



U.S. Small Business
Administration



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Course Objectives

- **Government Contracting Suitability**
- **How the Government Buys Goods and Services**
- **Federal Contracting Programs**
- **Marketing and Selling to the Federal Government**

Government Contracting Suitability

Are You a Small Business?

Size Standards

Determined by NAICS industry codes

Business Type

Sole proprietorship, partnership, corporation, or any other legal form

Location

Operates primarily within the U.S.

Size Restrictions

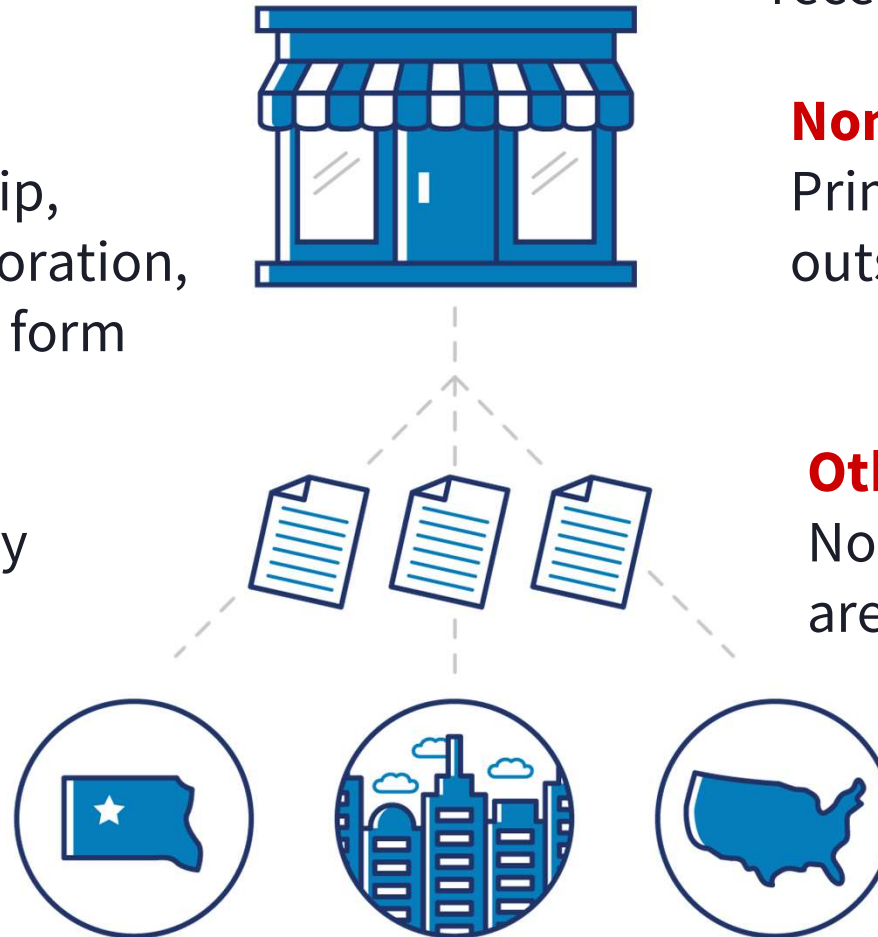
Average number of employees or annual receipts

Non-Qualified Business

Primary operations outside the U.S.

Other

Non-profit businesses are not considered



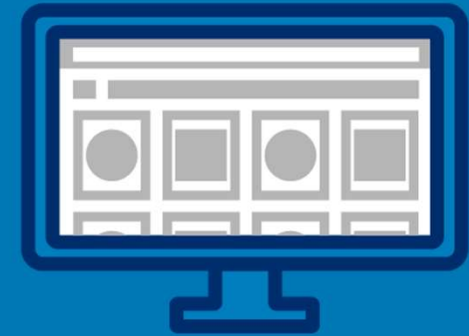
Do You Know Your NAICS Codes and Size Standards for Your Industry?



NAICS codes define establishments and are used for administrative, contracting, and tax purposes



SBA size standards using NAICS as their basis apply to all Federal government programs, including procurement



Visit the [United States Census Bureau NAICS website](#) to identify your NAICS code(s)

Is Your Business Ready?



Does the Government...
Buy what you sell

Do you have...
Federal contracting experience
Cash, inventory, working capital

Are you capable...
Of fulfilling a government
contract

Do you know...
Where to find contracting
opportunities

How the Government Buys Goods and Services

Competition Types to Win Government Contracts



Full & Open

- Level playing field with full visibility
- Any responsible



Set-Asides

- Rule of Two
- Subcontracting limitations



Sole Source

- One firm can provide
- Compelling urgency
- International agreement
- National security or public interest
- Authorized or required by law
- Allowed under certain small business contracting and business development programs, such as 8(a)

Procurement Assistance

SBA Resources

- Business Opportunity Specialist
- [SBDC Contracting Consultants](#)



Procurement Technical Assistance Centers

- [SC PTAC](#)
- Government contract assistance
- Consulting and workshops



Marketing Resources

- [Contract Opportunities on www.SAM.gov](#)
- [Contract Data on www.SAM.gov](#)
- [System for Award Management](#)
- [Dynamic Small Business Search System](#)
- [Subcontracting Networking System \(SubNet\)](#)

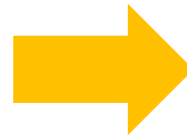


Other Resources

- [USASpending](#)
- [GSA Subcontracting Directory](#)
- [DoD Prime Contracting Directory](#)



To Get Started...



Set-Aside for Certification Programs and Socio-Economic Categories

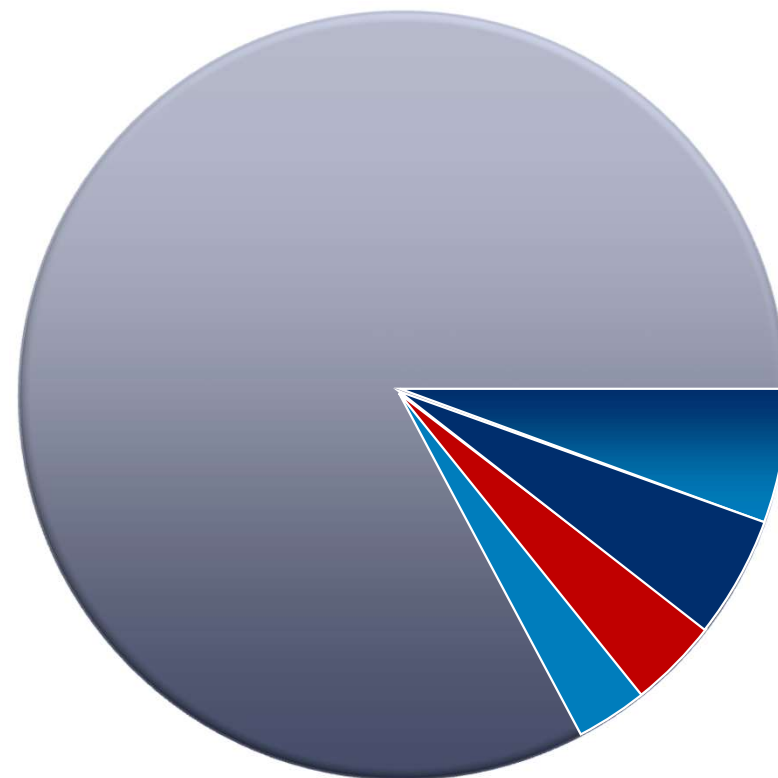
Targeted set-asides and acquisition goals:

**Women-Owned Small Businesses
(5%)**

**Small Disadvantaged Businesses
(including 8(a) certified) (5%)**

HUBZone Businesses (3%)

**Service-Disabled Veteran-Owned
Small Businesses (3%)**



Set-asides are reserved for small businesses between \$10,000 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

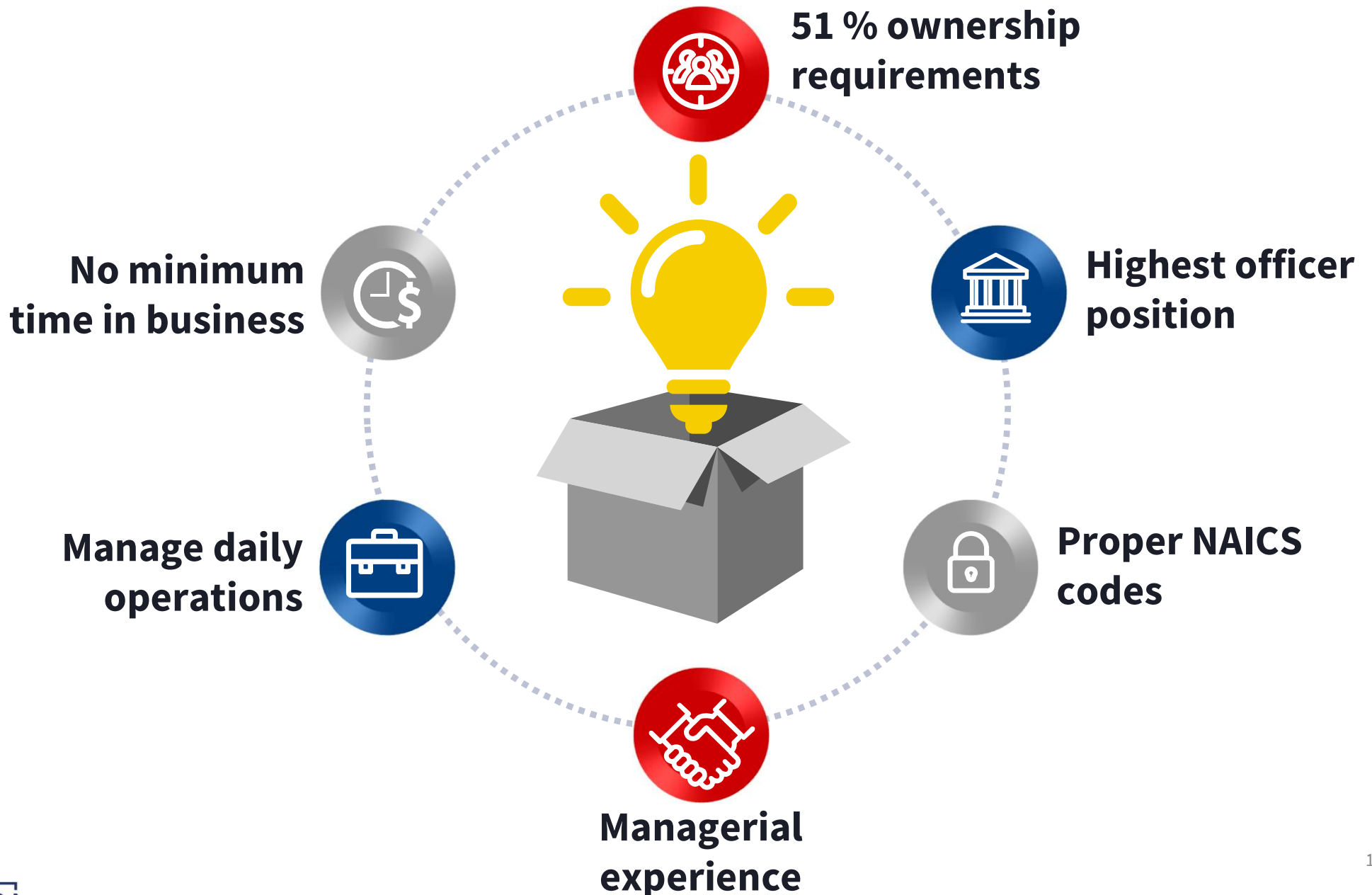


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Small Business Federal Government Contracting Certifications

**Woman-Owned Small Business (WOSB)
& Economically Disadvantaged
Woman-Owned Small Business
(EDWOSB) Certification**

Is the WOSB Certification Appropriate for You?



Economically Disadvantaged Requirements to Qualify



Personal net worth (assets minus liabilities) less than \$750,000

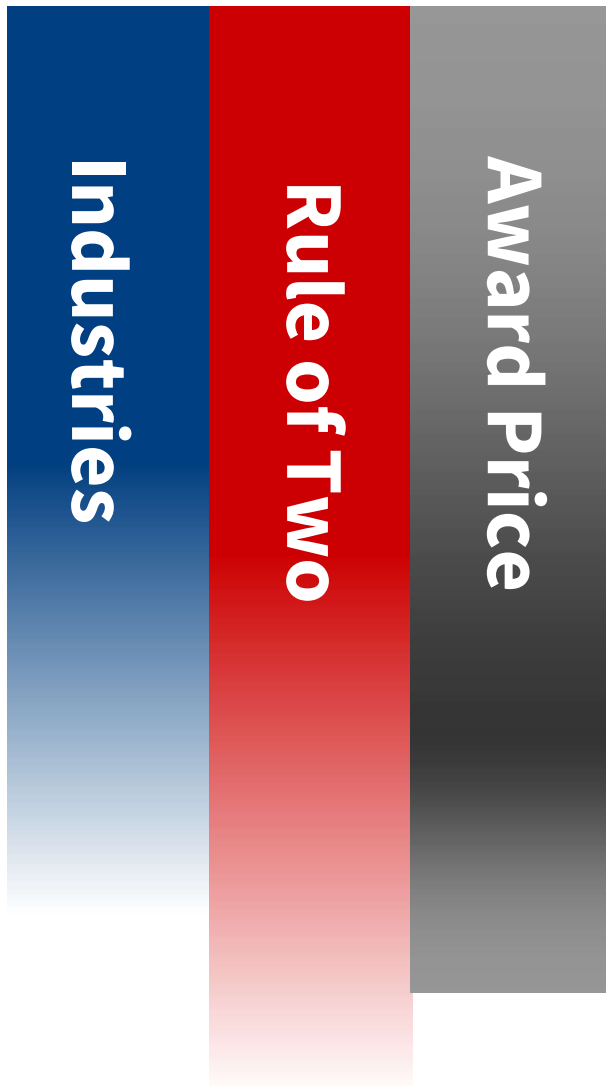


Three year average income is \$350,000 or less



Fair market value of all assets is \$6 million or less

WOSB and EDWOSB Set-Aside Contracts



Industry

WOSB

NAICS code assigned to contract is in an industry where WOSBs are **substantially underrepresented**

EDWOSB

NAICS code assigned to contract is in an industry where WOSBs are **underrepresented**

Rule of Two

Contracting officer has reasonable expectation that 2 or more WOSBs will submit an offer

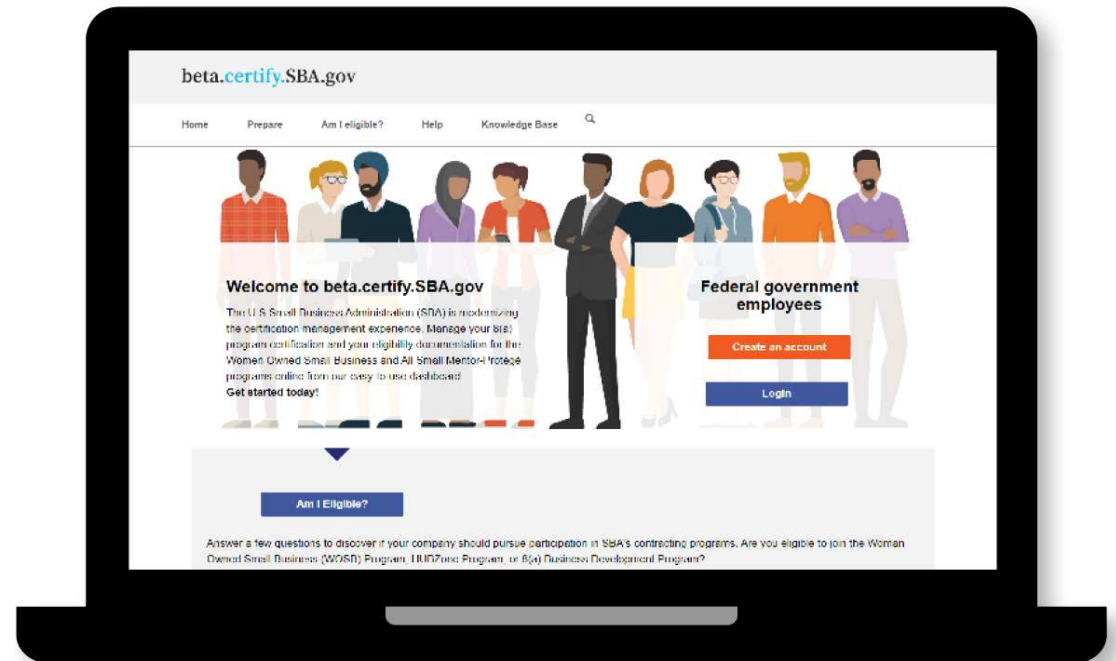
Award Price

Contract must be awarded at fair market price

beta.certify.SBA.gov

On the **homepage**, you can:

- ✓ Access checklists that provide guidance prior to applying
- ✓ Verify eligibility
- ✓ Find answers to questions regarding your firm's ability to participate in a program
- ✓ Request information from SBA by submitting the Help form
- ✓ Create an account and proceed with your application



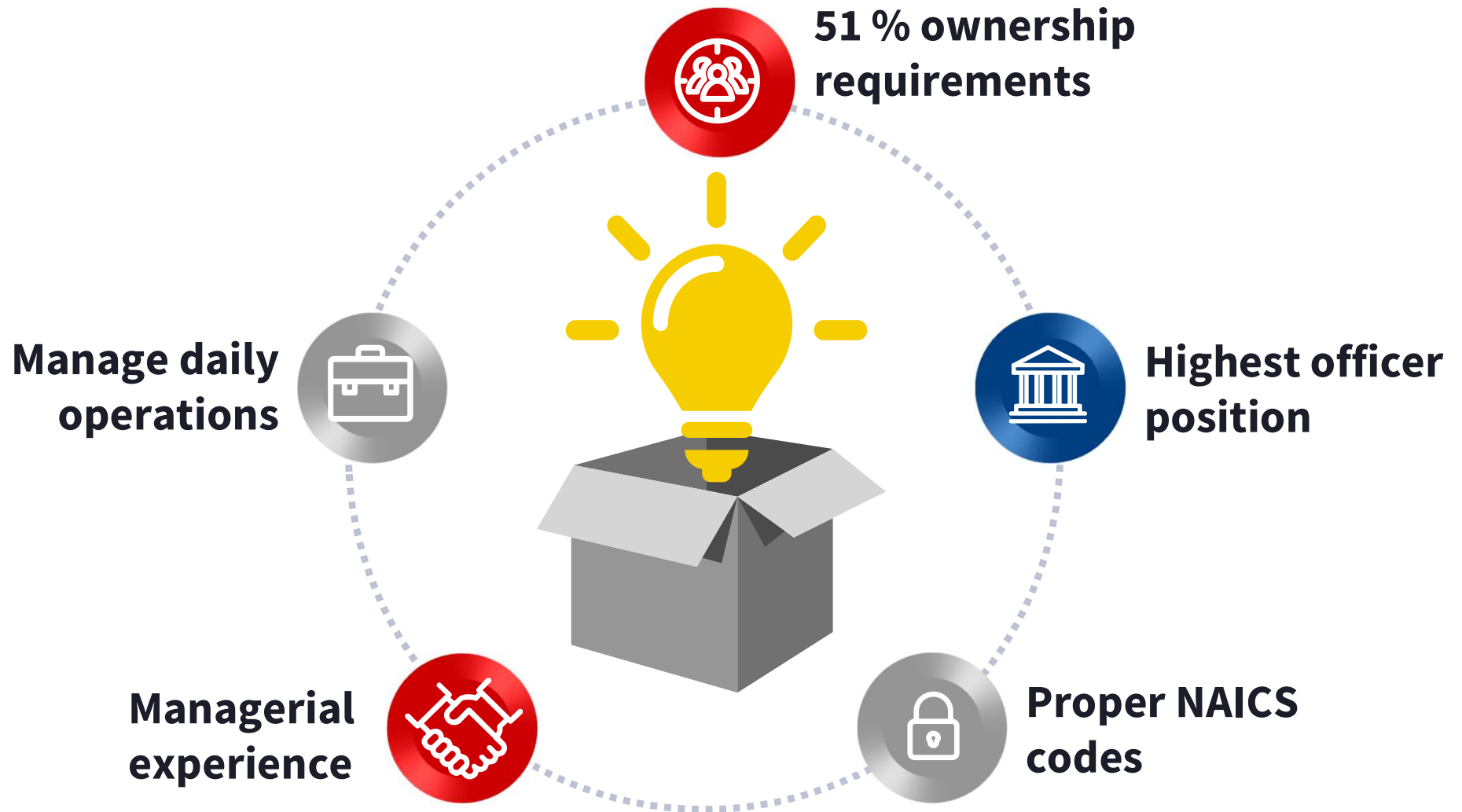
WOSB **READY**

Third-Party Certifiers (TPC)

- After October 15, 2020 third party certificates will provide demonstration of evidence for the certification process.
- Current SBA Approved TPCs:
 - [El Paso Hispanic Chamber of Commerce](#)
 - [National Women Business Owners Corporation](#)
 - [US Women's Chamber of Commerce](#)
 - [Women's Business Enterprise National Council](#)

Service Disabled Veteran Owned Small Business (SDVOSB)

Is the SDVOSB Certification Appropriate for You?



8(a) Business Development Program

Designated Socially Disadvantaged Criteria

Designated Groups

01

- Black American
- Asian Pacific American
- Hispanic American
- Native American
- Subcontinent Asian American

Non-Designated Group Criteria

02

- Preponderance of evidence
- Race, ethnicity, gender, physical handicap, long-term environmental issues
- Chronic and substantial
- Negative impact to business advancement

Economically Disadvantaged Requirements to Qualify



Personal net worth (assets minus liabilities) less than \$750,000*



Three-year average income is \$350,000 or less



Fair market value of all assets is \$6 million or less

*Personal net worth excludes equity in business, personal primary residence, funds reinvested in IRA or other legitimate retirement accounts

Business Development Assistance Available to Program Participants

Orientation

8(a) orientation upon approval into the program

Referrals and Training

Resource Partner referrals

Marketing

Invitations to 8(a) business development events and other marketing assistance

Surety Bonds

Increased contract value eligibility and assistance

8(a) Application Process



BEFORE APPLICATION

- Obtain UEI – Unique Entity ID
- Identify NAICS code(s)
- Register with SAM



APPLY FOR CERTIFICATION

- Review application guide
- Gather supporting documentation
- Apply online at [certify.SBA.gov](https://certify.sba.gov)

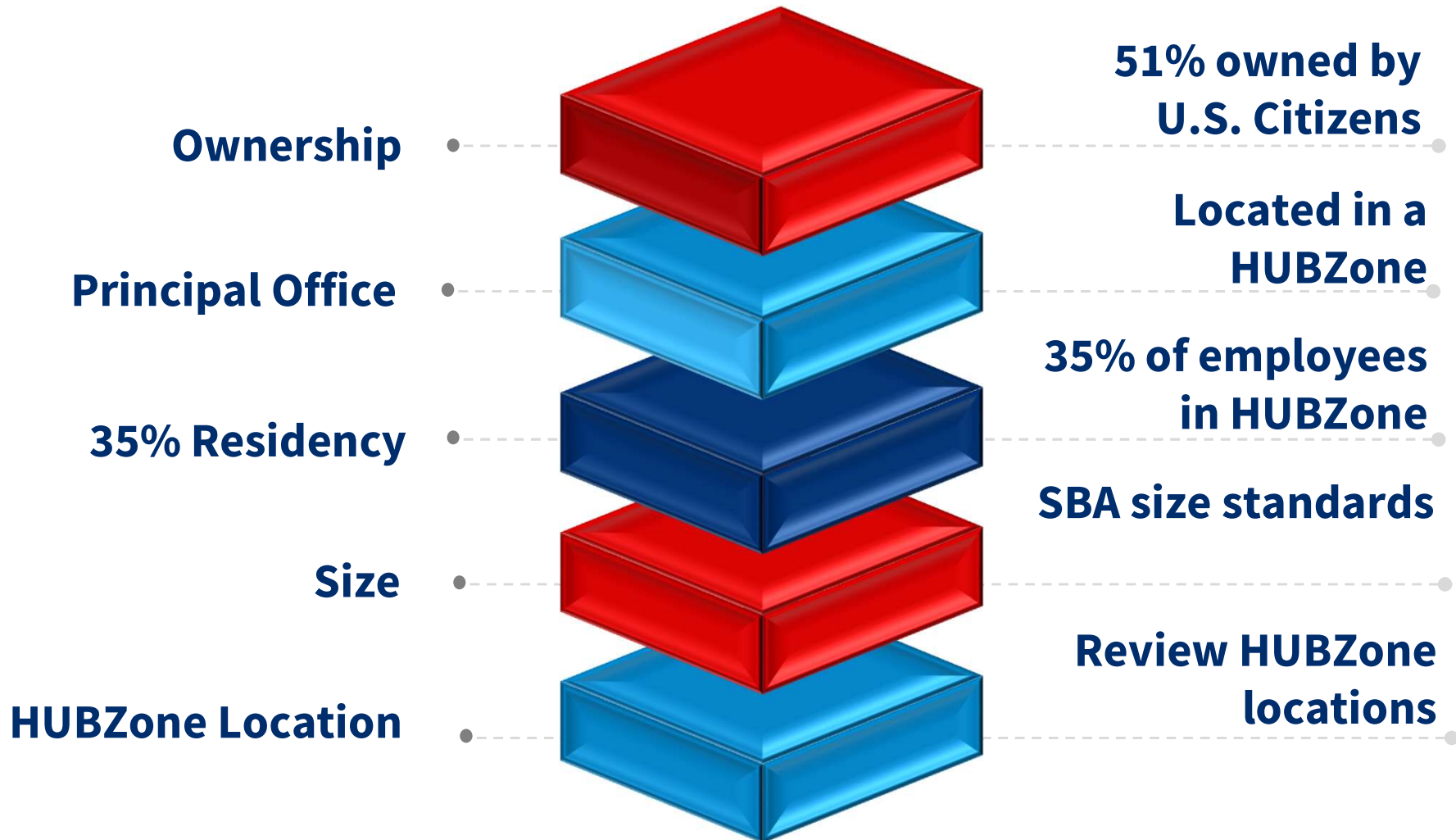


RESOURCES

- Access resources on the Knowledge Base
- For assistance, contact [certify.SBA.gov](https://certify.sba.gov)

HUBZone Certification

HUBZone Eligibility and Requirements



HUBZone Site Visits and Re-certification



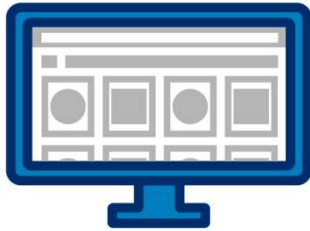
- Participate in site visits
- Meet HUBZone criteria
- Maintain SBA standards
- Recertify every **5 years**

HUBZone Application Process



BEFORE APPLICATION

- View the HUBZone Primer
- Register for a UEI Unique Entity ID
- Identify NAICS code(s)
- Register with SAM



APPLY FOR CERTIFICATION

- Review application guide
- Gather supporting documentation
- Apply using the General Login System



DOCUMENTATION

- Verify requested information
- Submit supporting documentation
- Update SAM profile once approved

District Office

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