



UNCLASSIFIED



OHIO  
UNIVERSITY

Voinovich School of Leadership and Public Service

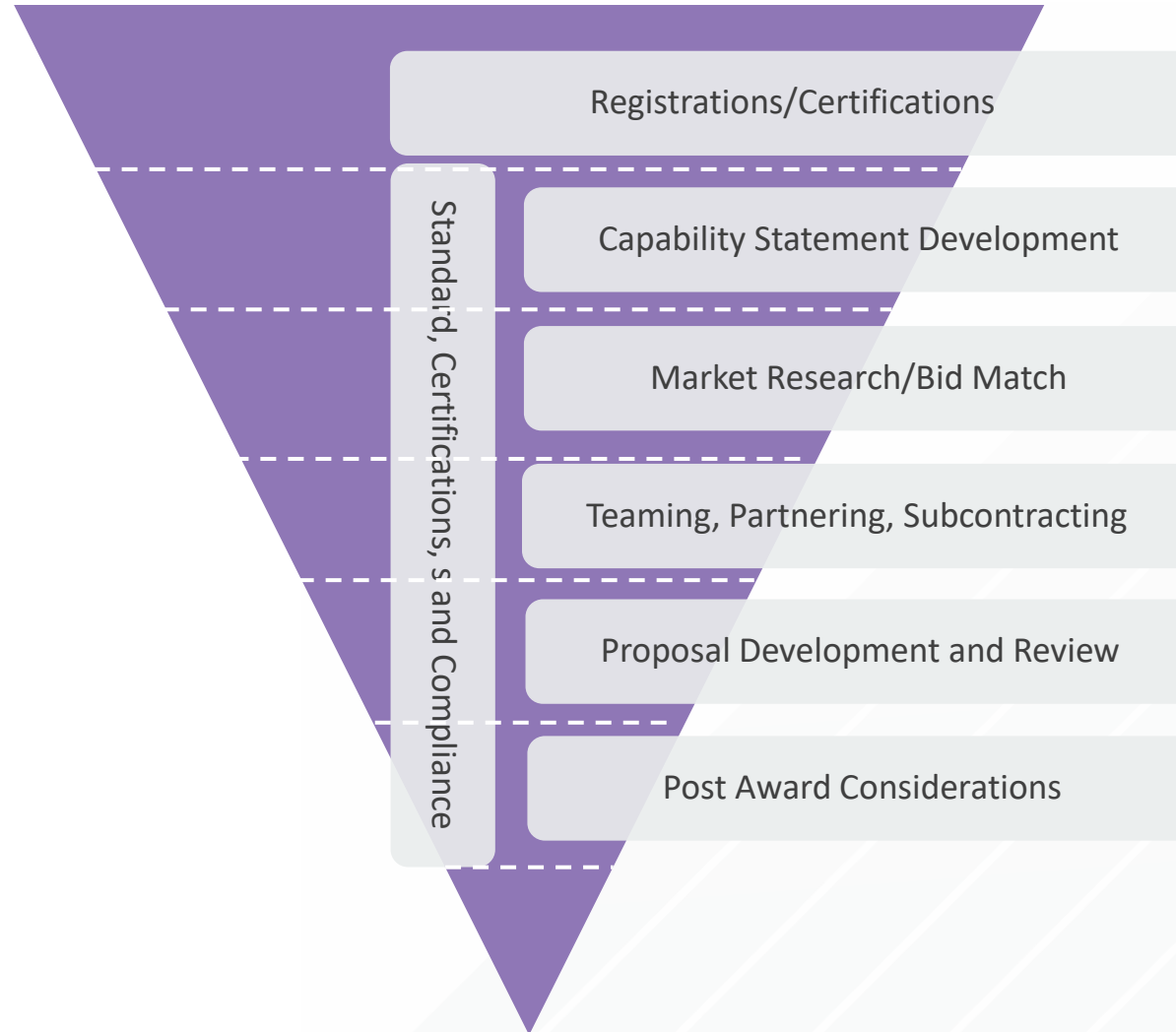
# Ohio University Apex Accelerator Marketing to the Federal Government – Pipeline Building

UNCLASSIFIED

# What are we covering?

- Overall Federal Market
- GovCon Process
- Tips & Tricks
- Dos and Don'ts

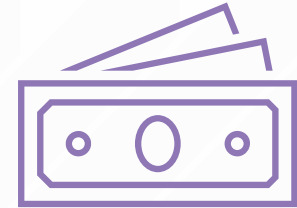
# APEX Accelerator Services



## *Consider This!*



- Huge Market (\$645 BILLION!)
- On-time payment
- Great repeat customer
- Bring the \$\$\$\$ to Ohio and to your top line
- Some company somewhere is getting this work, why not you?



## Making the Decision

- What does the Government buy?
  - Practically EVERYTHING
- What is your core competency?
  - Define what you can do best
- Is your commercial market strong?
- Do you have adequate financial resources?
- Are you willing to make the investment?

# New Entrants (by Executive Order)



## Supplier Base Dashboard | High Level View (Data as of 1/17/2023)

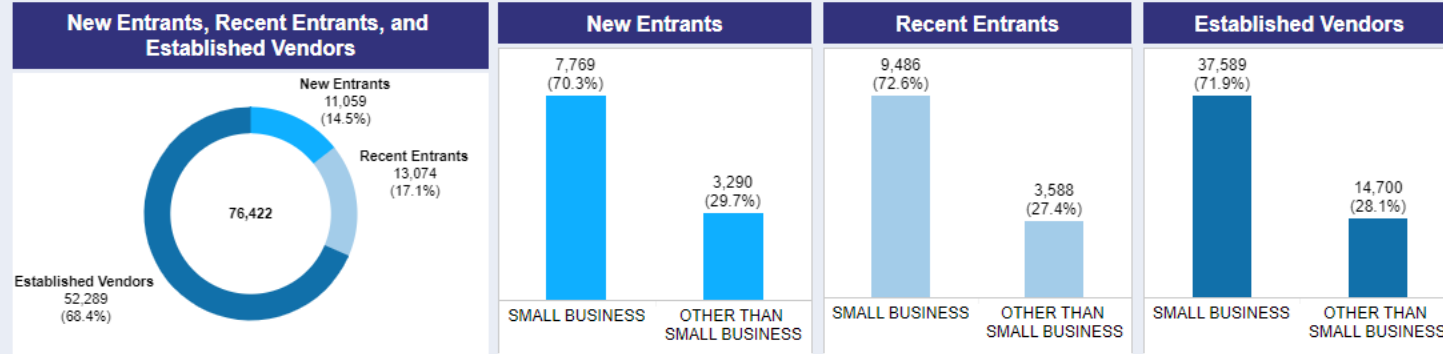
High Level View

Level 1 Category View

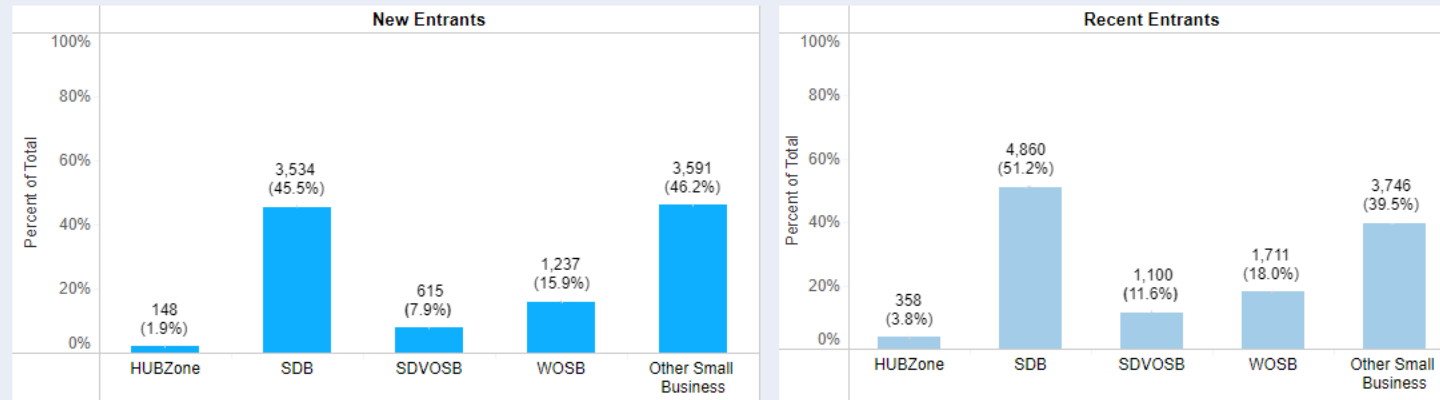
Select Metric: Vendor Count | Select Agency: Government-wide | Select Fiscal Year: 2022 | Select Level 1 Category: (All) | Select Level 2 Category: (All)

Select Taxonomy  
 Category Management Taxonomy  
 NAICS Taxonomy

### Government-wide



### Small Businesses by Socio-Economic Category - New and Recent Entrants



## What is an Opportunity?

Requirement + Funding = Opportunity

## Business Development Areas of Growth

Current Client  
New Capability

New Client  
New Capability

Current Client  
Current Capability

New Client  
Current Capability



# Marketing Approach



Bid to Win – BidMatch, SAM, DIBBS, S&L  
RFP/RFQ



Organic – Market Research, Outreach,  
Development, Solution Architecture



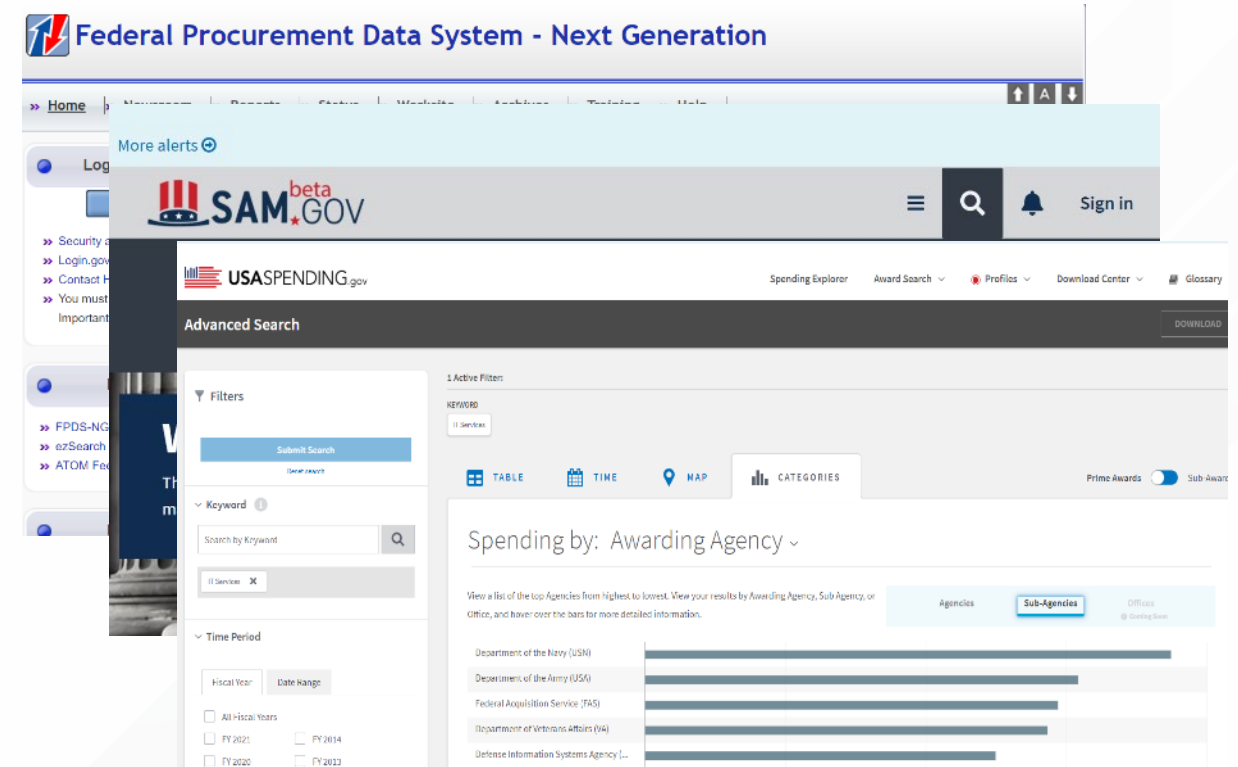
Networking – Industry Association, Industry  
Days, Teaming, Subcontracting

## Client Profiles

- Government wants Past Performance
  - Recent and Relevant
  - Similar in Size, Scope, and Complexity
- Target prospects using
  - Industry Vertical
  - Capability
  - Mission
  - Technology
- Know Your Goaling
  - SB Goaling Reports
  - Exec Orders on DEI, DIB, and New Entrants

## Market Research Tools

- Federal Procurement Data System
- USASpending.Gov
  - Past Contracts
  - Agency Profiles
  - Prime Contractors
  - Set Asides
- Sam.Gov
  - Upcoming Opportunities
  - Upcoming Industry Events
- Bid Match Emails
  - Proprietary to PTAC
  - Searches Multiple Databases



The screenshot displays the Federal Procurement Data System - Next Generation interface. The main content area shows the USASpending.Gov website with an advanced search filter applied. The filter is set to 'IT Services' under the 'Keyword' section. The search results are displayed as a horizontal bar chart titled 'Spending by: Awarding Agency'. The chart shows the following data:

Awarding Agency	Spending (Relative)
Department of the Navy (USN)	High
Department of the Army (USA)	Medium-High
Federal Acquisition Service (FAS)	Medium
Department of Veterans Affairs (VA)	Medium-Low
Defense Information Systems Agency (DISA)	Low

## USASpending Agency Profiles

- 107 Organizations
- Mission
- Budget
- Link to Comptroller Information
- Object Classes
- Federal Accounts

## Outreach

- Target Primes and Agencies
- DO YOUR RESEARCH!
  - Budgets
  - Strategic Plans
  - Priority Objectives
  - Past Contracts
  - Patents/Licenses
- Brevity is Key (one-to-two-minute read)
- 3 Tells & 3 Asks
  - Who you are, what you do, what your specific value is
  - Upcoming opportunities, upcoming events/chances to connect with the organization and learn more, people in the organization you should be speaking with

## The Steps to Capture

- Identify the opportunity
- Explore the customer's needs and goals
- Determine if the opportunity is a good fit for pursuit
- Evaluate likely competitors and develop pricing
- Define your win strategy and advantages
- Connect with the customer and position your solution

## Tips and Tricks

- Know your customer's language
- Prioritize your targets
  - Use goaling reports
  - Use your network
  - Use forecasts
- Categorize your searches and data
- Do your legwork and investigate

- Do Your Research!
  - Market Research
  - Small Business Goaling report
  - Agency Strategic Plan
  - Opportunity Forecasts
- Use your Capability Statement
  - Email in PDF format
  - NO mass emails
- Agency Contacts
  - Small Business Specialists
  - Contracting Officers
  - Procurement Center Representatives (PCR)
  - Individual Buyers



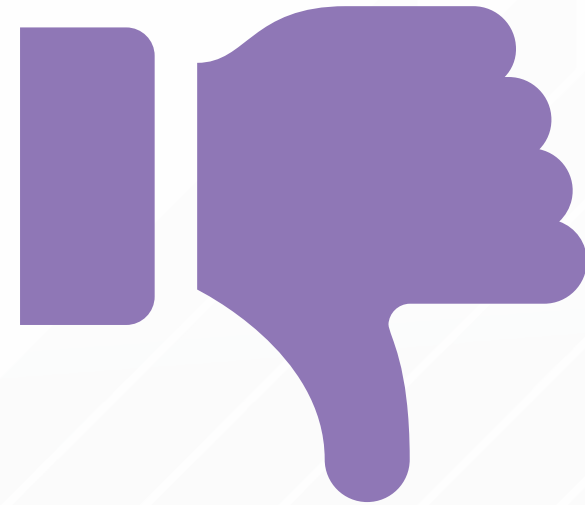


- **Know Your Customer**
  - Who buys your product or service
  - How they buy
  - When they buy
- **Know The Rules**
  - Federal Acquisition Regulations
  - Contract requirements and specifications
  - Contract history
- **Perform As Promised**
  - On-time delivery
  - Quality
  - Price



## Don't

- Be afraid to ask questions and get clarification
- Submit your proposal late
- Be late for appointments
- Be unreliable
- Oversell yourself
- Be unprepared
- Drag out your presentations
- Submit sloppy paperwork
- Be demanding or difficult
- Have unrealistic goals



## Demo – FPDS, USASpending, Acquisition.Gov



Ohio Apex Accelerator at Ohio University

**Billy Grill**

[bgrill@ohio.edu](mailto:bgrill@ohio.edu)

**937-230-9018**