



U.S. Small Business Administration

Helping small businesses to start, grow and succeed.



Selling to the Federal Government



Jose L. Campos Deputy District Director



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.

Why a Small Business Program?

- U.S. policy that small business (SB) concerns shall have the maximum practicable opportunity to participate in the performance of contracts awarded by any Federal agency.
- The U.S. uses the procurement process to advance socio-economic policies and objectives.
- To aid, counsel, assist & protect the interests of small business concerns
- Goal of policy is to ensure that a fair proportion of purchases, contracts & subcontracts be placed with small businesses

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.



Small Business Program Parity

8(a) HUBZone Woman-Owned Service-Disabled Vet



Small Business



Unrestricted Competition

Over \$150,000

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
- >\$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)

How the Government Buys – GSA Schedules

- General Services Administration (GSA) Schedules are also referred to as Multiple Award Schedules (MAS) and Federal Supply Schedules (FSS)
- Contracts for use by other Government agencies
- GSA establishes long-term government-wide contracts with commercial firms.
- Schedules provide access to over 11 million commercial supplies (products) and services at volume discount pricing.
- Gov't orders from GSA Schedule contractors or through the [GSA Advantage!®](#) online shopping and ordering system.
- Vendors interested in becoming GSA Schedule contractors should review [Getting on Schedule](#), in order to fully understand the process involved in obtaining a GSA Schedule contract.
<http://www.gsa.gov/portal/content/198473>



First Thing To Do – Get Registered

- In order to win federal contracts, your business must be registered in the federal government's System for Award Management (SAM) database at 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 SAM Registration, register on the SBA Profile Link which links to the Dynamic Small Business Search (DSBS).
- Can link to all of the above websites through <http://www.acquisition.gov/>

CREATE USER ACCOUNT

Your CCR username will not work in SAM. You will 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 Exclusions or search for FOUI 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](#)[Submitted a SAM registration?](#)[Check Status](#)

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 FOUI information.

[Search Records](#)

WHAT IS SAM?

[Need Help?](#)

The **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 Help tab.

NEWS AND ANNOUNCEMENTS

Please note that SAM user account passwords need to be updated periodically to meet security standards. Instructions to reset your password can be found in the [SAM User Guide](#).

USER GUIDES/HELPFUL HINTS

Additional information, such as a full User Guide, Quick Start Guides, Helpful Hints, and Webinars are available on the [HELP](#) tab.

FORMER CCR REGISTRANTS

If you had an active record in CCR, you have an active record in SAM. You do not need to do anything in SAM at this time, unless a change in your business circumstances requires updates to your Entity record(s) in order for you to be paid or to receive an award or you need to renew your



General Information

[About SAM](#)[News](#)[External Resources](#)[Content Resources](#)[Software Resources](#)[Contact Us](#)

External Resources

Content Resources

Content Resources

This page contains links to external Content resources that are relevant to SAM and GSA's IAE.

[Acquisition.gov](#) - Acquisition Central is the web site for the federal acquisition community and the government's business partners. From this site you can access shared systems and tools to help you conduct business efficiently.

[Census](#) - The U.S. Census bureau is the official source for North American Industry Classification System (NAICS) and Metropolitan Statistical Areas (MSA).

[www.dla.mil](#) - The Defense Logistics Agency (DLA) is the official source for assignment and management of Commercial and Government Entity (CAGE) codes.

[Request DUNS Number](#) - Dun & Bradstreet(D&B) provides a DUNS number, a unique nine-digit identification number, for each physical location of your business. DUNS number assignment is free for entities required to register with the U.S. Federal Government for contracts or grants.

[www.fsd.gov](#) - The purpose of the Federal Service Desk is provide help to the visitors to the systems (websites) that FSD supports so that they can get the information and assistance they need from those systems.

[Recovery.gov](#) - Recovery.gov is the U.S. government's official website that provides easy access to data related to Recovery Act spending and allows for the reporting of potential fraud, waste, and abuse.

[USA.gov](#) - As the U.S. government's official web portal, USA.gov makes it easy for the public to get U.S. government information and services on the web. USA.gov also serves as the catalyst for a growing electronic government.

[DSBS.sba.gov](#) - Small businesses may supplement information about themselves in the Small Business Administration's Dynamic Small Business Search (DSBS).





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.



FAN In A Minute:
Episode Two



Activity Address
Codes



FAN In A Minute:
Episode One



How to Search
the FAR

FAN In A Minute:
Episode Two

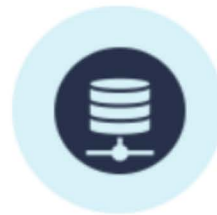
Welcome to acquisition.gov's new series of videos, FAN In A Minute. This is Episode Two



FAR



News &
Announcements



Business
Zone



Supplemental
Regulations

Training

[Federal Acquisition Institute](#)
[Defense Acquisition University](#)

Resources

[FAR Council](#)
[Civilian Agency Acquisition Council \(CAAC\)](#)

Useful Links

[Acquisition Gateway](#)
[Buy Accessible Wizard](#)

Identify Your Product or Service

- Government coding systems: Knowing the codes that apply to your business will help you identify the government buying offices that have a need for your product or service and register and search for bid opportunities.

North American Industry Classification System Code (NAICS): used to classify business establishments

<http://www.census.gov/eos/www/naics/>

Federal Supply Classification Code (FSC):

The (FSC) is a four-digit code used by government buying offices to classify and identify the products, and supplies that the government uses and buys.

<http://www.dlis.dla.mil/H2/default.asp>

Product Service Codes (PSC):

The (PSC) Group by the lettering system provides the product and service codes that will be used in the Federal Procurement Data System.

http://blog.citizen.apps.gov/GSA_PSC_Manual/home/product-fsgs/



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



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
- 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



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



- **SDVOSB Set-Aside**
 - - Buys over \$3,000
 - - “Rule of Two”
 - - No upward \$ limit
 - - Can not consider if currently 8(a) requirement
- **Sole Source**
 - - Buys over \$3,000
 - - Only 1 Source
 - - Up to \$6.5 M (mfg)
 - - Up to \$4.0 M (non-mfg)
 - - Can not consider if currently 8(a) requirement

Overview of the WOSB Federal Contract Program



The WOSB Federal Contract Program allows Contracting Officers (COs) to set aside contracts for WOSBs or EDWOSBs under certain conditions

As of December 2015, it also allows COs to grant contracts to WOSBs and EDWOSBs under Sole-Source Authority in specific circumstances

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

Requirements for WOSB and EDWOSB *Set-Aside Contract Competitions*

Contracting officers may have WOSB- or EDWOSB-only contract competitions if the contract meets the following requirements:

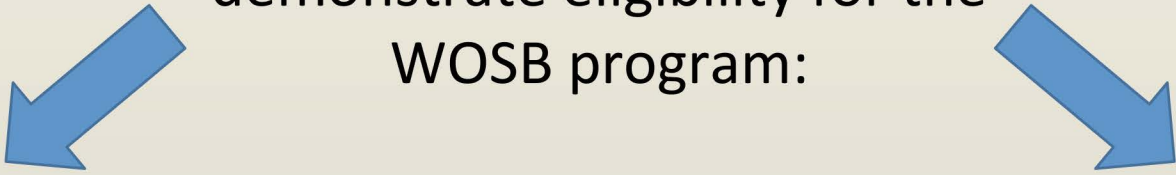
	WOSB	EDWOSB
Industries	<ul style="list-style-type: none">• NAICS code assigned to contract solicitation is in an industry in which WOSBs are substantially underrepresented (92 Industry Codes)	<ul style="list-style-type: none">• NAICS code assigned to contract solicitation is in an industry in which WOSBs are underrepresented (21 Additional Industry Codes)
Rule of two	<ul style="list-style-type: none">• Contracting officer has reasonable expectation that 2 or more WOSBs will submit an offer <p><i>* Note: All EDWOSBs are WOSBs but not all WOSBs are EDWOSB</i></p>	
Award price	<ul style="list-style-type: none">• Contract must be awarded at fair market price	

A complete list of applicable NAICS codes can be found at:

www.sba.gov/wosb

How to demonstrate eligibility: Self- or Third-Party Certification

There are currently **two ways** to demonstrate eligibility for the WOSB program:



Self Certification with supporting documents

- *Free*
- Register in SAM
- Compile and upload all required documents to the WOSB Repository
- Represent status in SAM as WOSB or EDWOSB

Third Party Certification with supporting documents

- *Fee associated with Third Party Certifiers*
- Register in SAM
- Obtain certification from an SBA-approved Third Party Certifier
 - US Women's Chamber of Commerce
 - Women's Business Enterprise National Council (WBENC)*
 - National Women's Business Owners Council (NWBOC)
 - El Paso Hispanic Chamber of Commerce
- Compile and upload all required documents to the WOSB repository (reduced requirements)
- Represent status in SAM as WOSB or EDWOSB

*Does not perform economic disadvantage determinations

Upload documents on certify.SBA.gov

- Next, navigate to certify.SBA.gov and create an account in the new system
- Once you have created an account, associate this account with your business information in SAM by providing the following information:
 - Your primary DUNS number
 - Your Marketing Partner ID Number (MPIN) number (created in SAM)
 - Your Taxpayer Identification Number (TIN) number
- Then, complete any necessary forms and upload these documents to the new repository



Upload documents on certify.SBA.gov (cont.)

certify.SBA.gov now hosts the **WOSB Repository**, where documents verifying WOSB/EDWOSB eligibility must be uploaded so that they may be viewed by agencies' Contracting Officers (COs)*

Only the WOSB, SBA, and the CO (once granted access by the WOSB)* can access the repository

WOSBs and EDWOSBs should upload the following documents to verify their status:

Self-Certification – WOSBs

- Birth certificates, naturalization papers, unexpired passports to verify U.S. citizenship
- Copy of Joint Venture agreement (if applicable)
- Copy of WOSB/EDWOSB Certification (SBA Form 2413 or SBA Form 2414)
- DBA certificate
- Corporate information relating to verifying ownership by a woman or women

Self-Certification – EDWOSBs

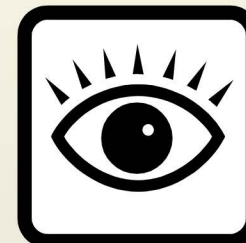
- All requirements for WOSBs
- An SBA Form 413, Personal Financial Statement, for each woman claiming economic disadvantage and their spouse, if applicable

Third Party Certification

- Copy of Third Party Certification from an SBA Approved Third Party Certifier
- Copy of JV agreement (if applicable)
- Copy of WOSB/EDWOSB Certification (SBA Form 2413 or SBA Form 2414)

****Please Note:*** The ability for WOSBs to grant document access and the ability for COs to view documents in the certify.SBA.gov repository will be released later in FY16

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
- **Federal Business Opportunities (FedBizOpps) (FBO)** is the exclusive official source to identify federal contracts over \$25,000 www.fbo.gov
 - **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.

Home

Getting Started

General Info

Opportunities

Agencies

Privacy



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

Password

Login

► [View Opportunities](#)

No login is required to view opportunities.

► [Register How](#)

► [Password Reminder](#)

► [Recovery FAQs](#)

Vendors / Citizens

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

Username

Password

Login

► [Find Opportunities](#)

No login is required to view opportunities.

► [Register How](#)

► [Password Reminder](#)

► [Recovery FAQs](#)



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

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/
- GSA's Regulations: <https://www.acquisition.gov/gsam/gsam.html>
- [52.219 FAR Clauses](#)

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

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!!!



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?](#)


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Media Type	Title	Description	View Details
 <p>FEATURED</p>	HUBZone Mini-Primer - Understanding HUBZone Designations	This HUBZone Mini-Primer is about helping firms to better understand what HUBZone designations are, how they are determined, where they are located and how to find them. See the...	GO TO COURSE ▶
 <p>FEATURED</p>	How to Prepare Government Contract Proposals	This course explains the government's contract-solicitation process and describes how to prepare a proposal in response. See the Government Contracting...	GO TO COURSE ▶
		This self-paced training exercise is an introduction to Federal contracting	



Contracting Opportunities for Veteran Entrepreneurs

This self-paced training exercise is an introduction to Federal contracting opportunities for Veterans.

Topics include basic information about Veteran-owned businesses and opportunities,...

[GO TO COURSE ►](#)

Small Business Contracting Emergency Acquisition Procedures

Guide for contracting officers and others to become more aware of emergency acquisition procedures.

[GO TO COURSE ►](#)

Tribal Enterprise Business Guide: 8(a) Business Development Program

Business Guide for tribal enterprises regarding the 8(a) Business Development Program.

[GO TO COURSE ►](#)

NHO Business Guide: 8(a) Business Development Program

Provides an overview of the 8(a) Program for Hawaiian Native Corporations and NHO-owned businesses.

[GO TO COURSE ►](#)

ANC Business Guide: 8(a) Business Development Program

This module is designed to inform and educate ANC's (Alaska Native Corporations) about the 8(a) Program.

[GO TO COURSE ►](#)

Veteran Owned Small Business - Contracting Programs

This training module provides an overview of the key contracting programs that support veteran owned small businesses. Specifically, it describes, explains and outlines the differences between...

[GO TO COURSE ►](#)

Pre-8(a) Business Development Program Training Series

Three part series about the 8(a) Business Development Program

[GO TO SERIES ►](#)

Government Contracting 101

This series is designed to help small businesses understand how the government buys goods and services. There are three parts to this training program which is an overview of contracting basics...

[GO TO SERIES ►](#)



Offices of Small and Disadvantaged Business Utilization (OSDBU)

- The goal of the OSBDU offices is:
 - to advocate for and manage the small business utilization programs for their organization.
- The Director of the OSDBU:
 - primary advocate - responsible for promoting the maximum practicable use of small business within the Federal Acquisition process.
- The OSDBU is tasked with:
 - ensuring that each Federal agency and their large prime vendors comply with federal laws, regulations, and policies to include small business concerns as sources for goods and services as prime contractors and subcontractors.
- Federal OSDBU Offices/Small Business Specialists:
<http://www.osdbu.gov/members.html>



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 <http://www.dla.mil/SmallBusiness/Pages/ptap.aspx>
- 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

Learn About Other SBA Programs Before applying for these programs, contact your local District Office

- Learn About Other SBA Programs:
- <http://www.sba.gov/about-sba-services/199>
 - Financial Assistance
 - Contract Opportunities
 - Online Training - Free Online Courses
 - Counseling & Assistance
 - Laws and Regulations





**U.S. Small Business Administration
El Paso District Office**

(915) 834-4600