



U.S. Small Business
Administration

Opportunities with Crowley
The Small Business Administration (SBA)
Columbus & Cleveland District Offices

Presented by

U.S. Small Business Administration
Columbus & Cleveland District Office
Business Opportunity Specialists, 8(a)
Shanda Harris, Jill Nagy-Reynolds, & Vanessa Behrend

Apex Accelerator Webinar
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The SBA works to ignite change and spark action
so small businesses can confidently...

START • GROW • EXPAND • RECOVER



SBA Offices in Ohio

Columbus District Office

Covers **60** of Ohio's 88 Counties

Central & Southern Ohio

Cleveland District Office

Covers **28** remaining Ohio Counties

Northeast Ohio

How Does SBA Help?

Identifying The Right Tools at the Right Time



Free Business **Counseling**



SBA Guaranteed **Capital**



Federal Government **Contracting**



Crisis Support for Homes and Businesses

Are You Ready to Consider Federal Contracting?



The world's largest customer, buying all kinds of products & services



Required by law to provide contract opportunities to small businesses



Evaluate your readiness & learn more by visiting **[SBA.gov/contracting](https://www.sba.gov/contracting)**



Why Do Business with the Federal Government?

WORLD'S
LARGEST
BUYER



- \$650,000 billion/year
- 23% Federal Contract Dollars are for Small Businesses

01

Full & Open
and
Small Business

02

Set Aside &
Sole Source
Contracts

03

Sub-Contracting
Opportunities

SBA Contracting Assistance Programs: Set-Aside & Socio-Economic Categories

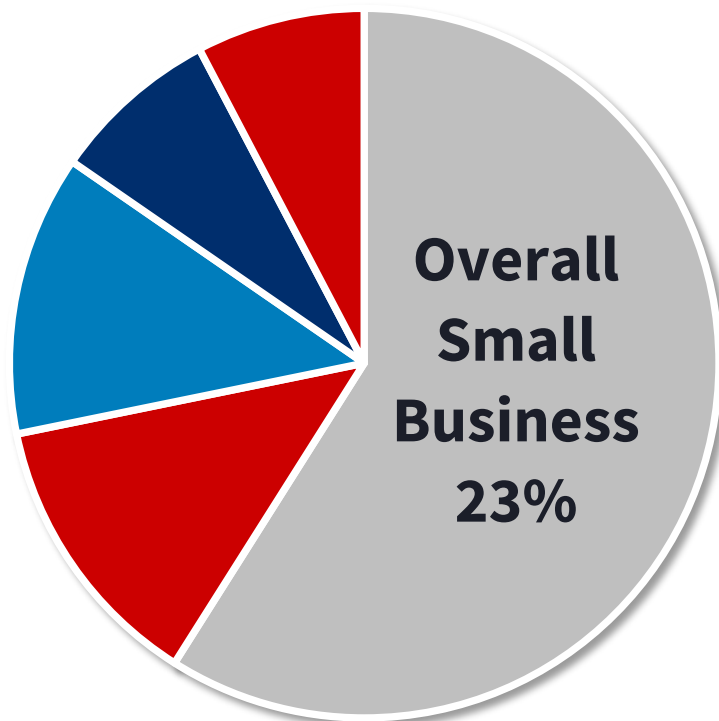
Targeted Federal Acquisition Goals:

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

**Small Disadvantaged Businesses
[including 8(a)] (5%)**

HUBZone Businesses (3%)

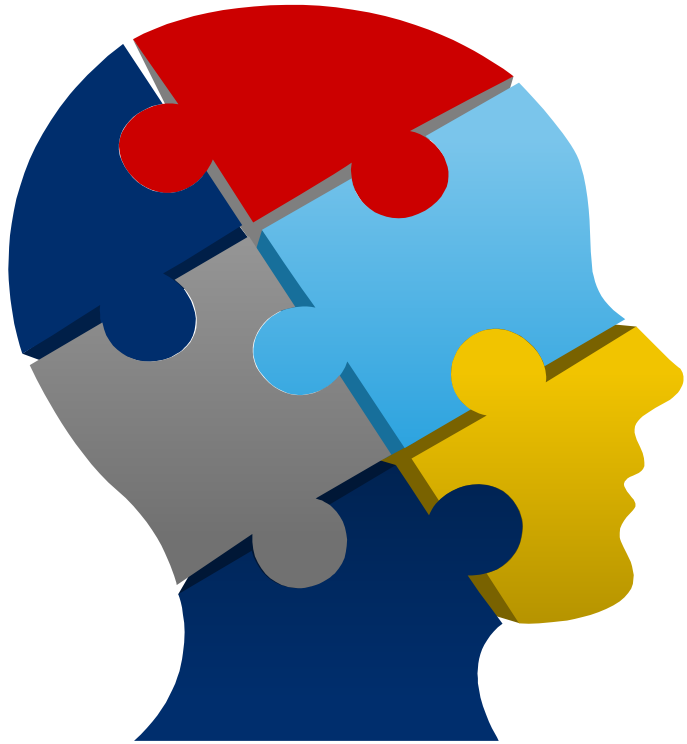
**Service-Disabled Veteran-Owned
Small Businesses (3%)**



Set-asides are reserved for small business between \$10,000 (Micro purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

Understanding Your Potential Customer?

A Federal Agency or a Prime Contractor?



- 1** Who will buy your product or service?
- 2** What value proposition are you offering?
- 3** How are you different than your competition?
- 4** What is the best way to reach your customer?
- 5** How will you get repeat business?
- 6** How frequently will your product be purchased?

Preparing & Positioning Yourself for Federal Government Contracting



Conduct **market research** to assess market trends and profile customers



Find your market niche and understand your customer and competition



Determine how to **position** your product or service to meet the customer's needs



Describe your **product value** by outlining who uses it and why its needed

Can You Financially Support a Federal Prime Contract?

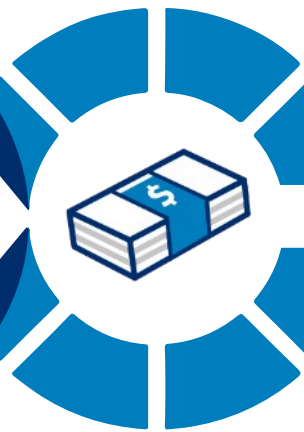
Character

Cash Flow

Collateral

Capitalizations

Conditions



Do you demonstrate strength of **Character**?

Do you have adequate **Cash Flow** to repay a loan?

Do you have **Collateral** to offer lenders?

Do you have **Capitalizations** plus liquid holdings and earnings?

Are there outside **Conditions** that will affect ability to repay loan?

Do You Have What It Takes?



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 Willing to Be a Subcontractor?



Build Capacity

- Land an Opportunity with a Prime Contractor

Work with a Prime

- Teaming Agreement
- Joint Venture
- Mentor Protégé

Enhance Past Performance

- Gain Experience
- Expand Opportunities

Questions – Q & A



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Thank You!