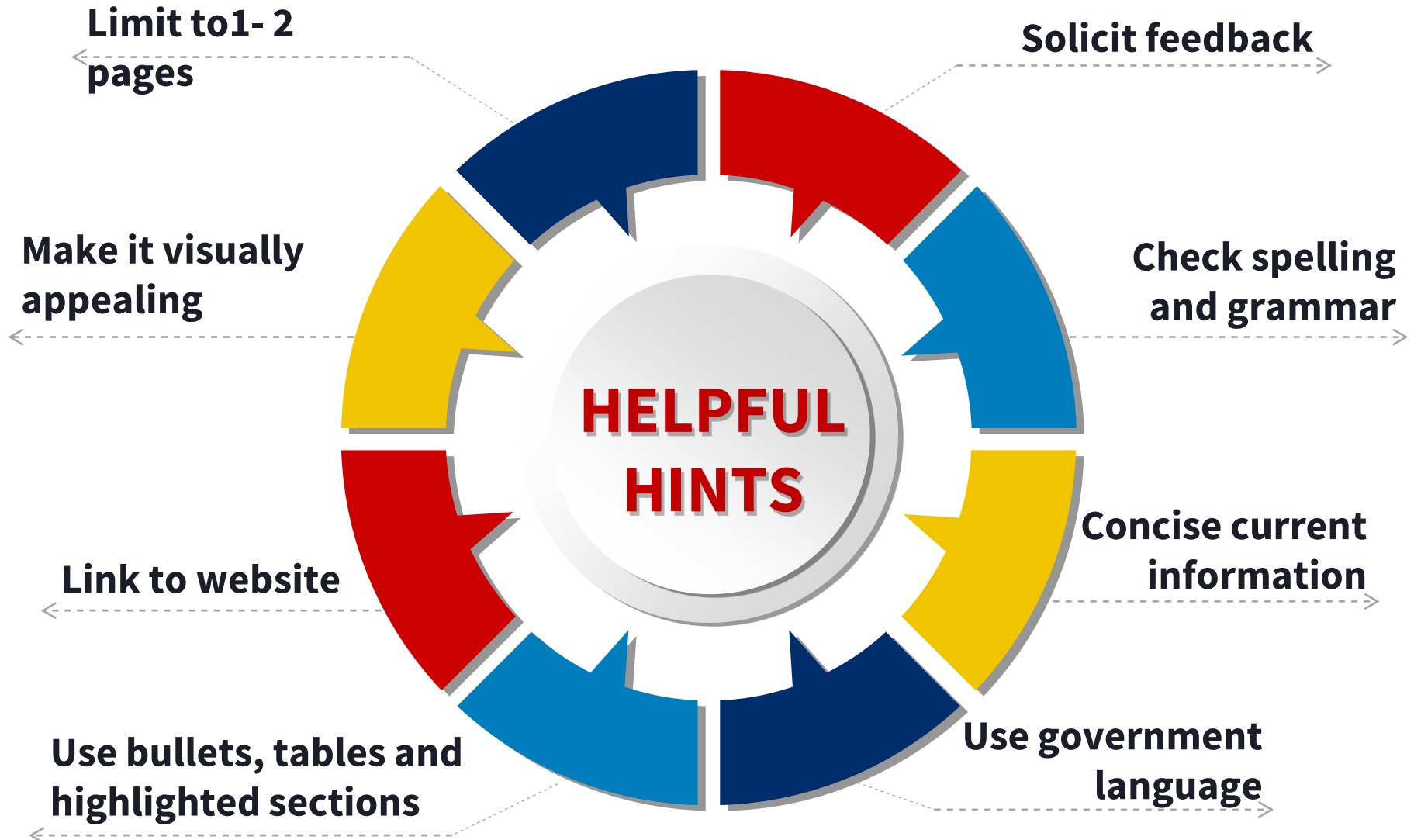
Past Performance

- Show your benefits
- List your past customers
- Types of contracts

Unique Features

- What sets you apart?
- What is the benefit?
- Socio-economic certifications
- Insurance and bonding capacity

Tips for Better Capability Statements

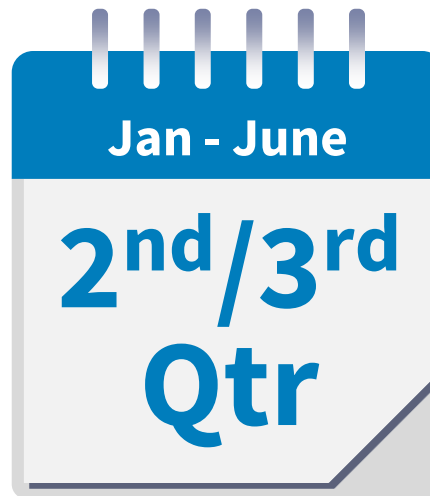


Write a Government Marketing Plan

Government Fiscal Year: October - September



**Raising Awareness
and Building
Relationships**



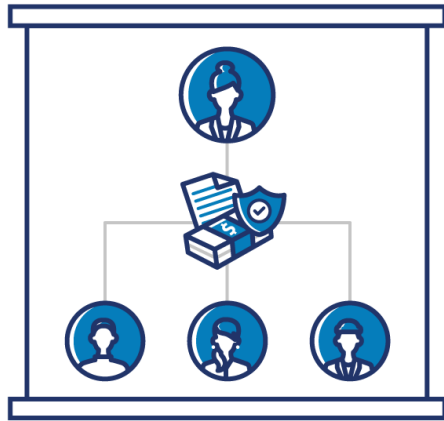
**Lead Generation
Campaigns &
Response**



**Last Minute Offers
and Awareness
Campaigns**

Prime and Subcontracting

Prime and Subcontractor Relationship



DEFINITIONS

Prime Contractor:

A business who has entered into a prime contract with the United States

Subcontractor:

A person or business that is awarded a subcontract to provide supplies or services necessary in the performance of another's contract.

- **Prime controls relationship**
- **Prime and subcontractor need to work as a cohesive, high-performance team**
- **Planning and communication leads to more successful contracts**

Consider Subcontracting



Build Capacity

- Land a sub-contract

Work with a Prime

- Teaming Agreement
- Joint Venture
- Mentor Protégé

Enhance Past Performance

- Gain Experience
- Expand Opportunities

How the Government Can Help

Procurement Assistance

SBA Resources

- Local SBA District Office – Business Opportunity Specialist

Procurement Technical Assistance Centers

- Government contract assistance
- Consulting and workshops
- Information and resources

Marketing Resources

- [Beta.sam.gov](https://beta.sam.gov)
- [Federal Procurement Data System](#)
- [System for Award Management](#)
- [Dynamic Small Business Search System](#)
- [Subcontracting Networking System \(SubNet\)](#)

Other Resources

- [USASpending](#)
- [GSA Subcontracting Directory](#)
- DoD Prime Contracting Directory



To Get Started...



1

**Obtain a Unique
Entity Identifier
(UEI) when
registering in
System for Award
Management
(SAM.gov)**



2

**Obtain a
Commercial and
Government
Entity (CAGE)
Code**



3

**Register under
SBA's Dynamic
Small Business
profile**

Get to Work and Submit Your Bid

1



Find a Promising Opportunity – sam.gov

- Evaluate pricing
 - Demonstrate past performance
 - Target agency's needs and goals
-

2



Submit your Bid and Wait

- Submit bid
 - Wait for response
 - Prepare for oral presentation (if needed)
-

3



Request a Debrief

- Understand why you won/lost
- Evaluate marketing and bidding strategy
- Look for strengths and weaknesses

You are not alone! SBA and its Resource Partner Network are here for you!



- [Boston | SCORE](#)
- [Northeast Massachusetts | SCORE](#)
- [SE Massachusetts | SCORE](#)
- [W. Massachusetts | SCORE](#)
- [Cape Cod & the Islands | SCORE](#)
- [Worcester | SCORE](#)

U.S. SMALL BUSINESS ADMINISTRATION



- [Center for Women & Enterprise | Center for Women and Enterprise \(cweonline.org\)](#)
- Eastern, MA (Boston)
- Central, MA (Westborough)



- [Massachusetts Export Center | Home \(msbdc.org\)](#)
- [Greater Boston Regional Office | MA Small Business Development Center Network | UMass Amherst \(msbdc.org\)](#)
- [Small Business Development Center | Salem State University](#)
- [SBDC Event: Business Tax Considerations for 2022 | Clark University](#)
- [Home | MSBDC Southeast Regional Office | UMass Amherst](#)
- [Government Sales Advisory Program | MA Small Business Development Center Network | UMass Amherst \(msbdc.org\)](#)

Veterans Business Outreach Center of New England

- Coverage: **Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont**
- Address: 69 Milk St. Suite 217, Westborough, MA 01581
- Website: www.VBOCNewEngland.org
- Telephone: 844-404-2172
- Email: info.VBOC@cweonline.org





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How are we doing?

Please take a minute to let us know

[SBA District Office Customer Experience Survey](https://surveymonkey.com)
 [\(surveymonkey.com\)](https://surveymonkey.com)