



Where Government Contracting Starts



Introduction to Government Contracting

Should the federal government be your next client?

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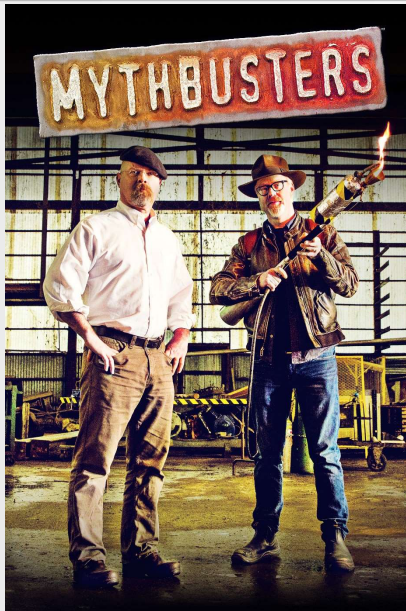


Where Government Contracting Starts

Today's Agenda

- ❖ **Busting Myths & Excuses**
- ❖ **Learning a New language**
 - Commercial vs. Federal
- ❖ **Preparing for a Federal Contracts**
 - Registrations & Certifications
- ❖ **Finding Solicitations**
 - Introduction to Market Research
 - Building Teaming Relationships & Marketing Plans
- ❖ **Pursuing government contracts?**
 - Helpful Resources





Busting Myths & Misconceptions

Breaking excuses to sell to the government

Busting Myths & Excuses

- X** Going to get rich selling stuff to the government because I can mark up prices because – you know – government...
- X** Government will pay people to help find stuff they can't find...
- X** The government takes forever to pay...
- X** Too much red tape – too many pages – too hard...
- X** You have to be in business for more than two years... / You have to have past experience in government contracts to get government contracts... (Experience vs. Past Performance)
- X** I have to have all my certifications before bidding on government contracts.
- X** Because I am/have (fill in cert here,) they have to give me a contract! / Agencies will pick me because of my small business certs.
- X** 8(a) certification will guarantee me contracts.





Learning a New Language

Differences between Commercial & Governmental

Commercial vs. Federal

- ❖ Making the sale – who makes the decisions, who has the buying power?
 - Determining need vs. buying goods/services
 - Program managers vs. contracting officers
 - “Apparent Authority”
- ❖ Handshake deals, quotes and proposals
 - Who signs what? Submitting Quotes, proposals/bids
- ❖ Legal issues – what to do when it doesn’t work?
 - Who signed what?
 - Legal structure of federal contracts
- ❖ Payment Terms – net30 vs. “on receipt of invoice”





Preparing for Contracts

Do you know...?

Preparing for Contracts

❖ Do you know your business:

• Capacity

- ✓ Do you know what is your operational capacity ceiling?
 - Bonding Capacity
 - Maximum?
 - Available Bond Amount?
 - Work in Progress
 - Availability of Manpower and/or Equipment
 - Contingency Planning & Resources
 - Staff Training & Certifications
 - Gov't Contract specific accounting practices
 - job codes, Allowable/Allocable expenses (OH), etc.





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Preparing for Contracts

❖ Do you know your business:

• Pricing Factors

- ✓ Break even points
- ✓ Cash flow
- ✓ Labor Costs – Wage Determinations



❖ Government registrations:

- System For Award Management (SAM)
- Dynamic Small Business Search (DSBS)
- Applicable small business certification programs



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Preparing for Contracts

❖ System for Award Management (SAM)

- Unique Entity Identifier
- SAM username/password => Login.gov – uses email address for entity administrator
- Banking Information: Routing, Account & Bank Phone Numbers
- Tax Identification – EIN or SS
- NAICS Codes (<https://www.census.gov/naics/>)
- PSC Codes (<http://support.outreachsystems.com/resources/tables/pscs/>)
- Gross Receipts averaged over 5 year period (Size Standard)
- Average number of employees in a 24 month period (Size Standard)



SAM profiles must be updated yearly & have to be active by bid due date!

❖ Dynamic Small Business Search (DSBS)



- Found at: https://web.sba.gov/pro-net/search/dsp_dsbs.cfm
- Additional marketing information not provided in SAM profile:
 - ✓ Any SBA applied certifications (WOSB/EDWOSB, 8(a) & HUBZone)
 - ✓ Key Words
 - ✓ Website URL
 - ✓ Non-federal certifications (CPA, Registered Nurse, etc.)
 - ✓ Special Equipment
 - ✓ Capability Narrative
 - ✓ References -- used as past performance information!

Did you know that state buyers, prime contractors and other businesses use the DSBS website when looking for potential subs/teaming or vendors?



Small Business Certifications

Government & Commercial Socioeconomic certs



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Small Business Certifications

❖ SBA Issued Certification

- 8(a) Business Development Program
- Historically Underutilized Business Zone (HUBZone)
- Woman Owned Small Business (WOSB) & Economically Disadvantaged Woman Owned Small Business (EDWOSB) *
- Veteran Owned Small Business (VOSB) & Service-Disabled Veteran-Owned Small Business (SDVOSB)



❖ *SBA-approved third-party certification – WOSB & EDWOSB

- There are four organizations approved by SBA to provide third-party certification (TPC). You may contact them to learn more about their certification process and any associated costs. They are:
 - El Paso Hispanic Chamber of Commerce <http://www.ephcc.org/>
 - National Women Business Owners Corporation <https://nwboc.org/basicinfo.html>
 - U.S. Women's Chamber of Commerce <https://www.uswcc.org/certification/>
 - Women's Business Enterprise National Council <https://www.wbenc.org/>



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Small Business Certifications

Self Certification via the System for Award Management (SAM)

- Small Business as defined by primary NAICS Codes
- Minority Owned Business
- Woman Owned Business
- Veteran Owned Business

Socio-Economic Categories:

Select any socio-economic categories which reflect the current status of your entity. If applicable, your small business status will automatically be derived from the receipts, number of employees, assets, or megawatt hours, and NAICS codes entered in the Assertions portion of the registration and displayed in the Representations and Certifications portion of this registration.

- Small Business Joint Venture
- Veteran-Owned Business
 - Service-Disabled Veteran-Owned Business
 - Service-Disabled Veteran-Owned Business Joint Venture
- Women-Owned Business
 - Women-Owned Small Business
 - Women-Owned Small Business (WOSB) Joint Venture eligible under the WOSB Program
 - Economically Disadvantaged Women-Owned Small Business (EDWOSB) Joint Venture
 - Community Development Corporation Owned Firm
- Minority-Owned Business
 - Asian-Pacific American Owned
 - Subcontinent Asian (Asian-Indian) American Owned
 - Black American Owned
 - Hispanic American Owned
 - Native American Owned
 - Individual or concern, other than one of the preceding





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DBE

❖ Department of Transportation – Certified through State Programs

- DBE Disadvantaged Business Enterprise

The main objectives of the DBE Program are:

- To ensure that our contractors comply with DBE laws and requirements.
- To ensure that DBEs can compete fairly for federally funded transportation-related projects.
- To ensure that only eligible firms participate as DBEs.
- To assist DBE firms in competing outside the DBE Program.


<http://www.dot.state.ak.us/cvlrts/aucp.shtml>

Alaska Approved Disadvantaged Business Enterprise (DBE) Program

-  Alaska Approved Small Business Enterprise (SBE) Program Plan
-  SBE Program Approved by FHWA




Alaska Department of Transportation and Public Facilities
CIVIL RIGHTS OFFICE



Disadvantaged Business Enterprise:
Is your entity certified by a state certifying agency as a Department of Transportation Disadvantaged Business Enterprise?

No




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Commercial Certifications

❖ Supplier Diversity Programs

- **MBE – Minority Business Enterprise**
Northwest Mountain Minority Supplier Development Council <https://nwmmmsdc.org/>
- **WBE – Woman Business Enterprise**
Women’s Business Enterprise National Council (WBENC) <http://www.wbenc.org/>
US Women’s Chamber of Commerce <http://www.uswcc.org/certification>
El Paso Hispanic Chamber of Commerce <http://www.ephcc.org/>
National Women Business Owners Corporation <http://www.nwboc.org/>
- **DOBE – Disability-Owned Business Enterprise**
Disability Supplier Diversity Program <https://disabilityin.org/>
ConnXus <https://connxus.com/dbe-certification/dobe-certification/>
- **LGBT – Lesbian Gay Bisexual Transgender Business Enterprise**
National LGBT Chamber of Commerce <https://nglcc.org/>




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Researching the Government Market

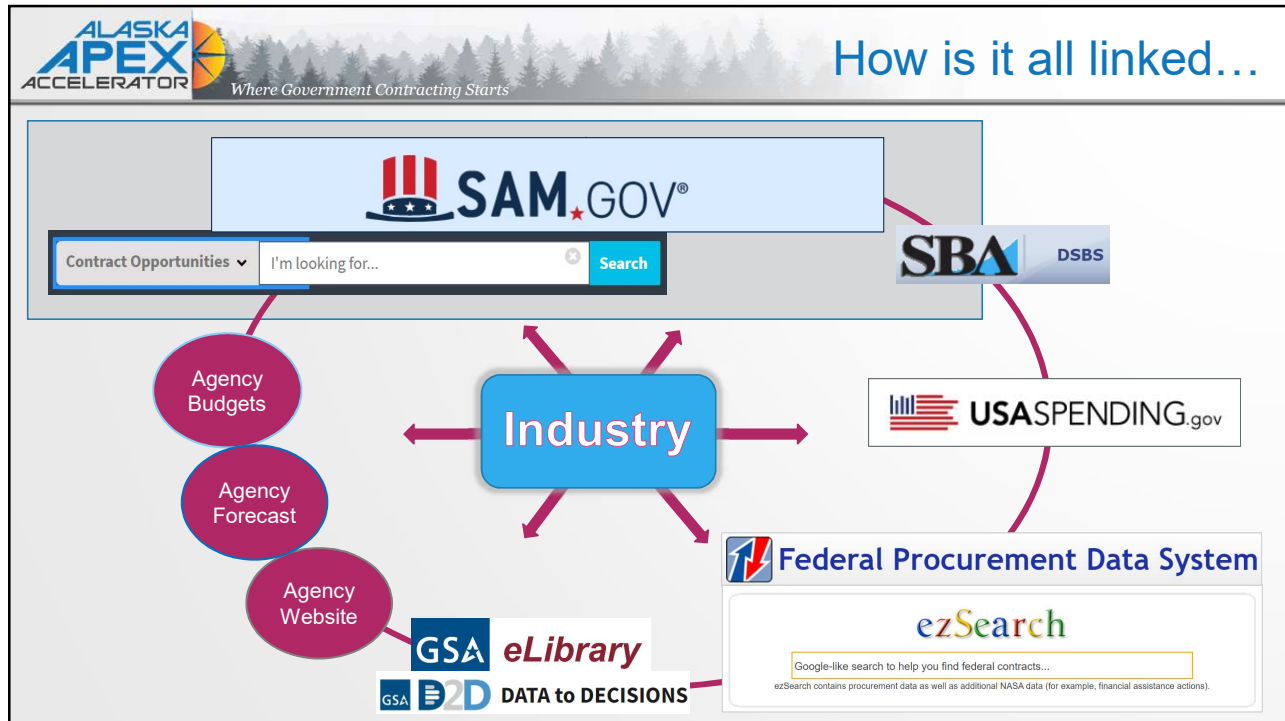
Finding solicitations – how is it all linked?


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Intro to Market Research

- ❖ **Does the Government buy what you sell?**
 - **Introduction to Market Research**
 - ✓ Who are your commercial clients – what agencies are the government equivalents?
 - ✓ Which agencies are buying your goods/services?
 - ✓ What is the procurement frequency?
 - ✓ Where are the purchasing offices located?
Alaska Region, Centralized buying centers, HQ, etc.
 - ✓ Prime vs. Subcontractor?
 - How to find prime contractors
 - Research potential prime/subs
 - DSBS, FPDS
 - ✓ What is the buying cycle – when does the contract renew?







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PFDS – past procurement



» Home » Newsroom » Reports » Status » Worksite » Archives » Training » Help

Login - MFA

[Log In](#)

- » Security and Privacy
- » Login.gov FAQ
- » Contact Help Desk
- » You must click [here](#) for very Important D&B Information

FAQs

ezSearch

Google-like search to help you find federal contracts...

ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

New FPDS Atom Feed Version 1.5.3


A new FPDS Atom Feed version of 1.5.3 is to be implemented with FPDS V1.5 Service Pack 15 (10/29/2022) and will impact the following feeds.

- Public (Civilian) Atom Feed
- DoD Authenticated Atom Feed

Latest News

- » New FPDS Atom Feed Version 1.5.3
- » Decommission of 'Old' FAADC ATOM Feeds
- » Transition from Unique Entity (DUNS) to Unique Entity ID (SAM)
- » NIA Code - Ukraine Mission Support (O22U)
- » NIA Extension for COVID-19 (P20C)


<https://www.fpds.gov>



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USASpending.gov

USASpending.gov | Fiscal Data An official website of the U.S. government


Spending Explorer
Award Search
Profiles
Download
Resources


Analyze government spending by recipient

[Start Searching Awards](#)


[Learn about USASpending.gov](#)

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

|| Pause text animation



<https://www.usaspending.gov/>



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USASpending.gov

3 Active Filters:

TIME PERIOD: FY 2022 | AWARD TYPE: All Contracts | PLACE OF PERFORMANCE: STATE | Alaska

TABLE | TIME | MAP | CATEGORIES

Prime Awards Sub-Awards

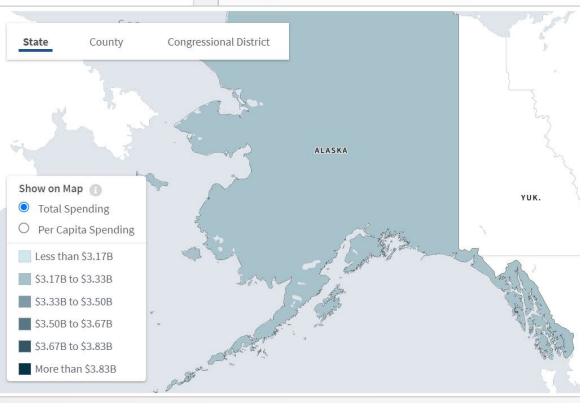


\$14,629,987,756
Total Obligations
FY2023

Spending by Prime Award

Contracts **5,299** | Contract IDs **0** | Grants **0** | Direct Payments **0** | Loans **0** | Other **0**

Award ID	Recipient Name	Start Date (Period of Performance)	End Date (Period of Performance)
SP060007CR263	DOYON UTILITIES, LLC	9/28/2007	8/14/2058
SP060007CR262	DOYON UTILITIES, LLC	9/28/2007	8/14/2058
FA521514C7007	ARCTECALASKA JV	10/1/2015	9/30/2022
W911KB22C0021	BRICE TURNAGAIN JV LLC	9/28/2022	9/28/2026
SP060007CR261	DOYON UTILITIES, LLC	9/28/2007	8/14/2058




State | County | Congressional District

Show on Map: Total Spending | Per Capita Spending

- Less than \$3.17B
- \$3.17B to \$3.33B
- \$3.33B to \$3.50B
- \$3.50B to \$3.67B
- \$3.67B to \$3.83B
- More than \$3.83B


<https://www.usaspending.gov/>



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Finding Opportunities

❖ Looking for the contracts – searching for solicitations & bid opportunities




Alaska Department of Transportation and Public Facilities
PROCUREMENT AND CONTRACTING

- State of Alaska:
 - Alaska Public Notices
 - IRIS Vendor Self-Service (VSS)
 - Department of Transportation & Public Facilities Procurement
 - Tentative Advertising Schedule
 - Current Bid Calendar

<https://dot.alaska.gov/procurement/>

Construction & Maintenance Contracting



Bid Express Electronic Bidding

For Customers' security, a FREE Bidx.com account is now required to access their site. If you already have an account you can login here: [BidX Login](#). If you need an account you can sign up for a FREE account here: [BidX Sign Up](#).

For all large procurement construction contracts all prime contractor, subcontracts, DBEs and beginning January 1st companies submitting proposals for RFPs for Construction-Related Professional Services will need to be on the AASHTOWare Project Vendor List in order to get on plan holder's lists. Bidders (and proposers) must have an AASHTOWare Project Vendor ID or your bid (or proposal) may not be accepted. You can get on Alaska's AASHTOWare Project Vendor List now! [Click here for instructions.](#)

Construction Bidding

- Tentative Advertising Schedule
- Current Bid Calendar
- Bid Opening Results
- Contract Award Status
- Historical Bid Data
- AASHTOWare Project Vendor List
- Contractor Bidding Information

Requests for Proposals

- RFP Tentative Advertising Schedule
- RFP Calendar
- RFP Award Status
- Obtaining RFP E-Documents
- About RFPs
- Large Procurement Manuals
- Small Procurement Manuals

Related Resources

- AASHTOWare Project
- Disadvantaged Business Enterprise (DBE)
- [Online Public Notices](#)
- Contracts Officer Bulletins
- Publications, Forms, Manuals
- Const. Warrant Program System
 - [Construction Warrant Program](#)
 - [Warrant Manual](#)
 - [Warrant Application](#)
- Qualified Products List (QPL)
- [Suspended Contractors](#)
- Contacts



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Finding Opportunities

❖ Looking for the contracts – searching for solicitations & bid opportunities

- Municipal
- Borough
- City
- University
- School districts
- Police & Fire Department

Municipality of Anchorage:
<https://www.muni.org/Departments/purchasing/pages/bidding.aspx>

Mat-Su Borough:
<https://matsugov.us/departments/purchasing>

Fairbanks North Star Borough:
<https://fnbsb.gov/198/General-Services-Purchasing>

Kenai Peninsula Borough:
<https://www.kpb.us/51-borough/purchasing>

Juneau Borough:
[https://juneau.org/finance/purchasing/bids-rfp\\$](https://juneau.org/finance/purchasing/bids-rfp$)



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Solicitation Search Software

BidMatch Solicitation Search Software

Next webinar:
 August 22, 2024
 10:00 am – 11:00 am
 Registration link:
<https://akapex.ecenterdirect.com/events/6431>

Dear Bid Match Customer,

There are 33 new articles available for you on your personal [MyBidmatch](#) Web site where you can view the bid opportunities and/or informational articles for [June 22, 2024](#). You will receive an email notification each time new articles are posted to your personal Web site. You can also bookmark this page and return to it periodically to check for new articles. The notices will remain on the system for 30 days, after which time they will be purged. If you wish to save these articles please select **File/Save As** from your browser's menu.

Click this link [MyBidmatch](#) for your directory of output.

The titles of the articles are listed below:

- C -- Site CS001 Remedy and Remedial Process Optimization (RPO) Implementation at Former Galena Forward Operating Location (FOL), Galena, Alaska (DEPT OF DEFENSE)
- C -- Landfarm Monitoring and Maintenance at Former Galena Forward Operating Location (FOL), Galena, Alaska (DEPT OF DEFENSE)
- C -- Architect and Engineering Services IDIQ-Set Aside for Small Businesses (GENERAL SERVICES ADMINISTRATION)
- C -- A-E Synopsis for Architect-Engineer Services for Environmental Design and Related Services - U.S. Army Corps Of Engineers, St. Louis District (DEPT OF DEFENSE)
- F -- Monitoring Services for the Subsistence Use of Northern Fur Seals on St. Paul Island, Alaska (COMMERCE, DEPARTMENT OF, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION, DEPT OF COMMERCE NOAA, WESTERN ACQUISITION DIVISION, SEATTLE WA 98115)
- F -- Monitoring Services for the Subsistence Use of Northern Fur Seals on St. Paul Island, Alaska (COMMERCE, DEPARTMENT OF, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION, DEPT OF COMMERCE NOAA, WESTERN ACQUISITION DIVISION, SEATTLE WA 98115)
- J -- Contractor Logistic Support (CLS) Services for C-12 Aircraft Fleet (DEPT OF DEFENSE)
- U -- Injury Prevention Academic Advisor Services (HEALTH AND HUMAN SERVICES)
- W -- W- Provide Vehicle Rentals in Alaska to the NOAA Ship (COMMERCE, DEPARTMENT OF, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION, DEPT OF COMMERCE NOAA, OMAO FIELD DELEGATES, KANSAS CITY MO 64106)
- Y -- FY25 SAC Construction MATOC (DEPT OF DEFENSE)
- Z -- Repair Pool Filtration System Building 2 Recreation Center (HOMELAND SECURITY)
- Z -- Cable Code Corrections (HOMELAND SECURITY)
- 7C -- UPS Equipment, Installation & Configuration at USCG MSU Valdez (HOMELAND SECURITY)
- 99 -- SOURCES SOUGHT - WEWOKA IHS DENTAL PEDIATRICS OPERATING ROOM (HEALTH AND HUMAN SERVICES)
- BLUETOP AWARD ANNOUNCEMENT (Pentagon News Briefs)
- BLUETOP AWARD ANNOUNCEMENT (Pentagon News Briefs)
- 42 - Fairbanks Regional Office Building Fire Alarm & Sprinkler Upgrad (Alaska - Department of Transportation and Public Facilities Professional Services)
- C - PSG Petersburg Airport Rehabilitation- Design Services (Alaska - Department of Transportation and Public Facilities Professional Services)
- C - RFP# 25243028 Petersburg Airport Rehabilitation- Design Services (Alaska - State of Alaska)
- 42 - RFP No. 25242062 Fairbanks Regional Office Building Fire Alarm & Sprinkler Upgrades (Alaska - State of Alaska)
- T - ACS-ITB-24-007 Printing and Mailing Services for the Statewide Jury Office (Alaska - State of Alaska)
- 41 - Sourcwell RFP#0824 HVAC Systems and Related Products and Services (Alaska - State of Alaska)
- Y - The North Slope Borough (NSB) Department of Public Works Serv (Alaska - North Slope Borough)
- R - Matanuska-Susitna Borough Tentative Advertising Schedule for Construction & Design Projects (Alaska - Matanuska-Susitna Borough Bids)
- Z - 2024C045 Fairview Recreation Center Improvements (Alaska - Municipality of Anchorage)
- 59 - ELECTRONIC HEALTH RECORDS MANAGEMENT CONSULTANT FIRM (Alaska - Alaska Native Tribal Health Consortium)
- 42 - Fairbanks Regional Office Building Fire Alarm & Sprinkler Upgrades (Alaska - Department of Transportation & Public Facilities (RFPs over \$200)
- C - PSG Petersburg Airport Rehabilitation- Design Services (Alaska - Department of Transportation & Public Facilities (RFPs over \$200)



Building Teaming Relationships

Competitor or Business Partner?

Marketing to Potential “_____”

- ❖ Before you knock on the door looking for potential teaming partners, ask yourself:
 - What do you need from them?
 - What do you (or your business) bring to the table?
 - How can the teaming relationship benefit the potential teaming partner(s)?

But first, let's assess your business...

“Honesty is the first chapter in the book of wisdom.”
– Thomas Jefferson

Company Self-Assessment

- ❖ Why team with another company? What do you need to complete the next contract, break a bottleneck, or diversify/expand into another area?
 - Physical Capital
 - Human Capital
 - Intellectual Capital
 - Financial Benefits

Before entering into a teamed / contractual business relationship, assess your own company standing.

What does your company need and what can it offer?



<https://americassbdc.org/8-reasons-to-consider-collaborating-with-another-small-business/>

Ability, Capacity & Capability

- ❖ **Ability** – the skill, knowledge or power to do something
- ❖ **Capability** – the ability to do something in “either/or” scenarios; The capability of a business refers to its ability to do something when all its resources are optimally employed.
- ❖ **Capacity** – the innate potential; the business capacity refers to the maximum level of output that it can yield and deliver within inherent limitations

Ability	Capability	Capacity (Max level of output)
<ul style="list-style-type: none"> • Staff (People): <ul style="list-style-type: none"> - Management - Key Personnel - W-9 Employees - Subcontractors • Staff Training & Certification • Contingency Plans • Standard Operating Procedures 	<ul style="list-style-type: none"> • Past Performance <ul style="list-style-type: none"> - Completed projects • Existing Master Subcontract Agreements • Contingency Planning & Resources • Accounting Systems <ul style="list-style-type: none"> - Job Codes - Cost tracking mechanisms 	<ul style="list-style-type: none"> • Bonding Capacity <ul style="list-style-type: none"> - Maximums: Ceiling & Project limitations - Available Bond Amount? • Work in Progress <ul style="list-style-type: none"> - Availability of Manpower - Availability of Equipment • Financial Resources • Risk Management Limitations • Contingency Resources • Supply Chain Availability • Inherent Limitations





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Teaming Strategies

❖ Competitors vs. Potential Teaming Partners

- Business growth: more employees or strategic partnering?
- What business bottlenecks are slowing business growth?
- Diversification – new locations or new product and/or service lines?

But first, let's define teaming...

“Coming together is a beginning.
Keeping together is progress.
Working together is success.”
-Henry Ford



Where Government Contracting Starts

Teams vs Joint Ventures

Prime/Sub Teams

- ❖ Only one party (prime) performs at the prime contract level and is responsible to the government
- ❖ Subcontractor typically paid on a pre-determined basis
- ❖ No new legal entity created
- ❖ Subcontracting limits apply to prime only (but note similarly situated entity rule)

Joint Ventures

- ❖ Both parties perform at the prime contract level and are responsible for the entire contract
- ❖ Parties typically split profits and losses
- ❖ Parties create a new legal entity (e.g., LLC) & registered in SAM
- ❖ Subcontracting limits apply to JV as a whole



Prime/Sub Teams – Teaming Agreements

- ❖ **Privity of Contract:** 1 to 1 relationship between government and prime contractor
- ❖ **Teaming Agreements**
 - FAR does not require prime/subcontractor teaming agreements
 - Procuring agencies sometimes (perhaps increasingly) require teaming agreements to be submitted with proposal
 - These agencies may decline to consider a subcontractor's past performance, capabilities, etc. without a teaming agreement
 - Lock-in commitments from prospective teammates
 - Prime doesn't want to rely on prospective subcontractor's qualifications & resources, only to have a subcontractor decline to participate
 - Subcontractor doesn't want to spend time and energy on proposal only to receive no subcontract
 - Establishes rules (if any) for exclusivity
 - Avoid difficult post-award disputes
 - Demonstrate compliance with key requirements



Prime/Sub Teams – Subcontracts

- ❖ **Subcontracts**
 - Teaming agreements → Subcontracts: Teaming agreement is a “chasing the contract document” and a subcontract is a “performing the contract” document.
 - More detailed – project and/or scope specific
 - Must include mandatory FAR provisions
 - A flow-down is a provision of a prime contract that the prime contractor includes in a subcontract. FAR required primes to flow-down many clauses – failing to flow-down, when required, is a breach of contract!
 - This is a **negotiated agreement** and should be specific to a singular contact activity. Subcontractors should be ready to push back against non-compliant terms
 - Scope of Work should be specific to avoid disputes
 - Payment & invoicing provisions should be included
 - Dispute resolution
 - Termination provisions: Termination for Convenience and Default
 - Non-disclosure provisions
 - Ensured compliance with subcontracting limits
 - Term of subcontract – how will the prime address contract options?





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Looking for potential partners

Where to find potential teaming partners

- ❖ Dynamic Small Business Search (DSBS)
- ❖ System for Award Management (SAM.gov)
- ❖ Federal Procurement Data System (FPDS)
- ❖ State of Alaska DBE Directory (or other state directories)
- ❖ Professional Organization training or networking events



Vetting potential teaming partners



- ❖ Dynamic Small Business Search (DSBS)
- ❖ Federal Procurement Data System (FPDS)
- ❖ Contractor Performance Assessment Reporting System (CPARS) – past performance
- ❖ Risk Management concerns
- ❖ Legal concerns



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Looking for potential partners

Professional Organizations

- ✓ **AGC** – Associated General Contractors <https://www.agcak.org/>
- ✓ **SAME** – Society of Army Military Engineers <https://www.same.org/anchorage>
- ✓ **CFMA** – Construction Financial Managers Association
<https://cafe.cfma.org/lastfrontier/home>
- ✓ **NAWIC** – National Association of Women in Construction
<http://www.nawic-ak.org/>
- ✓ **SPMS** – Society of Professional Marketing Services <https://smpsalaska.org/>
- ✓ **NCMA** – National Contract Management Association <https://www.ncmahq.org/>
- ✓ **NIGP** – National Institution of Government Purchasing <https://www.nigp.org/>





Marketing & Advertising

How are you promoting your business?

Marketing Your Business

- ❖ How are you marketing your business?
 - Develop a marketing plan – more than just using social media
 - Social Media presence – name and brand recognition
 - Identifying/promoting your DBE Certification
 - Marketing Materials
 - Business Cards
 - Capability Statement
 - Website – what does it say about your business? Who is your audience?

“[Marketing strategy](#) will impact every piece of your business, and it should be tied to every piece of your business.”

– Brandon Andersen

- ❖ Creating a Capability Statement
 - They're like Pringles – you can't stop at just one
 - Should be written for a targeted reader
 - Should fit the purpose of use
 - Can be anything from 1 page to a detailed catalog
 - Add them to your website

Creating Capability Statements

AUGUST 14, 2023



<https://apexalaska.org/training/creating-capability-statements-2/>

- ❖ Develop a Marketing Plan
- ❖ Social Media Presence
- ❖ Brand and Name Recognition
- ❖ Website development



<https://aksbdg.org>

Developing a Marketing/Sales Strategy

Marketing/Sales | SBIR Support
No Fee
Watch Now

Developing Your Website Marketing Strategy – Part 1: 2023 Digital Marketing Trends

Marketing/Sales | Social Media
\$25
Watch Now

Developing Your Website Marketing Strategy – Part 2: Anatomy of Modern Websites

Marketing/Sales
\$25
Watch Now

Developing Your Website Marketing Strategy – Part 3: Five Biggest Social Media Myths

Marketing/Sales | Social Media
\$25
Watch Now

<https://aksbdg.org/services/workshops/>



Where Government Contracting Starts



Local Resources

Finding the right resource to assist with business growth



Where Government Contracting Starts

Resources

ALASKA SMALL BUSINESS DEVELOPMENT CENTER

Home Getting Started Suite of Services Success Stories SSBCI About Us

We grow small business

New to the Alaska SBDC?

Advising

We offer no-cost, confidential, one-on-one business coaching. Our advisors assist with pre-launch, growth, recovery, buying & selling, funding assistance, and more.

Workshops

We provide free and low-cost business workshops, both as on-demand self-service videos and via live webinars.

Tools

Explore our collection of free documents, spreadsheets and templates that our advisors use on a regular basis.

Ready? [Let's Get Started](#)

Workshops

We currently have dozens of workshops available, both as live events and on-demand videos, and we are continually adding new workshops. Live workshops allow you to interact with the presenter. You can use the filtering controls to more easily identify workshops that interest you.

All courses listed here include a link to the signup page on our client portal.

We also have links to [training address](#) produced by Alaska SBDC partners.

TOPIC: show all SORT: Alphabetical Most Recent

FILTER: All Live Events On-Demand

A Dog Walks Into a Bar: What Alaskan Businesses Need to Know About Customers with Service Animals

Customer Relations | Human Resources | Legal Issues

No Fee Watch Now

Attracting Opportunities with Social Media (SBIR)

Marketing/Sales | SBIR Support | Social Media

No Fee Watch Now

Getting Started

on this page

What the SBDC does

Who we serve

What the Alaska SBDC cannot do

We are Business Advisors

Would you like assistance from an advisor?

Don't want to speak with an advisor?

Other recommendations

Subscribe


[Sign Up Now](#)

To set up an initial appointment, you must first register on our client portal.

[Subscribe](#)

Receive our monthly newsletter.

<https://aksbdc.org/>




Where Government Contracting Starts

Resources

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AWBC
ALASKA
Women's Business Center
At Business Impact NW

Build Your Business With Alaska Women's Business Center



COMMITTED TO TRAINING AND FINANCING FEMALE ENTREPRENEURS

- AWBC BUSINESS
Coaching
- AWBC BUSINESS
Training
- BUSINESS SUPPORT
Events
- FREQUENTLY ASKED
Questions
- WOMEN IN BUSINESS
Blog

OUR GOALS

1. Increase the number of women-owned small businesses
2. Maximize jobs created by and for those businesses
3. Reinforce the growth, profit, and value of each business

WHAT YOU CAN GAIN

- Understanding of your funding options
- Help in preparing loan packages and presentations for lenders and potential investors
- Skills to help you manage business profitability
- Support in creating a comprehensive business plan and financial projections
- Help to identify business expansion options
- And more!

BUILD YOUR BUSINESS WITH AWBC


- Receive one-on-one business coaching
- Take classes, trainings, and workshops for aspiring and current small business owners, in-person and online
- Host a workshop, sliding scale group-setting instructions provided to organizations, groups, and corporations on starting or growing a business, and more - [contact us to inquire](#)
- Receive referrals to valuable business resources
- Join us for our Celebrating Dreams annual event
- Click below to follow a path - Launch, Grow, or Fund Your Business - or jumpstart your access to services by [registering here](#)

SIGN UP FOR SERVICES


Our partnership with the U.S. Small Business Administration requires all clients to register with an online service request before we can provide assistance. This form also acts as Confidentiality and Code of Conduct Agreements. All client information is held in strict confidence. Any request for technical assistance (business coaching, training, or counseling) is FREE and CONFIDENTIAL!

To unlock your access to all of our classes and the ability to receive free one-on-one business coaching:

Register Now
Returning User



<https://businessimpactnw.org/awbc/>




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VBOC
VETERANS BUSINESS OUTREACH CENTERS

Build Your Business With Veterans Business Outreach Center



COMMITTED TO PROVIDING TRAINING AND FINANCING OPPORTUNITIES TO ENTREPRENEURS FROM THE U.S. MILITARY COMMUNITY.

- MILITARY SPOUSE SUPPORT
Join ASPIRE
- OPERATION INDEPENDENCE
Get Tickets
- VBOC BUSINESS
Coaching
- VBOC BUSINESS
Training
- BUSINESS SUPPORT
Events
- MILITARY CONNECTED
Resources
- FREQUENTLY ASKED
Questions

OUR GOALS

1. Increase the number of Veteran-owned small businesses
2. Maximize jobs created by and for those businesses
3. Reinforce the growth, profit, and value of each business

WHAT YOU CAN GAIN


- Support in creating a comprehensive business plan and financial projections
- Understanding of your funding options
- Help preparing loan packages and presentations for lenders and potential investors
- Skills to help you manage business profitability
- Help identifying business expansion options
- And more!

BUSINESS COACHING


To get assistance in one or more of these areas, [register for coaching](#). If you've already been assigned a team member, send them an email.

<p>Loan Readiness</p> <p>If you are looking to apply for funding through Business Impact NW or another institution, we offer training and coaching on what you need (in addition to a good business plan and financial projections) in order to apply for funding.</p>	<p>Comprehensive Feasibility Analysis</p> <p>A feasibility analysis helps you ask the correct questions and formulate an approach to answering those questions - before launching a business.</p>	<p>Assistance with your Lean or Business Model Canvas</p> <p>The Lean Model Canvas and Business Model Canvas are great pre-venture planning tools. We provide training on these tools which includes how to relate your canvas to a business plan.</p>
<p>Resource Referrals</p> <p>In partnership with the SBA and through outreach we conduct, we have developed a network of partners who can assist with your business needs.</p>	<p>Financial Planning</p> <p>Our coaches can work with you as you prepare your financial projections. We can walk you through financial planning workbooks and provide you the resources you will need to complete well-researched financial projections for your business.</p>	<p>Guidance with Business Planning</p> <p>Our accredited business coaches can guide you on developing and/or maintaining a business plan. We do so through various workshops, one-on-one coaching, and access to business planning platforms. The business plan includes such elements as the legal form of the business, equipment requirements and cost, organizational structure, a strategic plan, market analysis, and a financial plan & projections.</p>

<https://businessimpactnw.org/veterans-business-outreach-center/>



Where Government Contracting Starts

search here 

Program Introduction

HOME GETTING STARTED EVENTS & TRAINING TOOLS NEWS ABOUT

Answers to Common Questions

Our FAQ area has info on UEI, SAM, GSA, and other government contracting topics.

[see our extensive FAQ](#)

Now Alaska APEX Accelerator!

- Free assistance with all aspects of government contracting, from cradle to grave (start to finish) for federal, state, and local purchasing activity
- Free one-on-one appointments
- Free workshops (Special events and extended training sessions may have registration fees)
- The Alaska APEX is one of 94+ other PTACs across the US, Puerto Rico, & Guam

<https://apexalaska.org/>
<https://www.aptac-us.org/>
<https://www.apexaccelerators.us/#/>

Are you new to government contracting?

Government contracting is a more complex, involved business process than what is usually found in the private sector.


ARE YOU READY
for government contracting? >

THE 10-STEP APPROACH
to government contracting >



UAA Business Enterprise Institute
UNIVERSITY of ALASKA ANCHORAGE

The Alaska APEX is a program of the UAA Business Enterprise Institute (BEI) and funded in part through a cooperative agreement with the Department of Defense Office of Small Business Programs



Where Government Contracting Starts

Upcoming Training

Stand By Your Contract

Date: July 24, 2024
Time: 10:30 AM - 12:00 PM (AKDT)
Description:


This class is via webinar only.

Have you heard the phrase "Four Corners of a Contract"? It is based on the legal principal that a document's meaning should be derived from the document itself, i.e., from its language and all matters encompassed in it. This means that if you have questions about performance, or change orders or even how to handle a dispute – the answer is already in your contract. Or is it? How well do you know and understand your contract? If your answer is "not well", then this is the webinar for you!

Join Jody King, Alaska APEX Accelerator, and Kim Tripp, SBA Office of Government Contracting, Area VI as they discuss:

- Legal contract structure as it both benefits and sets limits for government and contractor alike. Why it is important to understand all four corners of the contract.
- Understanding compliance requirements: SAM, payment platforms, and reporting requirements
- Reviewing the contract scope – what are the actual minimums and maximums of performance
 - When to hit the pause button and/or simply say no
 - When is a requested change allowed?
 - What is "out of scope"
 - When to request a change order or REA
 - Addressing change when it impacts subcontractors
- Subcontractors:
 - Privity of contract – when can a sub reach out to the contracting officer
 - Prime requirement of flow down clauses
 - Learning to negotiate with a prime contractor
 - Defined work statements/scope of work
 - Pay when paid requirements
 - Compliance and reporting requirements

<https://akapex.ecenterdirect.com/events/6416>





Where Government Contracting Starts

In Conclusion

- ❖ Are you ready for government contracting?
 - Yes, let's get started! How can Alaska APEX Accelerator help?
 - No, need more information... How can Alaska APEX Accelerator help?
- ❖ Do the research – what is your start point?
- ❖ Build relationships with potential business partners and agencies.
- ❖ Learn the language of government contracting – read the solicitation, ask questions.
- ❖ Register in SAM then keep your profile active
- ❖ Update your marketing data in the DSBS
- ❖ Use solicitation search subscriptions
- ❖ Obtain applicable small business certifications.
- ❖ Use free resources when needed.



Where Government Contracting Starts

Questions?

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To request assistance, sign up here: <https://akptac.ecenterdirect.com/signup>



How can the Alaska APEX help you?