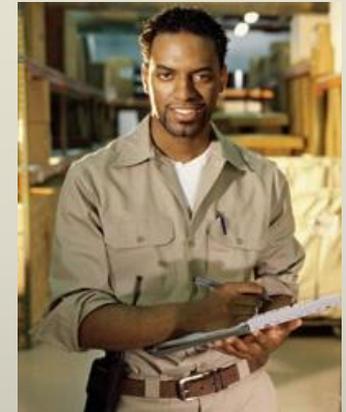




# U.S. Small Business Administration

## Helping small businesses to start, grow and succeed.



## Selling to the Federal Government



# What is a Small Business?

According to regulation (FAR 19.001):

- “Concern”: Any business entity organized for profit with a place of business located in the U.S.
- “Small business concern” means a concern, including its affiliates, that is independently owned and operated, not dominant in the field of operation in which it is bidding on government contracts, and qualified as a small business under the criteria and size standards in 13 CFR Part 121.



# Federal Contracting Facts

- The world's largest buyer of goods and services is the Federal Government, with purchases totaling more than \$500 billion per year.
- Contracts exist for every item imaginable, from paper clips to armored tanks
- Federal agencies are required to establish contracting goals, with at least 23 percent of all government buying targeted to small firms.



# Prime Contracting Government-wide Procurement Goals

- Small Business (SB) - 23%
- Small Disadvantaged Business (SDB) - 5%
- Women-Owned Small Business - (WOSB)- 5%
- HUBZone Small Business – 3%
- Service-Disabled Veteran-Owned SB (SDVOSB) - 3%

## What is a Set-Aside?

- A set-aside is the reserving of an acquisition exclusively for participation by a category of small business concerns.
- Helps ensure a level playing field so 8(a), HUBZone SDVOSB, WOSB, EDWOSB, and small business concerns can compete for Contracting Opportunities
- To award certain acquisitions exclusively to small business concerns.

# How the Government Buys

- <\$3,000 usually purchased by credit card (micro-purchases – No SB set-asides)
- >\$3,000 - \$150,000 set-aside for small business and simplified acquisition procedures.
  - 8(a), HUBZone, SDVOSB and WOSB/EDWOSB SAs not precluded
- >\$3,000 and <\$25,000 must be displayed in a public place, or by any appropriate electronic means.
- >\$25,000 - posted at FBO [www.fbo.gov](http://www.fbo.gov)
- >\$150,000 – first consideration must be 8(a), HUBZone, SDVOSB, WOSB and EDWOSB (parity),
  - then SBSA
  - and lastly “Unrestricted/Full and Open (F&O)” (all businesses large and small may participate)

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## First Thing To Do – Get Registered

- In order to win federal contracts, your business must be registered in the federal government’s System for Awards Management database at [www.SAM.gov](http://www.SAM.gov) (update at least annually).
  - You need to obtain a “DUNS Number” at this same website (for free) to identify your business to the federal government. At the end of your CCR Registration, register on the SBA Profile Link which links to the Dynamic Small Business Search (DSBS).
- Online Representations and Certifications Application (ORCA) <https://orca.bpn.gov/> (update at least annually)
- Can link to all of the above websites through <http://www.acquisition.gov/>



USER NAME

[Forgot Username?](#)

PASSWORD

[Forgot Password?](#)

LOG IN

[Create an Account](#)

SEARCH RECORDS

DATA ACCESS

GENERAL INFO

HELP

### CREATE USER ACCOUNT

CCR username will not work in SAM. You need a new SAM User Account to register or update your entity records. You will also need to create a SAM User Account if you are a government official and need to create records or search for FOUO information.

[Create User Account](#)

### REGISTER/UPDATE ENTITY

You can register your Entity (business, individual, or government agency) to do business with the Federal Government. If you are interested in registering or updating your Entity, you must first create a user account.

[Register/Update Entity](#)

### SEARCH RECORDS

All entity records from CCR/FedReg and ORCA and exclusion records from EPLS, active or expired, were moved to SAM. You can search these records and new ones created in SAM. If you are a government user logged in with your SAM user account, you will automatically have access to FOUO information.

[Search Records](#)

Need SAM?

[Need Help?](#)

**System for Award Management (SAM)** is the Official U.S. Government system that consolidated the capabilities of CCR/FedReg, ORCA, and EPLS. There is NO fee to register for this site. Entities may register at no cost directly from this page. User guides and webinars are available under the



# Know the Federal Contract Certifications

- Self-Certification and Representation Categories of Size and Socio-Economic Status)

Small Business

SDB

WOSB

EDWOSB

SDVOSB – Self Certified except for VA Contracts \*

VOSB – Self Certified except for VA Contracts\*

- SBA's Formal Certification Programs:

8(a) Business Development

HUBZone Empowerment Contracting

- [www.vetbiz.gov](http://www.vetbiz.gov)



# Find Out If You Qualify for SBA Certifications

8(a) and HUBZone: Programs that Require Formal Certification (preapproval) by SBA

Both programs provide eligibility for Sole source:

Up to \$6.5M for (mfg) and Up to \$4.0M for (non-mfg)

- 8(a) - Socially and economically disadvantaged firms enrolled in a 9-year business development program. Eligible to receive competitive and 'sole source' contract awards. [www.sba.gov/8abd](http://www.sba.gov/8abd)
- HUBZone - Small businesses, owned and controlled by US Citizens, community Development Corps, Indian tribes with its principal office 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.

[www.sba.gov/hubzone](http://www.sba.gov/hubzone)



## Eligibility for 8(a) Program

- A small business
- US Citizen
- 51% owned and controlled by socially & economically disadvantaged individuals who are of good character
- Net worth below \$250K (excludes the individual's equity in the firm and in the primary residence)
- In business at least 2 years (to demonstrate potential for success)

# HUBZone Requirements



## Historically Underutilized Business Zones, or HUBZones

- Requirements:
- Must be a small business by SBA size standards
- Concern must be 51% owned and controlled by US Citizens, Community Development Corporation or Indian Tribes
- The principal office must be located in a HUBZone (high-unemployment, low-income areas in economically distressed communities, referred to as, to promote job growth, capital investment and economic development in these areas, including Indian reservations.
- At least 35% of the concerns employees must reside in any HUBZone
- To find out if your location is in a HUBZone, go to <http://www.sba.gov/hubzone>



# Service-Disabled Veteran-Owned Small Businesses



## Additional Points to Remember:

- Unique contracting opportunities with the VA
  - VetFirst
    - SDVOSB
    - VOSB
    - PARITY
- VA determines Service Disability - SBA determines size, if protested;
- No term limits – no need to apply or reapply;
- Competitive and sole-source program benefits;
- Subcontracting and Prime Contracting goals;
- [FAR 19.14](#)



# Women-Owned Small Business (WOSB) Contracting Program



## Final Rule

Effective Date: February 4, 2011

- Published October 7, 2010 (75 FR 62258)
- Implements PL 85-536 as amended
- Helps ensure a level playing field so WOSBs can compete for Contracting Opportunities
- Sets forth Contract Requirements
  - Set-asides apply to Prime Contract, not Subcontract
- Allows Eligibility Exams (Program Reviews)
- Explains Protest Procedures

# WOSB Contracting Program



## Final Rule

- **WOSB**
  - Woman/Women Directly Own, Control & Manage Daily Operations
  - Woman/Women must be U.S. Citizens
  
- **Economically Disadvantaged WOSB**
  - Plus
    - Net Worth \$750,000
    - Income not exceeding \$350,000
    - Assets not exceeding \$6.0 Million



# WOSB Contracting Program

## Final Rule



Establishes 83 Industries 4-digit NAICS Codes  
(373 6-Digit NAICS Codes)

216 Underrepresented

157 Substantially Underrepresented

373 6 digit NAICS codes

List at: [www.sba.gov/wosb](http://www.sba.gov/wosb)



## WOSB and EDWOSB Certification?

- The SBA does not certify companies into the program like it does for the 8(a)BD and HUBZone programs.
  
- A WOSB or EDWOSB must:
  - Register in SAM.
  - Self-certify with documentation or certification through an SBA Approved Third-Party Certifier.
  - Provide documents supporting its status to an online document repository, called that the WOSB Program Repository. You can find more information on the repository at [www.sba.gov/wosb](http://www.sba.gov/wosb).
  - Certify to the Contracting Officer in ORCA at <https://orca.bpn.gov> that it meets all the requirements and has uploaded required documents in the WOSB Repository prior to submitting an offer on a requirement.
  - To participate in the WOSB program, you must have a General Login System (GLS) account. To establish an account go to: <https://eweb.sba.gov/gls>

# ACQUISITION CENTRAL



<https://www.acquisition.gov/>

Website for All Things Acquisition

- The web site for the federal acquisition community and the government's business partners.
- Designed to create an easily navigable resource.
- From this site you can access shared systems and tools to help you conduct business efficiently.
- From here you can learn about regulations, systems, resources, opportunities, and training.

# ACQUISITION CENTRAL

www.acquisition.gov



- Acquisition Systems
- Acquisition Workforce
- For Buyers
- For Citizens
- For Sellers
- Frequently Asked Questions

## Policy & Regulations

- Federal Acquisition Regulation (FAR)
- Federal Services Acquisition Manual (FSAM)
- Office of Federal Procurement Policy (OFPP)
- One Acquisition Framework
- Office of Federal Regulations and Policy (OFRP)
- Supplemental Regulations
- System for Award Management (SAM) Register
- Acquisition.gov
- Acquisition Center of Excellence
- Acquisition for Services
- Acquisition Agency Acquisition Council (AAAC)
- Acquisition Management Service (AMS)
- Treasury Offset Program (TOP)
- Trade Agreements (North American Industry Classification System)

Share |

### Introduction

Acquisition.gov is an E-Gov Initiative that aggregates federal acquisition content by providing one website for regulations, systems, resources, opportunities, and training.

This website was designed to create an easily navigable resource to share the efforts to achieve its vision of more efficient and transparent practices through better use of information, people, processes and technology.

### System for Award Management (SAM)

The System for Award Management (SAM) is the official U.S. government system that consolidates the capabilities of CCR/FedReg, ORCA and EPLS. There is NO fee to register for SAM. If you used any of the previous systems, you should now go to [www.sam.gov](http://www.sam.gov) to update your information. SAM training tools and quick-start guides are available on both the SAM and Federal Service Desk websites, located at [www.sam.gov](http://www.sam.gov) and [www.fsd.gov](http://www.fsd.gov).



### Other Information

- Emergency Contracting Information
- Federal Agency Procurement Forecasts
- Pre Solicitation Links

# How to Identify Contract Opportunities



- **Federal Agency Procurement Forecasts:** Home Pages/Small Business Information/ Business Opportunities/Procurement Forecast
- [http://acquisition.gov/comp/procurement\\_forecasts/index.html](http://acquisition.gov/comp/procurement_forecasts/index.html)
- **Federal Business Opportunities (FedBizOpps) (FBO)** is the exclusive official source to identify federal contracts over \$25,000 [www.fbo.gov](http://www.fbo.gov)
- **Demonstration Videos** - Training videos are available to familiarize users with the features and functionality of the new FBO
  - **Increased use of Sources Sought Notices in the FBO** – Become familiar with and Respond to these notices. Pay attention to what specifically the agency is asking for in the notice.
  - **Large contract awards and special notices** - (e.g., procurement conferences) are also publicized in the FBO.



Search more than **35,200\*** active federal opportunities.

Posted Date:  Set-Aside Code:

Place of Performance:  Type:

Keyword / Solicitation #:  Agency:

Search

Additional criteria and multiple selections are available on the [advanced search form](#).

*\* Notices posted within the last 90 days.*



**DID YOU KNOW?**

Registered vendors and citizens can save searches and receive search results in a daily email.

## Buyers / Engineers

Government users may post, manage, and award opportunities.

Username

▶ [View Opportunities](#)

No login is required to view opportunities.

Password

▶ [Register Now](#)

▶ [Password Reminder](#)

▶ [Recovery FAQs](#)

Login

## Vendors / Citizens

Vendors and citizens may search, monitor, and retrieve opportunities.

Username

▶ [Find Opportunities](#)

No login is required to view opportunities.

Password

▶ [Register Now](#)

▶ [Password Reminder](#)

▶ [Recovery FAQs](#)

Login



## RECOVERY

FBO now contains Recovery and Reinvestment Act actions.

[SEARCH RECOVERY OPPORTUNITIES](#)

[SEARCH RECOVERY AWARDS](#)



### FBO RECOVERY REPORTS

- [Click here for Opportunities](#)
- [Click here for Awards](#)

Click [here](#) to learn more.



### USER GUIDES

- [Buyer](#)
- [Vendor](#)
- [Engineer](#)
- [Location / Agency Admin](#)

Use [Adobe Acrobat Reader](#) to view files in PDF format.



### DEMONSTRATION VIDEOS

Watch demonstration videos designed to familiarize you with the features and functionality of the new FBO.

[▶ Watch the Videos](#)

## Location / Agency Administrators

[Login Menu](#)

### ADDITIONAL RESOURCES

- [FAQs](#)
- [Federal Agency Business Forecasts](#)



# Learn Federal Contracting Procedures

- In order to win federal contracts, you will want/need to become familiar with federal regulations
- Federal Acquisition Regulations (FAR)
- <https://www.acquisition.gov/far/>
  - [Part 8.4](#) – Federal Supply Schedules
  - [Part 13](#) – Simplified Acquisitions
  - [Part 14](#) – Sealed Bidding
  - [Part 15](#) – Contracting by Negotiation
  - [Part 19](#) - Small Business Programs
  - [Part 22](#) - Application of Labor Laws to Government Acquisitions
- Defense Federal Acquisition Regulation Supplement (DFARS)  
[www.acq.osd.mil/dpap/](http://www.acq.osd.mil/dpap/)
- GSA's Regulations: <https://www.acquisition.gov/gsam/gsam.html>
- [52.219 FAR Clauses](#)

# Market Your Company



- To effectively market your company's product or service:
  - Identify your customers
  - Research their requirements
  - Learn federal procurement regulations
- Present your capabilities directly to the federal activities and large prime contractors that buy your products and services
- Attend procurement conferences, business expos and business matchmaking events
- Add details to your CCR/Dynamic Small Business Search (DSBS) profile (e.g., GSA schedule number, commercial customers, federal customers, special capabilities).
- Show contracting officers that your company is a good match for their needs and requirements

# Market Your Company



- **Target Your Customer:** Who buys your product or service?  
How do they buy? When do they buy?
- **Know the Rules:** Federal Acquisition Regulations, contract requirements and specifications
- **Perform as Promised:** On-time delivery, Good Quality, at a Fair Price
- **Standard of Excellence**
- **Pleasantly Persistent**

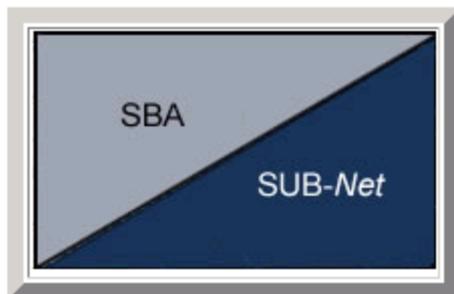
## Explore Subcontracting Opportunities

- Prime contract winners often require subcontracts to fulfill their requirements (contracts > \$650,000 and \$1,500,000 for construction)
- The SBA/GC Subcontracting Opportunities Directory lists by state the large business federal prime contractors with the contact information for each Small Business Liaison Officer (SBLO). View the directory at:  
[http://ftp.sbaonline.sba.gov/aboutsba/sbaprograms/gc/contacts/gc\\_subcontracts\\_opportunities.html](http://ftp.sbaonline.sba.gov/aboutsba/sbaprograms/gc/contacts/gc_subcontracts_opportunities.html)
- SBA's SUB-Net: Federal agencies, state and local governments, non-profit organizations, colleges and universities, and small businesses can use SUB-Net to post solicitations and notices. SUB-Net can be reached through the SBA's Home Page at <http://web.sba.gov/subnet>. Click on Search at the top of the page.



Search Exit Help  
 Post Home

SUB - Net



[Text Only](#)

## U.S. Small Business Administration Subcontracting Network

### [American Recovery and Reinvestment Act \(ARRA\) Subcontract Solicitations](#)

[ARRA Prime Contracts Solicitations](#)

[Iraq Reconstruction RFP's](#)

The use of SUB-Net fulfills the function set forth in [Federal Acquisition Regulation \(FAR\) 5.206](#), Notice of Subcontracting Opportunities, for contractors and subcontractors to post notices and thereby increase competition for subcontracts.

Also see SBA's [Subcontracting Opportunities Directory](#)  
 DSBS-Dynamic Small Business Search Engine in [CCR - Central Contractor Registration](#)

[DISCLAIMER](#)



# What are Prime Contractors Looking for in a Subcontractor?

- Firms that can provide products or services cheaper or better (more efficiently) than if they were made or performed in-house
- Good references
- Socio-economic status
  - Firms that can help a prime contractor to meet its socio-economic goals on Government contracts are always a bonus!!!



## What Makes a Good Subcontractor?

- Understands every detail of the statement of work (SOW) as it applies to its subcontract;
- Understands the Government's expectations at the prime contract level;
- Meets the terms & conditions of its subcontract, especially with respect to price and delivery; and
- Keeps the lines of communication open –
  - – Does not let problems fester
  - – Does not ever let its customer be surprised!



## Get to Know SBA's Website

- Take online federal procurement training classes to improve your company's ability to win federal prime and subcontracts. These classes are free of charge. Go to:  
<http://www.sba.gov/category/navigation-structure/counseling-training/online-small-business-training/contracting>.
- On line training includes:
  - Starting a Business
  - Managing a Business
  - Financing a Business
  - Government Contracting

Forgot your Username or Password?



Search SBA.Gov [SEARCH]

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Starting & Managing

Loans & Grants

Contracting

Learning Center

Local Assistance

SBA Direct

# SBA's Most Popular Loan Program

Learn how 7(a) loans help small businesses grow and succeed

Learn More >



## MOST POPULAR

- ▶ Learn About Health Care Changes
- ▶ Do I Qualify For Government Contracts?
- ▶ Find Loans & Grants...
- ▶ Apply for a Disaster Home/Business Loan
- ▶ Apply for HUBZone Status...
- ▶ Apply for 8(a) Certification...
- ▶ Find Events in Your Area...
- ▶ Hurricane Recovery Assistance

## FEATURED

10 Ways to Make Your Small Business Social Media Activities Rock

## TOOLS

Get Online

## Seek Help From Resource Partners



- PTACs- provide assistance to business firms in marketing products and services to the Federal, state and local governments available at no or nominal cost [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm)
- Small Business Development Centers – provide one on one management assistance to SB; Women Business Centers:  
<http://www.sba.gov/aboutsba/sbaprograms/sbdc/index.html>
- Women’s Business Centers  
<http://www.sba.gov/content/womens-business-centers>
- SCORE - Get free & Confidential small business mentoring and advice (online and in-person mentoring) from Successful Business Advisors  
[www.score.org](http://www.score.org)



**Thank  
You!**

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