



APEX
Accelerators



Voinovich School of
Leadership and Public Service

Ohio Apex Accelerator at Ohio University Marketing to the Federal Government-My Business is Registered in SAM, Now What?

APEX services can help businesses:

- Identify potential agencies that buy your goods/services
- Free Daily Bid-Match Service
- Find Federal/State/Local agency bid opportunities as a prime or sub-contractor
- SAM Registration & other necessary registration needed to conduct government contracting.

APEX services can help businesses:

- Develop sales and marketing strategies geared towards government customers
- Assess eligibility and complete certifications for small business preference categories such as 8(a), HUBZone, Veteran and Service-Disabled Veteran-Owned, Woman-Owned, and Ohio's Minority-Owned, Woman Owned, DBE, and EDGE Certifications
- Understand solicitations and assist with the bid proposal process

APEX services can help businesses:

- SBIR/STTR and other innovation opportunities
- Training workshops on specific contracting topics
- CMMC – Cybersecurity

APEX can assist clients to register:



Access to Contracting Data Tools for Market Research:



Haystack® Gold



USASPENDING.gov



Contact your Ohio APEX Accelerator Office



APEX Accelerator
Ohio University



Northwest Ohio APEX

Doug Durliat
(567) 204-0032
Durliat.d@rhodesstate.edu

Ohio Univ. APEX at Dayton

Billy Grill
(410) 320-9018
bgrill@ohio.edu

Rob Bondurant
(937) 877-6177
dondurant@ohio.edu

Ohio Univ. APEX at Columbus

Vikki Hawthorne
(740) 593-0070
hawthorne@ohio.edu

Tony Griffin
(614) 593-0222
griffinh@ohio.edu

Karen Wivell
(740) 636-5024
wivell@ohio.edu

Ohio Univ. APEX at Cincinnati
Vacant

Ohio Univ. APEX at Cleveland

Don Zavesky
(740) 566-0180
dzavesky@ohio.edu

Ohio Univ. APEX at Lakeland CC

Jane Stewart
(440) 525-7733
stewart.j1@ohio.edu

Ohio APEX at Youngstown State Univ.

Rich Delisio
(330) 941-1886
radelisio@ysu.edu

Scot Loveland
330-301-0593
swloveland@ysu.edu

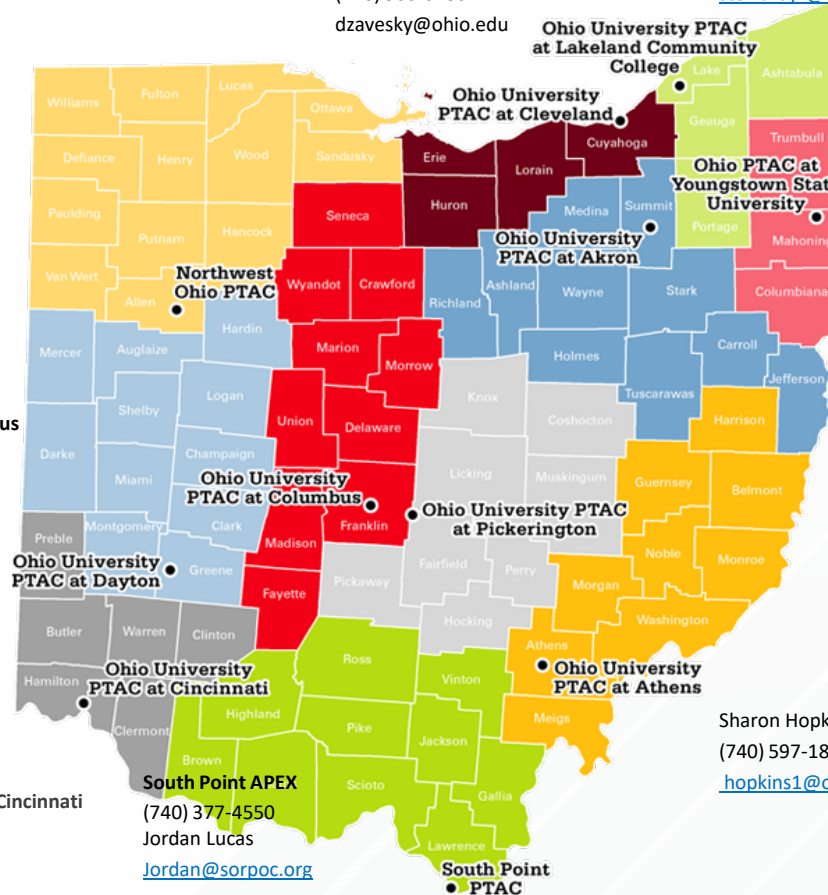
Ohio Univ. APEX at Akron

John Woodard
740-597-1267
woodardj@ohio.edu

Ohio Univ. APEX at Pickerington

Matt Slavik
(740) 597-1260
slavik@ohio.edu

Ohio Univ. APEX at Athens
Sharon Hopkins
(740) 597-1868
hopkins1@ohio.edu



- APEX Accelerator at Ohio University:

<https://apex.ohio.edu/>

- Ohio APEX Accelerator:

<https://find.govcontracts.ohio.gov/>

- Find an APEX Accelerator Nationally

<https://www.apexaccelerators.us/#/>

What is a Capability Statement?

- What are the uses of a Capability Statement
- What are the elements of a Capability Statement
- What can you do to make sure your Capability Statement stands out



What is a Capability Statement?

- Serves as a door opener for your business
- Can be used when agencies or prime contractors are doing market research on who out there can help them
- Can be required as part of your response to a government solicitation



The Elements of a Capability Statement?

- Call it a Capability Statement
- Core Competencies
- Past Performance
- Differentiators
- Company Data



Call It a Capability Statement in Your Header

- Include Your Logo
- Make It Match Your Corporate Branding
- Include Your Business Name
 - Business Name
 - Address
 - Website

Your Logo Here

Core Competencies



HEADLINE SECTION
“CORE
COMPETENCIES”



THIS IS WHAT YOUR
COMPANY DOES



FOCUS ON WHAT
YOUR COMPANY
DOES BEST



TARGET YOUR
COMPETENCIES TO
YOUR AUDIENCE



BE SPECIFIC, BRIEF, TO
THE POINT, FOCUSING
ON KEY WORDS



USE BULLET POINTS –
EASIER TO READ!

Past Performance



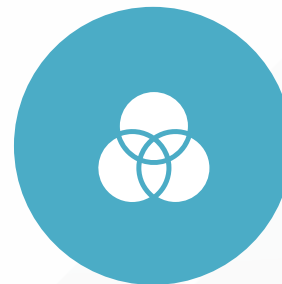
Headline section “Past Performance”



Include contracts/work that matches what your target is looking for



Provide brief description of work, name of client and contact info



If your work does not pertain to the opportunity you are looking for, do not include.

Example with you as the Prime

Provided ABC services to enable the effective use of XYZ thereby reducing costs by \$xxx,xxx over three years. Name contract vehicle & amount. Give contact reference, name, title, phone and email.

Example with you as the Sub

As a subcontractor to [company name], provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$xxxxxx over three years. Give contact reference, name, title, phone and email.

Example with you as an employee

As an employee of [company name], provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$xxxxx over three years. Give contact reference, name, title, phone and email.

What Not To Use

- If past projects do not relate to the targeted agency's needs, **do not** list.
- If a reference is not available, **do not** list.



Differentiators

- Unique features and/or benefits of a product, or aspects of a brand, that set it apart from competing products or brands
- In other words, why buy from you?!

Differentiators- What Makes You Different from Your Competition And How Does It Benefit the Buyer?



Why did your biggest customer want you?



How and why is your company the best choice for the needs of this opportunity or agency?



What is it about your services/products that make you stand out from the rest?



What is it about your people that give you the advantage over your competitors?



Why are your products better solutions than the others that are available?



Is your business located near the targeted agency?

Differentiators- What Makes You Different from Your Competition And How Does It Benefit the Buyer?

- Make It Short and to the Point
- Focused on the Needs of the Buyer
- Highlights benefits to Customer
- Incorporate metrics-PROVIDE SPECIFICS!

Differentiators- What Not To Use!

Socioeconomic certifications

Generic statements- one size does not fit all!

Marketing Speak

- Best In Class
- Industry Leader
- Outstanding Customer Service
- Quality Committed
- BE SPECIFIC!!!!!!

Company Data

UEID & CAGE Code - Federal

Pertinent Government Codes (NAICS, PSC, FSC, UNSPSC, NIGP, etc.)

Any long-term contract numbers (federal, state, local)

Socio-economic certifications: Small Business, WOSB/EDWOSB, 8(a), HUB Zone, SDVOSB, VOSB, MBE, EDGE, DBE, VFBE, WBE

Codes and certifications vary by agency – tailor to your audience!!

Company Data

- Summary of your awesomeness – stability, financial position of strength, etc.
- Contact information:
 - Someone's name who is going to be responsible for government contracting
 - Their email
 - Their phone: office and/or direct

Appearances Do Matter



Helpful Hints



Consider writing success stories for each project you complete



Keep a library of these success stories, organized by project type



Do your research on the agency/contractor you are reaching out to BEFORE you put your capability statement together and contact them



Don't waste their time by not knowing what they do and what they require to work with them

Ohio APEX Accelerator Services



APEX Accelerator
Ohio University



Assist in Development of Capability Statements:

LOGO PLACEMENT
(delete shape, add your own logo)

CAPABILITY STATEMENT

CORE COMPETENCIES

- Create a short introductory statement
 - Identify what your company does best
 - Include the skills or technologies that set your company apart
 - Identify what you can deliver with exceptional results
 - May include your mission statement
- Audience specific information
 - Short introduction statement mentioning the agency
 - Example: ABC Company provides the products DHS requires to meet its PPE needs.
 - Relate the company's core competencies to the agency's specific needs

KEY DIFFERENTIATORS

- Why did your biggest customer want you?
- How and why is your company the best choice for the needs of this opportunity or agency?
- What is it about your services/products that make you stand out from the rest?
- What is it about your people that give you the advantage over your competitors?
- Why are your products better solutions than the others that are available?
- Is your business located near the targeted agency?
- Production capacity? Quality assurance program? Industry certifications?
- Awards and Accolades? State of the art technology?
- Green initiatives? Geographic coverage? Training/education?
 - Focus on Agency needs – Address specifics, Upcoming contracts, Highlight specific benefits, Incorporate relevant metrics, Offer a solution.
 - What differentiators are not: Socioeconomic certifications, Generic statements, Static, never changing, One type fits all, "quality" people, services, products, "100" years of experience, "solutions provider", "best in class", "world class", "best of breed", outstanding customer service or other superlatives

PAST PERFORMANCE

- List previous and current customers, include commercial, government sub work
- Provide contact info - Name, title, phone, email (Make sure the contact is still there!)
 - Very brief description of work including -Time frame, Dollar value
 - Prioritize past performance list - Internal to that agency, related agency or company
 - Other government entities: Federal, state, local, commercial contracts
 - List past customers for whom similar work was performed,

Examples:

- Provided ABC services to enable the effective use of XYZ thereby reducing costs by \$\$\$\$ over three years. Name contract vehicle & amount. Give contact reference, name, title, phone and email.
- As a subcontractor to [company name], provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$\$\$\$ over three years. Give contact reference, name, title, phone and email.
- As an employee of (company name), provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$\$\$\$ over three years. Give contact reference, name, title, phone and email.

WHO WE ARE

(Company Data that applies)

- Federal: UEI & CAGE Code
- NAICS, PSC & FSC Codes
- GSA Schedule Contract Number(s)
- BPAs or other contract numbers
- Socio-economic certifications: SB, WOSB, 8(a), HUB Zone, SDVOSB, SDB, VOSB
- State of Ohio: UNSPSC Codes
- State Socio-economic: MBE, EDGE, WBE, VBE, DBE
- Number of employees, capacity
- Accept credit cards

Personal Contact Information

- Person's Name
- Email Address
- Phone Number

How to Get Into the Federal Marketplace



System for Award Management

What Is SAM?

- The System for Award Management (SAM) is an official website of the U.S. government. There is no cost to use SAM. You use this website to register to do business with the U.S. government.
- All businesses interested in receiving grants or contracts from the Federal government must register in SAM.
- You must be registered in SAM before applying for any Federal business certifications
- <https://www.sam.gov/SAM/>

SAM Is Free to Use!

[Home](#) [Search](#) [Data Bank](#) [Data Services](#) [Help](#)



Official U.S. Government Website
100% Free

The Official U.S. Government System for:

Contract Opportunities

(was fbo.gov)

Contract Data

(Reports ONLY from fpds.gov)

Wage Determinations

(was wdol.gov)

Federal Hierarchy

Departments and Subtiers

Assistance Listings

(was cfda.gov)

Entity Registration

Including Disaster Response Registry

Entity Reporting

SCR and Bio-Preferred Reporting

Exclusions

Register Your Entity

Register your entity to get started doing business with the federal government.



Get Started



Renew Entity



Check Registration Status

Federal Certifications

- **Small Business** – 23% Set Aside
- **8(a)** – 5% Set Aside
- **Hub Zone** – 3% Set Aside
- **Woman Owned and Economically Disadvantaged Woman Owned Small Business** – 5% Set Aside
- **Service-Disabled Veteran Owned Small Business** – 3% Set Aside
- **Veteran Owned Small Business** – Subcontracting only, except for Veterans Affairs

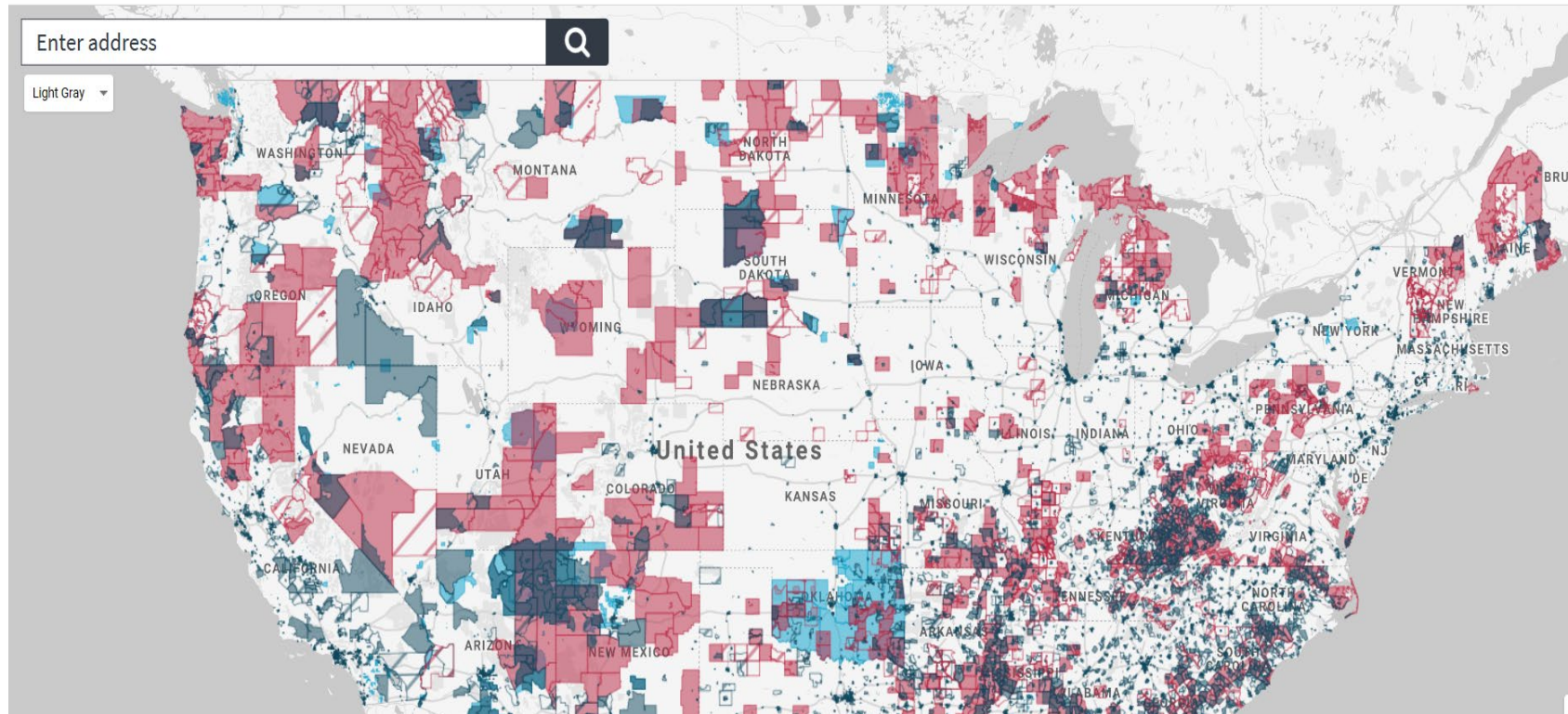
8(a) Business Development Program

- At least 51% owned and controlled by socially and economically disadvantaged individual(s) who are US citizens
- Not have previously participated in the 8(a) program
- Be at least 51% owned and controlled by U.S. citizens who are socially and economically disadvantaged
- Have a personal net worth of \$850 thousand or less, adjusted gross income of \$400 thousand or less, and assets totaling \$6.5 million or less
- Demonstrate good character
- Demonstrate the potential for success such as having been in business for two years
- Efficiently compete and receive set-aside and sole source contracts

The HubZone Program

- At least 51% owned by US citizen
- Business must be in a HUBZone
- 35% of the employees must live in a HUBZone
- 3% government-wide goal
- Agencies can restrict competition to HUBZone certified companies
- 10% price evaluation preference in certain circumstances when competing with large business
- Access to 7(j) Management Training Program

Are You In a HubZone?

SBA HUBZone Map[Help](#) [HUBZone Program](#)

<https://maps.certify.sba.gov>

Woman-Owned Small Business

- 51% owned & controlled by one or more women who are US citizens
- Woman or women must manage day to day operations
- 5% government-wide goal
- Set-asides to designated industries (NAICS)
- <https://www.sba.gov/wosb>

Economically Disadvantaged Woman-Owned Small Business

UNCLASSIFIED



- Meet all the requirements of the WOSB Federal Contract program
- Be owned and controlled by one or more women, each with a personal net worth less than \$850,000
- Be owned and controlled by one or more women, each with \$450,000 or less in adjusted gross income averaged over the previous three years
- Be owned and controlled by one or more women, each \$6.5 million or less in personal assets

UNCLASSIFIED

Are You a Veteran?

<https://veterans.certify.sba.gov/>

- Be considered a small business, as defined by the size standard corresponding to any NAICS code listed in the business's SAM profile.
- Have no less than 51% of the business owned and controlled by one or more veterans.
- For certification as a SDVOSB, have no less than 51% of the business owned and controlled by one or more veterans rated as service-disabled by the VA.
- For those veterans who are permanently and totally disabled and unable to manage the daily business operations of their business, their business may still qualify if their spouse or appointed, permanent caregiver is assisting in that management.

SBA Now Certifies VOSB and SDVOSB companies

- Firms verified by the VA Center for Verification and Evaluation (CVE) as of January 1, 2023, are automatically granted certification by SBA for the remainder of the firm's eligibility period.
- SBA intends to grant a one-time, one-year extension of certification to current VOSBs and SDVOSBs verified by the VA as of the transfer date on January 1, 2023. This additional year will be added to the existing eligibility period of a current participant.
- New applicants certified by SBA after January 1, 2023, will receive the standard three-year certification period.

SBA Offering Grace Period

- There is a one-year grace period for self-certified SDVOSBs until January 1, 2024. During the grace period, self-certified businesses have one year to file an application for SDVOSB certification and may continue to rely on their self-certification to compete for non-VA SDVOSB set-aside contracts.
- Self-certified SDVOSBs that apply before January 1, 2024, will maintain their eligibility through the expiration of the grace period until SBA issues a final eligibility decision.
- VOSBs and SDVOSBs seeking sole-source and set-aside opportunities with the VA must be certified – there is no grace period.

Finding Opportunities

Ohio Apex Accelerator utilizes key words and codes pertaining to your business to search over 3,000 federal, state and local government websites to find opportunities for your company to bid on!

Archive Search	Company Profile	Supply Codes	Detailed Supply Codes	NAICS Search						
RFQ Date	SAM	DLA	Other Fed	Web	Intl	Local	NonFed	Awards	Total	
2020-06-16	6	0	0	4	1	0	3	0	14	
2020-06-15	14	0	0	2	9	0	4	0	29	
2020-06-12	20	0	0	2	1	0	7	0	30	
2020-06-11	11	0	0	1	2	0	1	0	15	
2020-06-10	15	0	0	3	2	0	2	0	22	
2020-06-09	14	0	0	2	4	0	2	0	22	
2020-06-08	4	0	0	3	7	0	1	0	15	
2020-06-05	15	0	0	1	5	0	0	0	21	
2020-06-04	8	0	0	2	1	0	2	0	13	
2020-06-03	11	0	0	1	2	0	0	0	14	
2020-06-02	14	0	0	3	1	0	0	0	18	
2020-06-01	10	0	0	4	15	0	0	0	29	
2020-05-29	14	0	0	2	2	0	1	0	19	
2020-05-28	23	0	0	3	7	0	1	0	34	
2020-05-27	6	0	0	4	8	0	0	0	18	
2020-05-26	1	0	0	0	5	0	1	0	7	
2020-05-23	9	0	0	2	3	0	3	0	17	

Sources Sought Notices

- Federal market research is done through the use of sources sought notices in sam.gov
- A solicitation of interest.
- Market research conducted by agencies to determine the capabilities and interests of the marketplace.
- If an agency does not get responses from the various categories of small business, they will not set-aside the contract for those categories!
- Respond to them if you are interested in the project very important!

Marketing to Agencies

- USE your Capability Statement
 - Government Marketing Tool
 - Email in PDF format
 - NO mass emails
- Agency Contacts
 - Small Business Specialists
 - Contracting Officers
 - Procurement Center Representatives (PCR)
 - Individual Buyers

Marketing to Primes

- Prime contractors
 - Small Business Liaison
 - Check website - Doing Business with Us, etc
 - Register as a vendor
 - Look for events
 - Vendor Days
 - Networking Opportunities
 - Match Maker Events

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Ohio Apex Accelerator at Ohio University

SHARON HOPKINS-SNIDER

Director

740-597-1868

hopkins1@ohio.edu

MATT SLAVIK

Specialist, Central Ohio

740-597-1250

slavik@ohio.edu

KAREN WIVELL

Associate Director,
Central Ohio

614-636-5024

wivell@ohio.edu

TONY GRIFFIN

Manufacturing Specialist

614-271-9568

griffinh@ohio.edu

VIKKI HAWTHORNE

Specialist, Central Ohio

740-593-0070

hawthorne@ohio.edu

Ohio

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