



**Ohio**

**APEX Accelerator  
Ohio University**

**APEX**  
ACCELERATORS

# Ohio APEX Accelerator

**Presenter:**  
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**OU APEX Accelerator Central Ohio Region**

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Voinovich School of  
Leadership and Public Service

# APEX Accelerators



- Formally known as the **Procurement Technical Assistance Program (PTAP)**, was **authorized by Congress in 1985** to expand the number of businesses capable of participating in government contracts.
- The **National Defense Authorization Act (NDAA) for the FY 2020** ordered the **PTAP to move to Under Secretary of Defense for Acquisition and Sustainment (USD(A&S))**; and the DoD Office of Small Business Programs (OSBP) began to manage and operate PTAP with a new name, **APEX Accelerators, effective FY 2023**.
- The program **focuses on building a strong, sustainable, and resilient U.S. supply chains** that pursue and perform under **contracts with the DoD, other federal agencies, state and local governments and with government prime contractors**.
- Program funded through federal, state, & local government, educational institutions, economic development organizations, Chambers of Commerce, et al.

# APEX Accelerators



- APEX Accelerators are placing an **emphasis on helping underserved businesses** that are eligible for certain government solicitations **designed for the promotion of diversity, inclusion, and equity**, and guiding them throughout the entire process.
- APEX Accelerators will continue **increasing the number of Defense Industrial Base (DIB)-ready and Government Industrial Base (GIB, including local and state governments)-ready businesses** including:
  - Service-Disabled Veteran-Owned Businesses (SDVOSBs)
  - Small Businesses located in Historically Underutilized Business Zones (SBHUBZones)
  - Small Disadvantaged Businesses (SDBs)
  - Women-Owned Small Businesses (WOSBs), and
  - Other underserved small businesses

## **APEX services can help businesses:**

- SAM Registration & other necessary registrations needed to conduct government contracting.
- 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

## **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

## **APEX services can help businesses:**

- Understand solicitations and assist with the bid proposal process
- Training workshops on specific contracting topics
- SBIR/STTR and other innovation opportunities
- CMMC – Cybersecurity



APEX can assist clients to register:



Access to Contracting Data Tools for Market Research:



Haystack® Gold



USASPENDING.gov





# Ohio APEX Accelerator Services



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## 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

# Ohio APEX Accelerator Services

## Supporting VOSB, SDVOSB, VFBE...next steps



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- Schedule a session with an APEX Accelerator counselor
- Registrations & Certifications
  - Counselors have completed SBA training to assist in certifications
- Assist in Development/Review of Capability Statements
- Develop Sales and Marketing Strategies

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# Contact your Ohio APEX Accelerator Office



**APEX Accelerator**  
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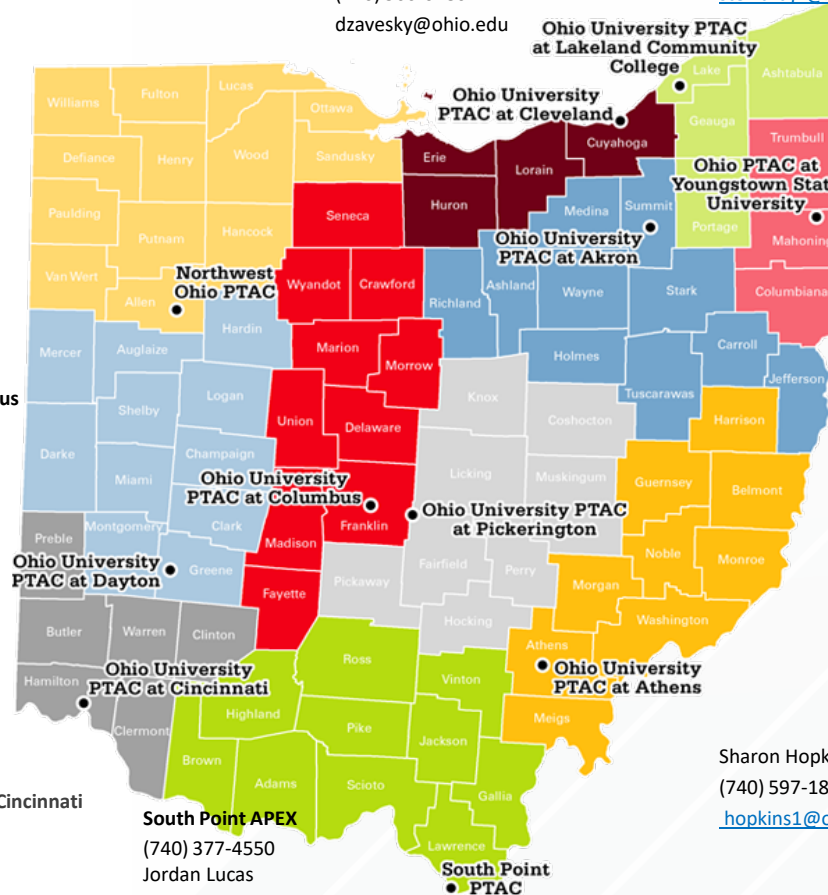
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- APEX Accelerator at Ohio University:

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

- Ohio APEX Accelerator:

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

- Find an APEX Accelerator Nationally

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

# Ohio University APEX Accelerator Central Ohio Region



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