



U.S. Small Business  
Administration

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U.S. Small Business  
Administration

# Selling to the Federal Government

Man-Li Lin

Economic Development Specialist

SBA New York District Office

**[man-li.lin@sba.gov](mailto:man-li.lin@sba.gov)**

# SBA's Programs and Services

- **Counseling - Business Training & Education, One-on-One Counseling**
  - SCORE, SBDC, WBC and VBOC
  - <https://www.sba.gov/local-assistance>
- **Capital - Access to SBA Guaranties**
  - Microloans/Community Advantage
  - 7(a)/Express, 504 Loan Programs
  - Surety Bond Guaranty Program
- **Contracting - Selling to the U.S. Government**
  - 8(a) Business Development & HUBZone Certification
- **Disaster Assistance**
  - Physical Damage & Economic Injury Loans

# Why Would You Want the Federal Government as Your Customer?

- **U.S. government is the world's largest buyer of goods and services.**
- **Government purchases total over \$500 billion every year.**
- **Federal agencies are required to establish small business contracting goals.**
  - **23% for Small Business in general**
  - **5%(10%) for Small disadvantage businesses**
  - **3% for HubZone businesses**
  - **3% for Service Disabled Veterans**
  - **5% for Women Owned Small Businesses**

# Myths and Realities about Government Contracting

**Myth :** Doing business with the government is too complicated and it takes forever to get paid.

**Reality:** The government uses many commercial and business-friendly practices

- paying by credit card
- generally, payments received within **30 days of invoicing**

**Myth :** I'll be competing against large businesses and multinational corporations for contracts.

**Reality:** SBA has programs and “hands-on” assistance to help small businesses sell to the federal marketplace.

# Market Research

## 1. [www.SAM.gov](http://www.SAM.gov)

**The official U.S. Government System for Contract Opportunities** (was fbo.gov) for contracts **over \$25,000**. With this system, you can see which agencies have contracts and with who, what agencies buy, and which contractors have contracts.

- Contract Data (reports ONLY from fpds.gov)
- Wage Determinations (was wdol.gov)
- Federal Hierarchy (Departs and Subtiers)
- Assistance Listings (was cfda.gov)
- Entity Registration (Including Disaster Response Registry)
- Entity Reporting (SCR and Bio-Preferred Reporting)
- Exclusions

## 2. All the government spending:

[www.usaspending.gov](http://www.usaspending.gov) tracks government spending through the contracts it awards. This searchable database contains information for each federal contract. You can use this information to help identify government purchasing trends

# What makes a successful contractor?

- The government prefers to work with **established, reliable** businesses.
  - Do you have a track record of delivering quality goods and services on time and within budget?
  - Is your reputation within your industry strong?
- Not only can it take a long **time** to win your first government contract, it can take a significant amount of **money**. Some businesses spend between \$80,000 and \$130,000 to earn their first contract.
- Also, it could take up to two years to start making a return on your investment. You'll need to have **enough cash flow** to sustain your business. Maintaining a diverse list of private-sector clients can help offset any potential initial losses.
- Being **e-commerce savvy** is very important in government contracting. For example, if you want to work with the Department of Defense, you must be able to invoice and receive payments electronically.



# Basic requirements

1. Get proper registrations and ID numbers
2. Meet size standards
3. Register with SAM.com
4. Maintain compliance

# 1. Get proper registrations and ID numbers

**April 4<sup>th</sup>, 2022 System for Award Management (SAM) Unique Entity ID (UEIs) will Replace DUNS number**

Quick Start Guide for Getting a Unique Entity ID (SAM)

Sign in to your SAM.gov account and the system will navigate you to your Workspace. On the “Entity Management” widget, select the “Get Started” button to begin requesting your Unique Entity ID (SAM).

## **NAICS Codes**

You’ll also need to match your products and services to a North American Industry Classification System (NAICS) code. NAICS codes classify businesses based on the particular product or service they supply. A business will generally have a primary NAICS code, but it can also have multiple NAICS codes if it sells multiple products and services.

<https://www.census.gov/naics/>

## 2. Meet Size Standards

- The SBA assigns a size standard to each NAICS code. Most manufacturing companies with **500 employees** or fewer, and most non-manufacturing businesses with average annual receipts under **\$7.5 million**, will qualify as a small business.
- However, there are exceptions by industry. You can view these in Title 13 part 121.201 of the Code of Federal Regulations (CFR)

[https://www.ecfr.gov/cgi-bin/retrieveECFR?gp=&SID=7780ee089107f59ef3f78b938e2282b7&r=PART&n=13y1.0.1.1.17#se13.1.121\\_1201](https://www.ecfr.gov/cgi-bin/retrieveECFR?gp=&SID=7780ee089107f59ef3f78b938e2282b7&r=PART&n=13y1.0.1.1.17#se13.1.121_1201)

or in the Table of size standards

<https://www.sba.gov/document/support--table-size-standards>

To determine if your business qualifies as "small" for government contracting purposes, use the SBA's Size Standard Tools

<https://www.sba.gov/size-standards>

### 3. Register with SAM

- To participate in government contracting, you must register your business in the federal government's [System for Award Management \(SAM.gov\)](https://sam.gov). SAM is a database that government agencies search to find contractors.
- Using SAM, you'll be able to certify that your business is eligible for contracts that are reserved for small businesses. You'll also be able to represent if your business is eligible for contracts under an SBA contracting program because it is [disadvantaged](#), [women owned](#), [veteran owned](#), or located in an [underutilized area](#).
- Your small business' profile in SAM is like a résumé. Creating a profile that's accurate and appealing is important to winning a government contract. Make sure to use **accurate, descriptive terms** about your business so that contracting officials will be able to find you in search results.

## 4. Maintain compliance

- In order to participate in government contracting, you must comply with all laws and regulations. The federal government's purchasing process is governed by the Federal Acquisition Regulation..

<https://www.acquisition.gov/browse/index/far>

- Regulations covering government contracting programs for small businesses are listed in 13 CFR 125.

<https://www.ecfr.gov/cgi-bin/text-idx?SID=50ff66d5d1cc9357d5f4ce114fcc5c79&mc=true&node=pt13.1.125&rgn=div5>

***Get Certified***  
**[www.certify.sba.gov](http://www.certify.sba.gov)**

**8(a)  
Participation  
Extension**

**Apply for the  
SBA's WOSB  
Program**

**Self Certify**

- Veteran Owned Business
- **3%** Service Disabled Veteran Owned
- **5%** Small Disadvantaged Business
- **5%** 8(a) – 9 Year Development Program (Socially and Economically Disadvantaged)
- **3%** HubZone (Historically Under-utilized Business Zone)

# Is there an SBA Contracting Program for me?

## 8(a), WOSB, HUBZone

- Are the qualifying individual(s) of the firm who are applying for SBA small business programs **U.S. citizens**?
- A U.S. *citizen* means a person born or naturalized in the United States.
- Resident aliens and holders of permanent visas are not considered to be citizens for program purposes.

# Is there an SBA Contracting Program for me?

## 8(a), WOSB, HUBZone

- Is the 51% ownership of the firm unconditional and direct?
  - Qualifying individual(s) must unconditionally and directly own and control at least 51% of the business.
  - In general, the 51% ownership may not be through another business entity.
  - **Control** means that both the long-term decision making and the day-to-day management of the business are controlled by qualifying individual(s).



# Is there an SBA Contracting Program for me?

## Is the firm organized **for profit**?

- Non-profit entities are ineligible to participate in most SBA small business programs
- The firm may be in the legal form of an individual proprietorship, partnership, limited liability company, S Corporation, or C Corporation.
- Exceptions: This rule does not necessarily apply to Community Development Corporations (CDC) or businesses interested in participating as mentors in Mentor Protégé programs.

# Is there an SBA Contracting Program for me?

- Do you affirm that neither this firm, nor any of its owners, have ever been debarred or suspended by any federal entity?

Debarred or suspended firms or firms owned by debarred or suspended individual(s) are ineligible for admission to SBA small business programs.

- Does the firm have a place of business in the U.S. and operate primarily within the United States, or make a significant contribution to the U.S. economy through payment of taxes or use of American products, materials or labors?

# Is there an SBA Contracting Program for me?

- **Is the firm considered small in accordance with its primary North American Industry Classification System (NAICS) code?**
- SBA's size standards define whether a business entity is small and, thus, eligible for Government programs and preferences reserved for "small business" concerns. Size standards are expressed in annual receipts for services NAICS codes and in number of employees for manufacturing NAICS codes. Information about how SBA calculates a firm's size can be found in the Code of Federal Regulations (CFR) at [13 CFR § 121.104](#) and [13 CFR § 121.106](#).
- If you do not know the NAICS code(s) in which your business operates, please review the NAICS manual available at <http://www.census.gov/eos/www/naics/>.

# SBA Contacts

## **Business Opportunity Specialist (BOS)**

Search for local SBA District Office

[www.SBA.gov/LocalAssistance](http://www.SBA.gov/LocalAssistance)

## **Procurement Center Representatives (PCRs)**

<https://www.sba.gov/federal-contracting/counseling-help/procurement-center-representative-directory>

## **SBA Answer Desk (general questions)**

[answerdesk@sba.gov](mailto:answerdesk@sba.gov)

## **8(a) Participants may email SBA at**

[8aQuestions@sba.gov](mailto:8aQuestions@sba.gov)

# 8(a) Certification

## 8(a) Program Flexibilities During COVID-19

### 1-year Extension of Participation in the 8(a) Business Development Program

- Participating in the 8(a) program between 3/13/2020 and 9/9/2020 has the option to extend its program participation for a period of one year from the end of its program term.
- Firms participating in the 8(a) program on 1/13/2021 will receive automatic one-year program extension unless they decline it in writing.
- If an 8(a) firm previously elected to voluntarily suspend its program participation in connection with the nationwide coronavirus emergency disaster declaration, the length of the suspension will be added to the period of extension.
- Firms that elect to extend their participation in the program will not be subject to a higher non-8(a) business activity target (BAT) for the extension period. The same 50% BAT that applies to Program Year 9 will apply to the extended program term.
- Firms that wish to decline the automatic program extension are required to submit notice of decline in writing to:  
SBA's Deputy Associate Administrator, Office of Business Development, Small Business Administration,  
409 Third Street SW, Washington, DC 20416  
or  
email to [8aQuestions@sba.gov](mailto:8aQuestions@sba.gov)

## Benefits of 8(a) Business Development Program

8(a) - **Socially and economically disadvantaged firms** enrolled in a **9-year** business development program eligible to receive competitive and 'sole source' awards.

Disadvantaged businesses in the 8(a) program can:

1. Compete for [set-aside and sole-source contracts](#) in the program
2. Get a Business Opportunity Specialist to help navigate federal contracting
3. Form joint ventures with established businesses through the SBA's mentor-protégé program
4. Receive management and technical assistance, including business training, counseling, marketing assistance, and high-level executive development
5. You can compete for contract awards under multiple socio-economic programs, as they apply.

## 8(a) Certification – Socially and Economically Disadvantaged

**Has the firm previously been certified as an 8(a) participant?**

- There is a “**one time use of eligibility**” restriction for individuals and firms to participate in the 8(a) BD Program.
- This applies to any business that previously participated in the 8(a) BD Program, even if ownership and control of the firm has completely changed.



## 8(a) Certification – Socially and Economically Disadvantaged

**Do you identify as one of the following?**

- Black American
  - Asian Pacific American
  - Hispanic American
  - Native American
  - Subcontinent Asian American
- To be eligible for the 8(a) BD program, a firm must be majority owned and controlled by individuals who are socially disadvantaged. Black Americans, Hispanic Americans, Native Americans, Asian Pacific Americans, and Subcontinent Asian Americans are presumed to be socially disadvantaged under federal law.

**Do you consider yourself socially disadvantaged because of you experienced bias of a chronic and substantial nature?**

If you are not a member of a presumed group, you may still be eligible for admission to the 8(a) BD program on a case-by-case basis if you demonstrate you have experienced bias of a chronic and substantial nature.

## 8(a) Certification – Socially and Economically Disadvantaged

Are the individual(s) interested in participating in SBA small business programs **economically disadvantaged** under 8(a) BD Program guidelines?

Firms owned by economically disadvantaged individuals may qualify for the 8(a) BD Program. Under the 8(a) BD Program, the determination of whether an individual is economically disadvantaged requires an evaluation of the individual's total assets, net worth, and personal income for the **past 3 years**.

The individual must meet the thresholds described below:

1. The individual's total assets must be valued at **\$4 million or less**. This calculation is based on the fair market value of all assets, including the primary residence and the value of the business concern. This calculation excludes funds invested in a qualified IRA account or other official retirement account.
2. The individual's net worth must **be less than \$250,000**. This calculation excludes the individual's ownership interest in the applicant concern, the individual's equity interest in his or her primary residence, funds invested in a qualified Individual Retirement Accounts (IRA) or other official retirement account that is unavailable until retirement age without a significant penalty, and income received from an S Corp, LLC or partnership that was reinvested in the business or used for paying taxes arising in the normal course of operations of the business.
3. The individual's personal income must be **\$250,000 or less**. This calculation is based on the individual's adjusted gross income averaged over the last three years.

# **WOSB & EDWOSB Certification**

# Women Owned Small Business (WOSB) and EDWOSB

- There are two types of set-asides under the WOSB Program:  
set asides for Woman Owned Small Businesses  
set asides for Economically Disadvantaged Woman Owned Small Businesses.
- **Qualifying NAICS for the WOSB and EDWOSB**
- <https://www.sba.gov/document/support--qualifying-naics-women-owned-small-business-federal-contracting-program>

## Women owned Small Business:

- Be at least 51% **owned and controlled** by women who are **U.S. citizens**
- Have **women manage day-to-day operations and also make long-term decisions**

# Economic Disadvantaged WOSB

To qualify as an economically disadvantaged business within the women's contracting program, a business must:

1. Meet all the requirements of the women's contracting program
2. Be owned and controlled by one or more women, each with a personal **net worth** less than **\$750,000**
3. Be owned and controlled by one or more women, each with **\$350,000** or less in **adjusted gross income** averaged over the previous 3 years
4. Be owned and controlled by one or more women, each **\$6 million** or less in **personal assets**

# WOSB and EDWOSB Certify

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

The U.S. Small Business Administration (SBA) is modernizing the certification management experience. You may apply for and manage your Woman Owned Small Business (WOSB), Economically Disadvantaged Woman Owned Small Business certifications in our easy-to-use single system.

There are four organizations approved by SBA to provide **third-party certification**. Contact them to find out about their certification process and any associated costs. They are:

- [El Paso Hispanic Chamber of Commerce](#)
- [National Women Business Owners Corporation](#)
- [U.S. Women's Chamber of Commerce](#)
- [Women's Business Enterprise National Council](#)

The SBA will accept certifications from

1. U.S. Department of Transportation's (DOT) Disadvantaged Business Enterprise (DBE) Program
2. 8(a) Participant.

# HUBZone Certification

# HUBZone Certification

Is the address of the location where the majority of the firm's employees work located in a HUBZone?

- The **Historically Underutilized Business Zone (HUBZone)** program provides federal contracting assistance for qualified small business firms located in HUBZones in an effort to increase employment opportunities, investment, and economic development in such areas.

1. If your principal office is located in a HUBZone.

A firm's **principal office** is the location where the greatest number of the firm's employees perform their work. Job site locations for service or construction companies may be excluded as locations to be considered as the principal office. See [13 CFR 126.103](#) for more details.

2. Do 35% or more of the firm's employees reside in a HUBZone?

A firm which has at least **35%** of its employees residing in a HUBZone may qualify for the HUBZone program.

**HUBZone map:**

<https://maps.certify.sba.gov/hubzone/map#center=40.722169,73.996363&zoom=15&q=215%20Mulberry%20St%2C%20NY>



- **HUBZone** - Small businesses located in areas identified as **historically underutilized business zones**, and with 35% of employees coming from HUBZones, eligible to receive competitive and 'sole source' awards.
- The government limits competition for certain contracts to businesses in historically underutilized business zones. It also gives preferential consideration to those businesses in full and open competition.
- Joining the HUBZone program makes your business eligible to compete for the program's set-aside contracts. HUBZone-certified businesses **also get a 10% price evaluation preference in full and open contract competitions**.
- HUBZone-certified businesses can still compete for contract awards under other socio-economic programs they qualify for.

# HUBZone Certify

- Make sure you have a [beta.sam.gov](https://beta.sam.gov) account.
- Make sure you have a [General Login System](#) account.
- Apply for HUBZone certification using the [General Login System](#). Log in, select “Access” and then “HUBZone” before completing the prompts.
- Check your email for time-sensitive instructions to electronically verify your application within 10 business days.
- Submit all requested supporting documentation within 10 business days; your submission cannot be assigned for eligibility review until all required documents are submitted.
- Update your [SAM.gov](https://sam.gov) profile to indicate you are a HUBZone business after you get an email confirmation from the SBA.
- Read the instructions from the [General Login System](#) carefully to make sure you provide all the necessary information.
- You will be required to submit different supporting documentation based on your ownership structure:
- Corporations must be prepared to submit documents described in the [Corporation Document Request](#).
- Sole Proprietors must be prepared to submit documents described in the [Sole Proprietor Document Request](#).
- Partnerships must be prepared to submit documents described in the [Partnership Document Request](#).
- LLCs must be prepared to submit documents described in the [LLC Document Request](#).

<http://www.sba.gov/hubzone> (Manhattan)

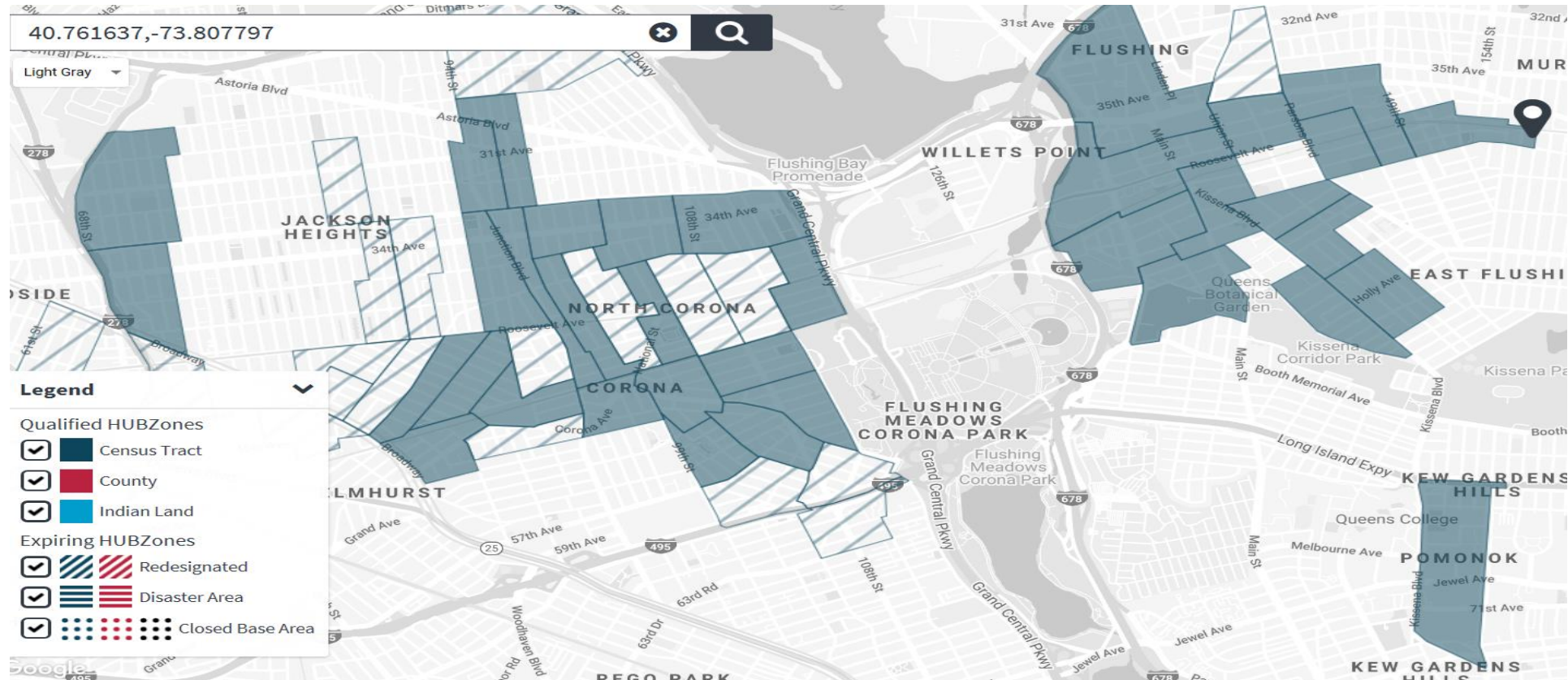


<http://www.sba.gov/hubzone> (Brooklyn)

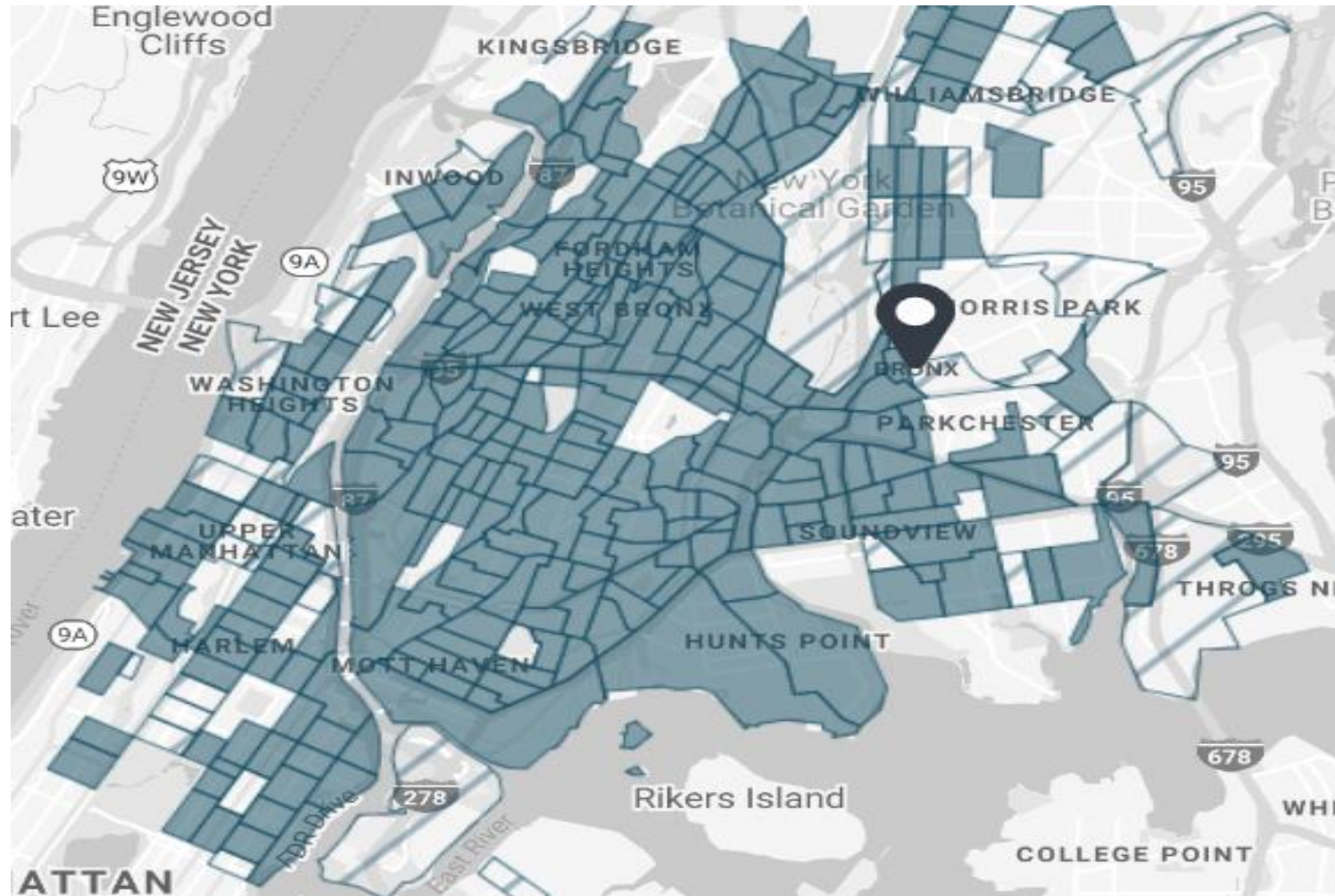




<http://www.sba.gov/hubzone> (Queens)



<http://www.sba.gov/hubzone> (Bronx)



# ***Service Disabled Veteran Owned Small Businesses***



## **Veterans Business Outreach Centers (VBOC)**

<https://www.sba.gov/page/veterans-business-outreach-center-vboc-program>

### **■ Set-Aside**

- Buys over \$3000
- “Rule of Two”
- No upward \$ limit

### **■ Sole Source**

- Buys over \$100,000
- Only 1 Source
- Up to \$5.5 M (mfg)
- Up to \$3.0M (non-mfg)

# Know the Rules

- Federal Acquisition Regulations (FAR)  
[www.arnet.gov/far](http://www.arnet.gov/far)
- Subpart 8.4 – Federal Supply Schedules
- Part 13 – Simplified Acquisitions
- Part 14 – Sealed Bidding
- Part 15 – Contracting by Negotiation



## Identifying Micro-purchases

- Government purchases under \$3,000.
- Do not require competitive bids or quotes.
- Payment via government credit card.

# Federal Supply Schedules

- Investigate Federal Supply Schedule (FSS) Contracts [www.fss.gsa.gov](http://www.fss.gsa.gov) Select: Acquisition Solutions – Getting Started, How to Sell to the Government; and the appropriate Product or Service Tab on the page to view the Schedules.
- **Become a GSA schedule contractor**  
[www.gsa.gov](http://www.gsa.gov) Select: For Contractors and Vendors, Getting on GSA Schedule, & GSA Schedule Solicitations; to see the schedule contents, select a product or service code & View Schedule Document.

# Identify Subcontracting Opportunities

- Teaming with a prime contractor can be a **profitable** experience.
- **Experience** gained as a subcontractor helps you in bidding on prime contracts.
- SBA's **SUB-Net** searchable database posts subcontracting opportunities.

- **Subcontracting Opportunities**

Over \$700,000 (\$1 million for construction)

## SUB-Net

<http://web.sba.gov/subnet>

# Contracting Checklist

1. Register in the beta.SAM.gov
2. Meet local Business counselors.
3. Check out procurement Web sites.
4. Practice searching for contract opportunities and preparing bids/offers.
5. Market your business, the most important step in winning federal contracts.

# Seek Additional Assistance

- Procurement Technical Assistance Center (PTACs) [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm)
- Small Business Specialists [www.acq.osd.mil/sadbu/doing\\_business/index.htm](http://www.acq.osd.mil/sadbu/doing_business/index.htm)
- Procurement Center Representatives (PCRs) [www.sba.gov/gc/contacts.html](http://www.sba.gov/gc/contacts.html)
- Commercial Marketing Representatives (CMRs) [www.sba.gov/gc/contacts.html](http://www.sba.gov/gc/contacts.html)

# Federal Small Business Offices

Every federal agency has a small business advocacy office:

**Civilian Agencies** - Office of Small and Disadvantaged Business Utilization (OSDBU)

**Department of Defense (DoD)** – Office of Small Business Programs (OSBP)

**Federal Regulatory Agencies** – Office of Minority and Women Inclusion (OMWI)

# Marketing to the Federal Government

**Your government customers need to know three things:**

1. That you exist and want their business
2. That your products or services can help them cost-effectively achieve their objectives or are better in some way than what they are currently using
3. How to buy from you

## **Key Federal Officials**

**Develop relationships with officials within the 3 key components:**

1. Small Business Specialists – Advocate and oversee small business and socioeconomic program attainment
2. Program Managers – Are responsible for delivering programs in support of an agency's mission
3. Contracting Officers – Conduct market research and frame acquisition strategies

“Do your homework on the agency's mission and programs before your meeting for best results.”

# Marketing Tips

- **Identify your Customers:** get to know the agency staff using your products or service and procurement officers.
- **Research their Requirements:** focus on opportunities in your niche and prioritize.
- **Learn federal procurement regulations**
- **Show contracting officers that your company is a good match for their needs and requirements:** be pleasantly to work with, persistent, professional and positive .



# Market Your Company

- **One on One** - Present your capabilities Statement directly to the federal activities and large prime contractors that buy your products and services
- Attend **procurement conferences** and **business matchmaking** events
- Follow up with all the leads

# What Government Buyers are Looking for

- **High quality products, Reliable suppliers, and Fair prices**
- **Vendors that help them meet their purchasing goals for small/women-owned businesses, and other targeted categories**
- **Simplicity**

# **Eight Ways to Market to the Federal Government**

- 1. Call potential buyers within federal agencies**
- 2. Network: buyers, other vendors, and potential partners**
- 3. Get help from the experts**
- 4. Use government-wide purchasing vehicles: Federal Services Administration (GSA)  
Multiple Award Schedule (MAS)**
- 5. Look for subcontracting opportunities**
- 6. Use direct mail or e-mail**
- 7. Target government field offices**
- 8. Be prepared to do business the way government does**

# View Solicitations

- Request or download a bid package
- Obtain copies of relevant specifications & drawings
- Understand relevant purchasing regulations
- Federal Acquisition Regulations:
  - Micro-purchases (under \$3,000)
  - Simplified Acquisitions (under \$100,000)
  - Bids & Proposals (over \$100,000)

# Prepare Your Offer

- 3 Rules for a solicitation: *-Read it...Read it...Read it!!!*
- Request a Procurement History
- Attend Pre-Bid Meetings & Walk-Through(s)
- Get clarification of ambiguities
- Proofread your proposal
- Submit it on time!

# Contract Award

Are you Responsive?

Are you Responsible?

- Pre-Award Survey: Technical capability & production capability
- Financial: accounts receivable, net worth, cash flow
- Accounting System
- System for Qualifying Suppliers
- Packaging, Marking, Shipping

# Procurement Technical Assistance Centers (PTAC)

- NYC Dept. of Small Business Services  
212-513-6444, [PTAC@sbs.nyc.gov](mailto:PTAC@sbs.nyc.gov)
- LaGuardia Community College/CUNY  
31-10 Thomson Ave .Suite B-309, Long Island City, NY 11101  
718-482-5306, [nortiz@lagcc.cuny.edu](mailto:nortiz@lagcc.cuny.edu)
- South Bronx Overall Economic Development Corporation SOBRO)  
555 Bergen Ave, Bronx, NY 10455  
718-732-7538, [egelladola@sobro.Org](mailto:egelladola@sobro.Org)

# Key Steps to Procurement Success

1. **Know your market**
2. **Research targeted agency budgets**
3. **Know where to get practical help**
4. **Take care of the basics**
5. **Register everywhere you can**
6. **Develop personal relationships**
7. **Start Small**



# Marketing Tools

## Three marketing “Presentations”

1. Elevator Pitch
2. One Page Capability Summary
3. Full Capability Presentation
  - Know the Audience
  - Be Focused and Brief
  - Stand Out from the Crowd!

# One Page Capability Summary

- **Title**  
Include firm's logo, other branding elements
- **Corporate Data**  
Office locations and contact information
- **Company Data**  
Financial stability/capacity, Number of employees/teams, DUNS, CAGE, NAICS, GSA Schedule
- **Past Performance**  
Show your benefits, List your past customers, Types of contracts
- **Unique Features**  
What sets you apart, What is the benefit, Socio-economic certifications, Insurance and bonding capacity

# One Example

## Feedback on Our Leadership

"Stacie and her WATT + FLUX team brought to the Osborn LED lighting upgrades, a commitment to excellence and absolute engineering integrity that is hard to match in the industry."  
"I am pleased to have found resources like WATT + FLUX, because they are helping us meet the challenges we face daily to minimize our carbon footprint and do so at an economical price. Their professionalism and expertise adds immeasurably to our effectiveness."  
"The work was executed at a fair price; the engineering, lamps & material, and workmanship were excellent."  
"I would absolutely recommend Stacie and WATT + FLUX team to anyone who is interested in an LED lighting upgrade."



— Paul Mackey, Vice President, Facilities and Property, the Osborn

"My school Mt. St. Michael Academy engaged Stacie and her company, WATT + FLUX, to do an audit of our classroom lighting to primarily improve our learning environment as well as reduce our energy cost."



"Stacie and her team delivered on both objectives and in the process exceeded our expectations. The improvement of LED's over fluorescent lighting is extraordinary. Stacie diligently took us through a step by step process so that we could fully understand the scope of work and price. She provided all analysis and work plans/schedules upfront...there were no surprises."

"The job was finished on time and below budget. I have great confidence in Stacie and her team and will continue to use their services. I recommend them without reservation."

— Pete Corritto, President & CEO, Mount Saint Michael Academy

"My team and I highly recommend Stacie to anyone who has the opportunity to work with her, as she is goal driven, very knowledgeable, and very quick to grasp the fine aspects of managing a project (like dealing with a range of personalities...), from my experience, qualities most project managers often lack...qualities which are essential to anyone looking to conclude projects correctly and in a timely fashion. Our experience with her work ethic truly stands out when compared to virtually every project manager at the World Trade Center over the past three+ years. Stacie also stands out as the only project manager we have been involved with thus far at the World Trade Center to have completed her project ahead of schedule despite facing most of the same obstacles faced by all other project managers."



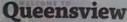
— Jed Goje, Engineering Rep, ASCO/Emerson Network Power

"I worked with Stacie on a logistically difficult project with an extremely challenging timeline. Stacie's strong work ethic was clearly visible to all team members around her. She was clear with her vision and focused on small details, while never forgetting to see the big picture. She was able to "steer the ship" and cross the finish line without any concessions. She is a true and respected leader, and a pleasure to work with."



— Ryan Lean, Director of Commissioning, JB&B

"WATT + FLUX is the company you want to go to when you want a good product, good service and need reliability. Queensview Inc. was looking for a contractor to upgrade the lighting system to LEDs. Stacie, the CEO and managing director, came over, did a very detailed inventory and provided the best solutions environmentally as well as financially. She is very detail oriented and knowledgeable and is a pleasure to work with. Knowing her from the construction industry where she delivered critical systems for WTC, I knew we had the right person to get the job done."



— Lavinia Galatz, Board President, Queensview Inc



AN LED INSPIRE COMPANY

Investment Grade Energy Efficiency Report | Audit and Analysis | LED Lighting and Energy Management | Marine, Commercial, Healthcare, Education, Industrial, Garage, Office | Feasibility Study Understanding and Improving Facility Operating ROI, NPV, IRR | Specification Design | Procurement US Product Specialty | Retrofit and New Construction Application Planning | Installation | Project Management Leadership and Logistics | Product Service | Lean Process Excellence Developed by In-House Lean Six Sigma Master Black Belt | Cert. WBE NYC, NYS, PANYNJ, NY | Cert. B Corp

LED Inspire LLC | WATT + FLUX  
212.537.3887 | info@ledinspire.com | info@wattandflux.com | www.wattandflux.com  
1140 Ave of the Americas, 9th FL, New York, NY 10036

## CAPABILITY STATEMENT



- Core Competencies**
- Energy and cost saving, LED lighting | Energy Efficiency consulting for retrofit and new construction applications
  - Investment grade audit and feasibility analysis | Product Procurement
  - Installation | project logistics and service management
  - Converting Commercial, Marine, Education, Healthcare & Municipal spaces to lower energy consuming high cost-saving operations through vetted LED lighting engineering solutions.

Differentiators	Company Data
• Avg. ROI 2.3 yrs   Avg. IRR 20%   \$600K-2M P/P	Socio-economic certifications: WBE, WOSB
• Optimized project investment returns	DUNS 06096300
• Optimize O+M function & energy efficiency	NAICS 54172
• Consulting experts in USA made LED lighting	33322
• Manufacturing and installation applications for Schools, Healthcare, Office, Industrial, Garage, Transportation, Marine Vessels and Terminals	33321
• Manage complex facility project logistics 500,000 ft <sup>2</sup> on time, at or under budget	33310
• Leadership emphasis on safety, cohesive team, technical fitness, client communication, support and exceeding satisfaction through unrelenting client service	33312
	33129
	238210
	CAGE Code 9X3M6
	Commodity Codes
	26505
	26507
	26532
	25549

**Past Performance**

WATT + FLUX LED Inspire's founding leadership has performed management, installation supervision and commissioning of MEP scope in excess of 2 Billion at The World Trade Center site in capacity of MEP Project Manager and Stakeholder Director. Duties included impacting install & commissioning of 10k+ Electrical Systems delivery ahead of schedule and below budget integral to the T4 CO.

WATT + FLUX LED Inspire projects and 500,000 ft<sup>2</sup> and above to achieve significant impact in GHG reduction per project. Client Project Annual Savings \$335,175, 65 Ave. 21 buildings, 1.6 M ft<sup>2</sup> of successful project performance. 4.2 Million lbs of GHG will be eliminated by Q2, 2017. Pipeline in contract to remove 7.2 million lbs of GHG and 4.5M kWh by Q4, 2017.

Certifications & Affiliations	Awards
Certified B Corp WBE NYC and Port Authority NY/NJ Empire State Development WBE USCIB Corporate Member Urban Green Council local member National Minority Business Council Women Business Council Association of Energy Engineers SBA CAP CEO membership program SBA Ready to Build Approved Diversity Supplier - JCI NYU University WBENC (submitted)	2014 American Entrepreneurship Award - Brilliant class with sustainable and responsible growth - Rising star in the place a record scale in installing sustainable non-profit support to stimulate growth 2014 Women Business Council   Next Generation Builders Award 2014 Best for NYC Women - The Economic Development Corp in coalition with B Corp named LED Inspire special honoree in top 10% of all NYC business enterprises for impact in removing over 1 Million more overall greenhouse gas emissions and supporting our team training and development 2013 SMART CEO (Triple Award Winner - Awarded to individuals performing dynamic work to improve Center report of how well C's and partners of BNEF and other cable, power distribution and engineering Commissioning of the same as well as her services in founding LED Inspire and the 1.6M lbs Greenhouse Gas reduction 2006 Medal of Outstanding Service in the Merchant Marine awarded to founding CEO K.A. Stacie WUSA calling her service in support to the hurricane Katrina, Rita and Ophelia disaster recovery missions in New Orleans

Stacie Alekso, CEO, Marketing Director, Stacie@wattandflux.com, www.WATTandFLUX.com  
1140 Ave of the Americas 9th FL, New York, NY 10036

**WATT FLUX**  
An LED Inspire Company

WATT + FLUX an LED Inspire Company is pleased to announce we are officially a Certified B Corporation®. Certified B Corporations meet rigorous standards of social and environmental performance, accountability, and transparency.

We are now among a growing community of more than 1,600 Certified B Corps from 42 countries and over 120 industries working together toward 1 unifying goal: to redefine success in business.

Earlier this year, WATT + FLUX an LED Inspire Company was named a 2015 Best for NYC Honoree in the Overall category. The Best for NYC Honorees and 1 million List recognizes companies competing not only to be the best in NYC, but to be the best for NYC - best for our workers, communities, and the environment.

By the end of 2017, the completed and on-going projects will have removed 4.5M kWh annually, equaling to 7.2M pounds Greenhouse Gas. This reduction in energy use is equivalent to:

- 7,680,463 Miles driven by an average passenger vehicle annually
- 473 homes' electricity use each year
- 1304 acres of U.S. forests each year

**QUARTERLY ECONOMIC | ENVIRONMENTAL | PROJECT IMPACT REPORT**

Our clients will make a positive impact on the environment and economy with these three featured projects:

- \$ 331,175 annual energy cost savings
- 1,655,876 kWh annual reduction
- Average Payback Period 2.3 years | 2.5M pounds Greenhouse Gas removal



**FEATURED HEALTHCARE:**  
The Osborn - Phases 1a and 1b  
Westchester, NY  
4 garages, 7 buildings and 44 garden homes, 605,000 ft<sup>2</sup> interior and 50-acre exterior  
Savings: 360,564 kWh/year, \$119,000/year

**FEATURED MARINE:**  
75 T-Force Tugs, Phase 1  
Bronx, NY  
Training Ship at SUNY Maritime College, 565 R  
4-level ship, 4,430 gross tonnage  
Savings: 280,633 kWh, 1,238 tonnes removed  
Savings: 339,637 kWh/year, \$108,000/year

**FEATURED COMMERCIAL REAL ESTATE REFINANCE:**  
Queensview  
Queens, NY  
14 buildings, 107,850 ft<sup>2</sup> interior and 9-acre exterior  
Savings: 339,637 kWh/year, \$108,000/year





### Maclovía - Your Strategic Solutions Partner

Maclovía LLC is a data-driven solutions-oriented company in the Northern Virginia area built on over 20 years of managing high-visibility programs in support of the mission and policy initiatives of several Civilian and Department of Defense (DoD) Federal Agencies. We provide customized project management, policy development, and program execution services to fit your unique requirements. Our team of seasoned professionals brings extensive experience in conference planning, project management, education and training, research and evaluation services, and small and minority-owned business program outreach.

#### Our Services Include:

- Program Development, Execution, and Evaluation
- Comprehensive Event Planning and Execution
- Content Development, Graphic Design, and Video Production
- Enterprise-wide Strategic Sourcing, Small Business Program Management, and Market Research
- Research and Training Initiatives



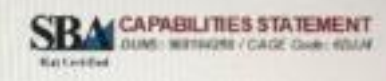
#### Contact Us

Maclovía, LLC  
1800 Diagonal Road, Suite 600  
Alexandria, VA 22314  
info@macloviolutions.com

Patricia Luna, Ed.D.  
President and CEO  
703-888-7440  
Patricia@macloviolutions.com

#### Classifications

Women-Owned Small Business  
(WOSB and EDWOSB)  
Small Disadvantaged Business (SDB)  
SBA 8(a) Certified



### OUR CORE COMPETENCIES



#### Comprehensive Event Planning

- Conference Ideating and Pre-planning
- Agenda Development and Speaker/Panel Coordination
- Logistics, Audio-visual, and Signage
- Registration and On-site Support
- B2B and B2G Matchmaking Sessions



#### Program Management

- Strategic Planning and Evaluation
- Program Support and Execution
- Data Analysis and Qualitative Research
- Federal, Academic, & Community Partnerships



#### Education and Training

- Talent Needs Assessment
- Curriculum Development
- Instructional Systems Design
- Facilitated and eLearning Courses

#### Content Development

- Communications Strategy Development
- Copywriting of Proposals
- Video and Audio Production
- Graphic Design



#### Federal Contracting Programs

- Small Business Program Management
- Program Evaluation and Training
- Enterprise-wide Strategic Sourcing
- Market Research
- Socioeconomic Program Advocacy

### OUR NAICS

- 548110\* Administrative Management and General Management Consulting Services (Primary)
- 512110\* Motion Picture and Video Production
- 541511\* Custom Computer Programming Services
- 541512\* Computer Systems Design Services
- 541519\* Other Computer Related Services
- 541610\* Human Resources Consulting Services
- 541720\* Research and Development in the Social Sciences and Humanities
- 791190\* Convention and Trade Show Organizers
- 811110\* Educational Support Services
- 801110\* Support Activities for Modeling
- 881110\* Other Health Services

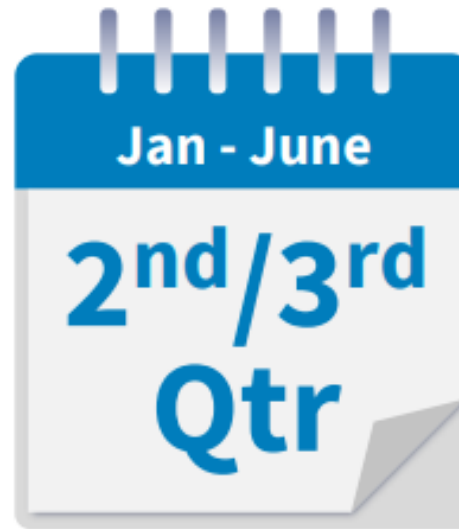
NAICS 548110 is a SBA 8(a) Certified Firm  
NAICS 541511 is a SBA 8(a) Certified Firm

# Write a Government Marketing Plan

**Government Fiscal Year: October - September**



**Raising Awareness  
and Building  
Relationships**



**Lead Generation  
Campaigns &  
Response**



**Last Minute Offers  
and Awareness  
Campaigns**

# Small Business Marketing Mistakes

- **Doing what your competitors do**
- **Not targeting a specific market**
- **Targeting a market you can't reach or one that can't afford you**
- **Focus on acquiring new customers instead of promoting to current or previous customers**
- **Not systematically following up on leads**



# Summary

- **Government is looking for qualified small businesses to meet its needs**
- **Marketing is not rocket science; develop and implement a marketing plan**
- **Build your reputation as a quality vendor**
- **Understand and utilize technology to your advantage**



U.S. Small Business  
Administration

# SBA's Mentor Protégé Program



Assistance with SBA's MPP email: sbampp@sba.gov

## All Small Mentor Protégé Program



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[Business Guide](#) [Funding Programs](#) [Federal Contracting](#) [Learning Center](#) [Local Assistance](#) [About SBA](#)

[← Back to Contracting assistance programs](#)

### Contracting assistance programs

[Women-Owned Small Business Federal Contracting program](#)

[Service-disabled/Veteran-Owned Small Business program](#)

[8\(a\) Business Development program](#)

[All Small Mentor-Protégé program](#)

[HUBZone program](#)

[Natural Resource Sales Assistance program](#)

[🏠](#) / [Federal Contracting](#) / [Contracting assistance programs](#) / All Small Mentor-Protégé program

## All Small Mentor-Protégé program

*Your small business can learn from an experienced government contractor through the mentor-protégé program.*

### Content

[All Small program benefits](#)

[All Small program qualifications](#)

[Apply to the All Small program](#)

[SBA Mentor-Protégé program resources](#)

[Mentor-protégé timeline](#)

[Mentor-Protégé annual report](#)

[Joint ventures in the All Small program](#)

## SBA's MPP Benefits

Protégés can get valuable business development help from their mentors in several areas, including:

- Guidance on internal business management systems, accounting, marketing, manufacturing, and strategic planning
- Financial assistance in the form of equity investments, loans, and bonding
- Assistance navigating federal contract bidding, acquisition, and performance process

## SBA's MPP Benefits

- Education about international trade, strategic planning, and finding markets
- Business development, including strategy and identifying contracting and partnership opportunities
- General and administrative assistance, like human resource sharing or security clearance support

# Protégé Qualifications

- Be a small business with industry experience
- Have a proposed mentor prior to applying for the program
- Be organized for profit or as an agricultural cooperative
- Have no more than two mentors in the business' lifetime

## Mentor Qualifications

- Be organized for profit or as an agricultural cooperative
- Have no more than three protégés at a time

## Approval Qualifications

- The SBA must determine that the mentor-provided assistance will promote real developmental gains for the protege, not just act as a vehicle to receive federal small business set-asides
- An SBA “determination of affiliation” must not exist between the mentor and the protégé
- You can view the full qualification criteria in [Title 13 Part 125.9 of the Code of Federal Regulations \(CFR\)](#).

## Apply to the MPP

- This is not a matchmaking program. The mentor and protégé should already have found each other before applying.
- You must be approved by the SBA to participate in the All Small program. You're required to use the [certify.SBA.gov](https://certify.sba.gov) website to apply. You'll need to have a profile at [SAM.gov](https://sam.gov) before you can use the certification website.

# Apply to the MPP

Before you apply:

- Make sure both businesses are registered in [Beta SAM](#)
- Have your NAICS code on hand
- Both businesses must complete the [SBA's online All Small tutorial](#) (save your completion certificates)
- Prepare your [business plan](#)
- Create and agree to a [Mentor-Protégé Agreement](#) ([MPA Addendum](#))



## Apply to the MPP

- When you're ready to apply, go to [certify.SBA.gov](https://certify.sba.gov) and apply to join the All Small Mentor-Protégé program.
- The information you'll need to provide will vary based on your business structure and whether you're already participating in other SBA programs.
- Read the instructions at [certify.SBA.gov](https://certify.sba.gov) carefully to make sure you provide all the necessary information.

# SBA Mentor-Protégé Program Resources

- [SCORE-SBA All Small Mentor-Protégé Webinar](#) (Video)
- [What to include in your Mentor-Protégé Agreement](#)
- [Active Mentor-Protégé Agreements](#)

## Mentor-Protégé Timeline

- The term of a mentor-protégé agreement may last up to six years.
- A protégé may have two mentors at the same time — as long as those relationships don't conflict or compete with each other.
- However, a protégé can have no more than two mentors over the life of the businesses.

# Mentor-Protégé Annual Evaluations

- You must maintain the mentor-protégé relationship after the SBA approves your agreement.
- The SBA relies on an annual evaluation report to determine if businesses can continue to participate in the program.
- If you have questions about the annual report contact [mppevaluations@sba.gov](mailto:mppevaluations@sba.gov)

## Joint Ventures in the MPP

- Businesses who have a mentor-protégé relationship can form a joint venture, and can compete together for government contracts reserved for small businesses.
- A joint venture can also bid on contracts that are set aside for service-disabled veteran-owned, women-owned, or HUBZone businesses — as long as the protégé qualifies for the contract.
- In order for your joint venture to be able to bid on contracts reserved for small businesses, you must follow the requirements for receiving an exclusion of affiliation for contracting purposes.

# How to set up a Joint Venture

- Your joint venture agreement must be in writing and follow SBA requirements.
- When writing your joint venture agreement, use the [agreement guide](#) and the [agreement template](#).
- The protégé must provide a joint venture compliance certificate to the SBA and the contracting officer.
- The joint venture must be separately identified with its own name, DUNS number, and CAGE number in [Beta SAM](#) and define the entity type as a joint venture, with individual partners listed.

## Rules for Joint Ventures

- The joint venture must perform the appropriate percentage of work based on the subcontracting requirements; the protégé must perform 40% of that.
- The joint venture must submit annual reports to the SBA and the contracting agencies explaining how the work is being performed for each contract.
- The regulations governing joint ventures are explained in detail in [13 CFR 125.8](#).
- If you have questions about joint ventures please contact your [local SBA District Office](#) or [asmppjvreporting@sba.gov](mailto:asmppjvreporting@sba.gov)

## Final Rule: 84 FR 60846

- If MPA **terminated within 18 months from the date approved**, that M/P relationship **will not count** as one of the two M/P relationships that a small business may enter as a protégé.
- Would not require proposed **mentor** to demonstrate **good character** in every instance; instead SBA will decline an application if SBA determines that the mentor does not possess good character.
- Mentor with more than one protégé **cannot submit competing offers.**



## Final Rule: 84 FR 60846

- Firm may seek to be a protégé in any NAICS code for which it qualifies as small and can form a mentor-protégé relationship in a secondary NAICS code if it qualifies as small and has prior experience or previously performed work in that NAICS code.
- Adds a provision allowing a protégé to request SBA to intervene on its behalf with the mentor if it thought it was not receiving the assistance promised by the mentor or if it thought that the assistance provided was not of the quality it anticipated.









U.S. Small Business  
Administration

# We are here for YOU

[man-li.lin@sba.gov](mailto:man-li.lin@sba.gov)