

# **Annual Small Business Networking and Teaming Opportunities Forum**



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# Market Research and Analysis



- The Federal Government is the largest purchaser of goods and services in the world.
- Agencies want to know that you understand their needs.
- You have to research to find out which Agencies are right for your business?

# Market Research

Research the various departments/agencies to determine target



PAST

[www.fpds.gov](http://www.fpds.gov)

[www.usaspending.gov](http://www.usaspending.gov)



PRESENT

[www.fbo.gov](http://www.fbo.gov)

# Forecasts and Sources Sought

Forecasts – what the agency plans to purchase in the future.

Sources Sought – agency's marketing tool for understanding vendors and see new ideas.



Capability Briefing

90% - Getting to Know You

10% - Upcoming Opportunities

## Rule of 2: Get to know your competitors!



- Competitors are not the enemy
- Develop a relationship
- When bidding on an Opportunity, make sure your competition is available to also bid
- Request the Set Aside under the Rule of 2

This takes your competition down from possible hundreds to only 2 ... you and your competitor.



# Purpose of the SDVOSB Program

- Set aside acquisitions exclusive for SDVOSB small business concerns and give authority to make sole source awards to SDVOSBs (13 C.F.R 125.8-125.10)





# Executive Order 13360

Executive Order 13360 signed in October 2004, requires each agency to:

- Develop a strategy to significantly increase its contracting and subcontracting with small businesses owned and controlled by service-disabled veterans;
- Designate a senior-level official to be responsible for developing and implementing the agency's strategy; and
- Report its progress annually to the SBA.

# VOSB and WOSB \$ spent in Texas

Place of Performance State	Total Dollars	Small Business Dollars	Women Owned Small Business Dollars	Veteran Owned Small Business Dollars	Service Disabled Veteran Owned Small Business Dollars
TEXAS (UNITED STATES)	\$35,275,117,141.04	\$4,593,361,589.04	\$918,682,525.71	1,173,226,249.20	\$885,204,221.44
Sum	\$35,275,117,141.04	\$4,593,361,589.04	\$918,682,525.71	1,173,226,249.20	\$885,204,221.44





# SSE – Similarly Situated Entities

## 13 CFR 125.6

(8a, HubZone, WOSB, EDWOSB, VOSB and SDVOSB)

- (b) An SDVO SBC prime contractor can subcontract part of an SDVO contract (as defined in § [125.15](#)) provided:
  - (1) In the case of a contract for services (except construction), the SDVO SBC spends at least 50% of the cost of the contract performance incurred for personnel on the concern's employees or on the employees of other SDVO SBCs;
  - (2) In the case of a contract for general construction, the SDVO SBC spends at least 15% of the cost of contract performance incurred for personnel on the concern's employees or the employees of other SDVO SBCs;

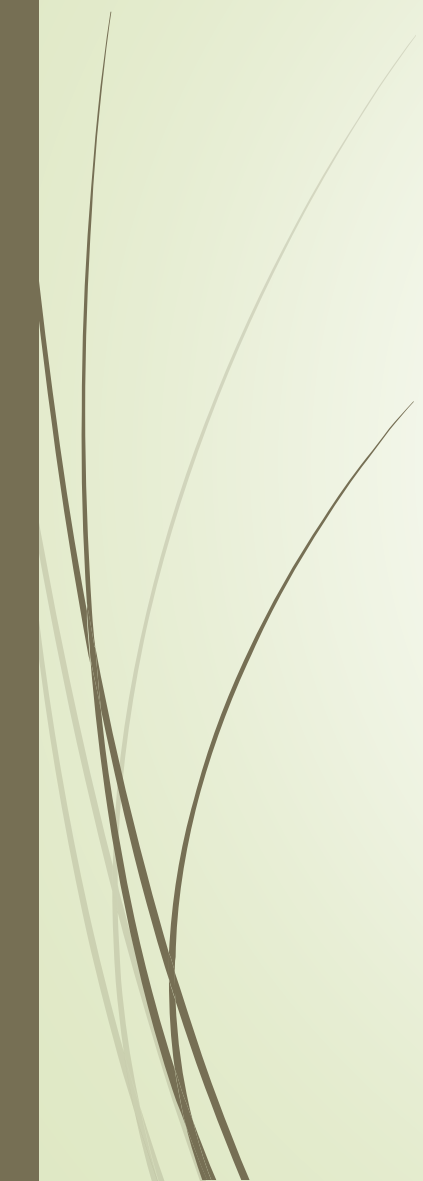


# SSE (cont'd)

- (3) In the case of a contract for construction by special trade contractors, the SDVO SBC spends at least 25% of the cost of contract performance incurred for personnel on the concern's employees or the employees of other SDVO SBCs; and
- (4) In the case of a contract for procurement of supplies or products (other than procurement from a non-manufacturer in such supplies or products), at least 50% of the cost of manufacturing the supplies or products (not including the costs of materials), will be performed by the SDVO SBC prime contractor or other SDVO SBCs.
- (5) In accordance with § 125.15(b)(3), the SDVO SBC joint venture must perform the applicable percentage of work.



# SSE (cont'd)

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- Under the new rules created by the 2013 NDAA, a small business may meet its own performance obligations by subcontracting to a “similarly situated entity.” In other words, a small business may satisfy its own performance requirements by subcontracting to another small business, an 8(a) company to another 8(a) company, and so on.
  - The rule expands on similar authority currently available to SDVOSBs and HUBZone companies under 13 C.F.R. § 125.6.
  - The “similarly situated entity” rule will allow small businesses greater flexibility to meet their performance of work obligations and should be welcomed by small government contractors.

# But What About the WOSB Set Aside Program??



# WOSB Set Aside Program

Small Business set aside programs are designed to drive more federal contracts for small businesses.



# How To Market the Program!

The WOSB Federal Contract Program allows contracting officers to implement the set aside if:

- The contracting officer believes the contract can be awarded at a fair and reasonable price.
- The contracting officer has a reasonable expectation that two or more WOSBs will submit offers on a contract – the Rule of 2.
- SBA has authorized use of 113 new NAICS Industry groups WOSBs will not be eligible for 92 NAICS industry groups and EDWOSBs will be eligible for 21 industry groups. (Effective March 3, 2016)
- Sole Source Authority is now available under certain conditions



# NEW WOSB Portal

## Certify.SBA.gov

- Manage Documents
- Complete Application Forms Online
- Receive Deadline Notices

# WOSB Pending Awards Under FAR 19.505(e)

- Send an email to [wosb@sba.gov](mailto:wosb@sba.gov)
- Provide Apparent Successful Offerors:
  - Solicitation Number
  - DUNS
  - EIN
  - FIRM NAME
  - OWNER NAME
  - WOSB OR EDWOSB
  - NAICS
  - STATE
- Response within 2 days only for Contracting Officers.



## Conditions for Sole Source:

- Is the contract in a WOSB/EDWOSB eligible NAICS code?
- Is the contract (including options) valued at \$6.5 million or less for manufacturing contracts or \$4 million or less for all other contracts?
- Can the contract be awarded to the WOSB/EDWOSB at a fair and reasonable price?
- In the determination of the contracting officer, is there a reasonable expectation that there is only one WOSB/EDWOSB that can perform?

# Resources that are available to you!



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

Everything you want to know about the WOSB set aside program.



[www.giveme5.com](http://www.giveme5.com)

WIPP maintains a curriculum of 100+ webinars on government contracting that are free to the public.



[www.openforum.com/governmentcontracts](http://www.openforum.com/governmentcontracts)

Information and resources to learn more about contracting opportunities.

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