Slide 1

ALASKA **APEX** ACCELERATOR
Where Government Contracting Starts

Creating Capability Statements

What do you want to say about your business?

Jody King, Assistant Director, Alaska APEX Accelerator
January 23, 2025

Anchorage: 907-786-7258 / Fairbanks: 907-450-8979
www.apexalaska.org / info@apexalaska.org
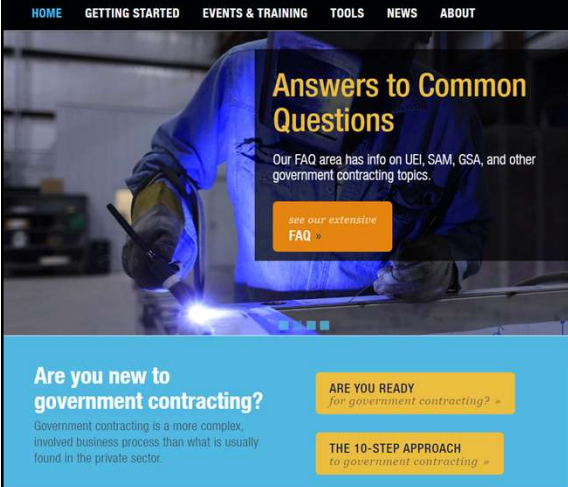
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Slide 2

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Where Government Contracting Starts

search here

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 »

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 »

Program Introduction

- 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 session may have registration fees)

- The Alaska APEX is one of 96+ other APEX Accelerators across the US, Puerto Rico, & Guam

https://apexalaska.org/
https://www.napex.us/
https://www.apexaccelerators.us/#/

UAA Business Enterprise Institute
UNIVERSITY *of* ALASKA ANCHORAGE

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

Discussion Topics

ALASKA APEX ACCELERATOR — *Where Government Contracting Starts*

❖ What is a capability statement, and why do you need one?

❖ What is a capability statement supposed to accomplish?

❖ What does a capability statement look like?

- Purposeful design - developing for specific use

- Data components - what information should be conveyed

- Style & Format

  o The "Z" format – 6 second read (Networking events)

  o Response to Sources Sought and RFI notices

❖ Are there any mistakes to avoid?

- Critiquing published capability statements

❖ Posting your finished Capability Statement

What is a Capability Statement?

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❖ **Marketing document(s) that:**

✓ Introduces your business – next step after a business card

✓ Tells the reader what you do or offer - provides information about the professional services offered or product lines for sale

✓ Shows that you are procurement ready

✓ Shows which government agencies or commercial entities that have paid in you the past
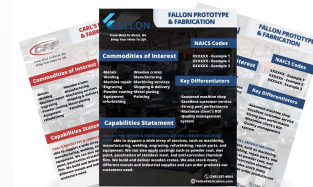
❖ **Why are they needed?**

✓ Requested by agencies to support procurement strategy

  ✓ Provides small business and industry data

  ✓ Memory aids that can be resource documents for future needs

  ✓ Provides a summarized document with experience, expertise & success

✓ Used by Prime contractors with small business subcontracting goals

✓ Most consistent method to market to all agencies and prime contractors

✓ DoD OSBP considers it a critical document to be "procurement ready"

What does it accomplish?

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Where Government Contracting Starts

❖ The real purpose of a capability statement is to open doors.

❖ A capability statement is the <u>preferred method for marketing</u> to all levels of governmental entities.

❖ A well crafted Capability Statement provides an opportunity to set your company apart from your competitors. It shows what your business can do and why potential customers should buy from you.

A good capability statement should:

✓ Have a <u>defined purpose</u> so that it is targeted to your reader
✓ Inform why your company is a <u>good fit for a specific need</u> or activity
✓ Have a visual appeal
✓ Be easy to read – skim – with condensed descriptions
✓ Create interest in your business by highlighting specialty, expertise and overall capabilities
✓ Provide needed information to encourage further communication
✓ Distinguish you from your competitors
✓ Avoid "empty calorie" descriptions, terminology and fluff

What does it look like?

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Purposefully Designed Content

❖ Written for specific, targeted use "…needs to be to the point & specifically related to an individual agency's needs. A capability statement should be a living document which speaks directly to the agency with which you are building a relationship with."

❖ Visually appealing

• Clear, concise & precise language → No heavy blocks of text

• Use bullets, short phrases

• Use technical language that can be understood by the reader

• Use graphics or charts where they make sense

• Use clean font that can easily be scanned

• Use colors that match you logo and company branding

• Use heavier quality paper – think about professionally printing

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What does it look like?

Data components - what information should be conveyed

1. Header
   - Company Name & Logo
   - Title "Capability Statement"
   - *Optional: UEI & CAGE Code*
   - *Optional: Socio-economic tags (certification logos)*

2. Corporate Data
   - Address, phone number
   - Website, email address
   - Government needed data
     - Unique Entity Identifier (UEI) & CAGE Code
     - Small business certifications (tags/logos?)
     - Current acquisition vehicles (GSA MAS or GWAC)
     - Industry Codes (NAICS, PSC, FSG, NIGP)

3. About Us / Company Overview
   - Your hook that leads to your pitch
   - Company history
   - Product/service overview
   - Years in business
   - CEO/Owner information

4. Core Competencies
   - List of provided services and/or products
     - Use bullets → can use icons
     - Charts or graphics
     - Don't get bogged down with including every little thing your company has ever done
     - Focus on what your company does best

5. Differentiators
   - How does your company stand apart from the rest?
   - What makes you different?
   - Why should the government choose you?
   - Include things like:
     - Facility clearance levels
     - Relevant certifications
     - Specialized licenses
     - Bonding Capacity
     - Depth of agency experience
     - Relevant intellectual property (like patents)
     - Staff uniqueness (academic credentials, employee retention, volume of certified-specialists, etc.)

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What does it look like?

Data components - what information should be conveyed

7. Past Performance
   - Highlight past performance (who have you worked with) on relevant contracts or projects
   - Use specific examples and metrics to demonstrate your company's capabilities & achievements
   - Use current projects (past 3 to 5 years)
   - Start with federal and state contracts
   - Add commercial projects if you don't have government contracts or if the commercial project highlights your target purpose for this capability statement
   - For subcontracts, list the prime contractor and then note the "owner"
   - Provide contract number(s) for projects with CPAR past performance data
   - Do not use agency logos without specific permissions – most agencies specifically state not to use their logo as an advertising mechanism
   - Use corporate logos with permission

8. Client/Customer Testimonials

9. Footer (content optional)
   - Boring stuff on the bottom – NAICS codes
   - List your company's specific point of contact – not general contact information

Slide 1

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Style & Format – Networking

The "Z" format – 6 second read

In the market research phase, buyers are just trying to collect a pool of "generally qualified" vendors & don't have time to read lengthy documents.

You have 6 seconds to hook their interest and using clear concise language, you must tell them:

1. That you are "procurement ready"
2. What good or professional services you sell
3. What government agencies or commercial entities have paid you in the past

Capability Statement Refresh

- 6 – Second Read
- Z Format
- Use it to Highlight Tags
- One Core Competency Expanded
- Past Project Performance
- Boring Stuff at the Bottom

BD
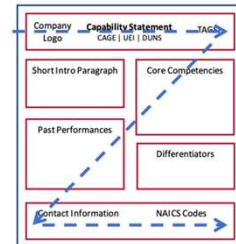
"Government contracting is not a secret, it's just a process." Neil McDonnell

The truth is that government buyers only scan capability statements before deciding whether to toss or forward it in the process.

Neil McDonnell / www.govconchamber.com

https://www.govconchamber.com/blog/6-second-government-contracting-capability-statement

Slide 2

ALASKA APEX ACCELERATOR — *Where Government Contracting Starts*

Style & Format – Responding to RFI

Longer read → 1 to 2 pages (front & back)

❖ When used in responding to a Sources Sought notice or a RFI, *the document should be sure to use language called out in the posted notice.*

❖ Depending on the information requested, a general company capability statement could be used. General capability statements would be a basic introduction to your company. This might work if time is tight, but shouldn't be your default supporting document.

❖ The longer document allows you to provide more information. This might allow to expand your past performance section

Slide 1

A look at templates

Where Government Contracting Starts

Browser search
"capability statement
templates free"

• Look for free templates

• Use word document

• Don't worry about
duplicating something you
see on-line.

• Make the best capability
statement that you can

• Hire a technical writer or a
marketing professional to
design a series of capability
statements

Slide 2

Getting Started

Where Government Contracting Starts

❖ **Getting Started**

- Capability Statement Data Collection Worksheet
  - Ask yourself:
    - ✓ Why am I in business?
    - ✓ Why should the government award me a contract
    - ✓ What things make my company unique compared to my competitors?
- Gather the data before trying to plug information into a template
- Determine the purpose for the document – what is your immediate objective?
- Pull the information from the worksheet that best fits the purpose – you don't have to use everything that you've written down!
- Determine your color palette – this should match your logo, website and other company branding
- Audition different templates – a simple capability statement is fine if the data is good!
- Edit, edit, edit. The goal is clear, concise and brief.
- Use a mix of bullets, short phrases and full sentences.

Mistakes to avoid

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❖ **Mistakes to avoid:**

- Using fluff words and empty adjectives: super, exceptional
- Generic statements: "We provide quality in everything we do"
- Throw in everything including the kitchen sink – jack of all trades isn't going to make you stand out in a crowd…instead focus on what your company does best
- Bad grammar and spelling mistakes
- Fill up every inch of the capability statement with words and graphics – be sure to leave white space for easy readability.
- Keep recycling the same capabilities statements year after year
- Waiting until the last minute to update your capability statement
- Be afraid to follow up with agencies or companies that have received your capability statement

Posting Capability Statements

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You've worked hard to complete your Capability Statement – now put it to use!

❖ Post it on your website (self hosted)

❖ Third-party hosting website → OneDrive, Google Drive

❖ SBA Dynamic Small Business Search (DSBS) → Must have a full URL that directs the viewer to the hosted document

❖ Certify.sba.gov → 8(a) Certified firms

❖ Email to Agency POC, Small Business Professionals, agency program staff, or prime contractors

- Write an introduction in the email, note the attached Capability Statement and request a meeting to discuss your company.

Slide 1

Looking at Examples

Legacy Pointe Telecommunications — Connecting People

CAPABILITY STATEMENT

BUSINESS OVERVIEW
Duns# 081189386
Company Type: S Corp
Incorporated: 2016

INDUSTRY CERTIFICATIONS:
ADRF
Solid
City of Atlanta vendor
Zinwave

NAICS CODES:
517110 Wire Telecom
517210 Wireless Telecom
517911 Telecom Resellers
517919 All Other Telecom
518210 Data Processing & Hosting
541511 Computer Programming
541512 Computer System Design
541513 Computer Facilities Mgmt.
541519 Computer Related Svc
541611 Mgmt. Consulting Svc
541618 Other Management Svc
561210 Facilities Support Svc
561320 Temporary Staffing Svc
561621 Security Systems services
811212 Maintaining Computers
611420 Computer training
238210 Electrical contractors
541330 Engineering Services
541618 Management Consulting Svc

CONTACT INFO:
LEGACY POINTE TELECOMMUNICATIONS
3915 Cascade Rd
Suite 220
Atlanta, GA 30331
470.242.1223 | OFFICE
DARIUS ELAHEE
delahee@legacypointetelecommunication.com
www.legacypointetelecommunication.com

EXECUTIVE SUMMARY
LEGACY POINTE TELECOMMUNICATIONS is a, minority-owned small business providing services in DAS, Small Cell, Wi-Fi, RF Services. We serve the commercial and government markets providing products and services to lead these organizations from legacy systems to next generation technologies. We have over 60 years of combined experience in the technology space. We offer turnkey fully managed solutions. Legacy Pointes' extensive knowledge of the entire project lifecycle creates and added value to our customers solutions.

CORE COMPETENCIES

SERVICES	SOLUTIONS
Turnkey DAS design and installation	RF Services
Public Safety	Staff Augmentation
Small Cell	Testing and assessment
Construction Management	Security
Technology Consulting	Fiber

KEY DIFFERENTIATORS
- Seasoned management team
- Strong past performance
- Quality Assurance management processes
- Certified Engineers on staff
- Clear pricing and multi-vendor relationships to control cost
- Focused on maximizing client's ROI

PAST PERFORMANCE
- NRG Stadium
- T-Mobile Corporate office
- PNC Arena
- Concord Mills Mall
- Kiawah Island Resort
- Houston Tunnels
- Walmart
- Chick – Fila Corporate
- BBWA – Houston
- Navy Federal Credit Union
- Hartsfield Jackson Airport
- City of Atlanta

Capability Statement
UEI 123456789 CAGE Code 46Y92

CONTACT INFO
POC: John Smith
(123) 456-1789
https://mybusinesswebsite.com/
president@mybusiness.com 14502
N. Main Street, Suite 100
City, ST 12345

EXECUTIVE SUMMARY
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

NAICS CODES
- 236220 Commercial and Institutional Building Construction
- 238210 Electrical Contractors and Other Wiring Installation Contractors
- 541330 Engineering Services
- 541350 Building Inspection Services
- 561790 Other Services to Buildings and Dwellings

PAST PERFORMANCE
- Lorem ipsum dolor sit amet
- Consectetuer adipiscing elit, sed diam nonummy nibh
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CORE COMPETENCIES
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DIFFERENTIATORS
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- Magna aliquam erat volutpat
- Ut wisi enim ad minim veniam
- Quis nostrud exerci tation ullamcorper suscipit lobortis

CERTIFICATIONS
- Small Business Administration 8(a) Certified
- Veteran Owned Small Business
- HUBZone Certified Small Business

SBA 8(a) Certified
HUBZone CERTIFIED

Slide 2

USFCR — US Federal Contractor Registration Inc.
Capabilities Statement
CAGE: 5YMDI   UEI: DT8LQA5TYDP7

About Us
USFCR is the largest and most trusted System for Award Management (SAM) registration and renewal services company. We also provide set-aside registrations and certifications, including women-owned, veteran-owned, HUBZone, 8(a) Business Development Program, other federal contracting services, training, and technology.

Core Competencies
- Government Registrations
  - System for Award Management
  - SD/VOSB
  - ED/WOSB
  - 8(a)
  - HUBZone
  - GSA Schedule
  - WAWF/IRapt
- Federal Contracting Training & Consulting
- Subcontractor Onboarding & Management
- Web-based Contracts Search & Management Technology

Differentiators
- Full-service firm providing everything from registration, bid training, and SaaS.
- Advanced Procurement Portal – Developed our own app for clients to access federal opportunities in real time and handle federal CRM with ease.
- Worked with and registered over 100,000 businesses including Amazon, General Electric, Chevrolet, Exxon, and Hewlett Packard.
- Largest and oldest third-party government registration firm.

Point of Contact
Eric Knellinger – President & Founder
info@usfcr.com
(877) 252-2700
www.usfcr.com

Corporate Data
US Federal Contractor Registration, Inc.
9400 4th Street North, Suite 111
Saint Petersburg, FL 33703, USA
UEI: DT8LQA5TYDP7
CAGE: 5YMDI
NAICS Codes:
541618 - Other Management Consulting Services (Primary)
541519 - Other Computer Related Services

Past Performance
U.S. ARMY · USAA · BECKMAN COULTER

CONSTRUCTION
YOUR SLOGAN HERE

CAPABILITY STATEMENT   (555) 555-5555

BUSINESS OVERVIEW
Name
Mailing Address:
123 Street
City, St 12345

Structure: S-Corp, LLC, Corp
Ownership: MBE, WOSB, VOSB
DUNS Number: ##########
Cage Code: ######
Contractor's License: ######

Contact Information
Name
(555) 555-5555
Info@company.com

Certifications

NAICS Codes
236118	Residential Remodelers
236220	Commercial & Institutional Building Construction
238990	All Other Specialty Trade Contractors
238210	Electrical Contractors & Other Wiring Installation Contractors
237110	Water & Sewer Line & Related Structures Construction

ABOUT US
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur et efficitur ligula. Ut gravida pretium tortor non consectetur. Proin nec hendrerit lacus. Aenean rhoncus enim non justo commodo, a maximus nisl aliquet. Maecenas nulla mi, tincidunt vel mattis eget, luctus ut nunc. Integer at odio metus. Nam ut malesuada diam. Etiam nunc quam, tristique id porttitor at, fringilla nec nibh.

CORE COMPETENCIES

Capability Area One	Capability Area Two
Sub Area	Sub Area
Sub Area	Sub Area
Sub Area	Sub Area

Capability Area Three	Capability Area Four
Sub Area	Sub Area
Sub Area	Sub Area
Sub Area	Sub Area

DIFFERENTIATORS
- Differentiator Example: Certifications that show your expertise.
- Differentiator Example: A specialty that your business does better than the competition.
- Differentiator Example: The capacity of your team
- Differentiator Example: Your network of qualified subcontractors or trusted suppliers.
- Differentiator Example: Your customer service rating
- Differentiator Example: Your team's years of experience in the industry.

EXPERIENCE
Write an overview of the team's experience or list your key clients. Another option is to highlight projects or your portfolio. If you're a startup, add your personal experience to prove your qualifications and knowledge.

Email@Company.com   www.Company.com

Looking at Examples

Data Collection Sheet

![Alaska APEX Accelerator - Where Government Contracting Starts]

Questions?

Alaska APEX Accelerator Staff Contact Information

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Lynda Gregory, Program Specialist	lmgregory@alaska.edu	907-786-7258

Fairbanks: Phone: 907-450-8979

Pierre Thompson, Center Director/Contract Specialist   pdthompson@alaska.edu

General email: info@apexalaska.org   **Website:** https://alaskapex.org

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

How can the Alaska APEX help you?