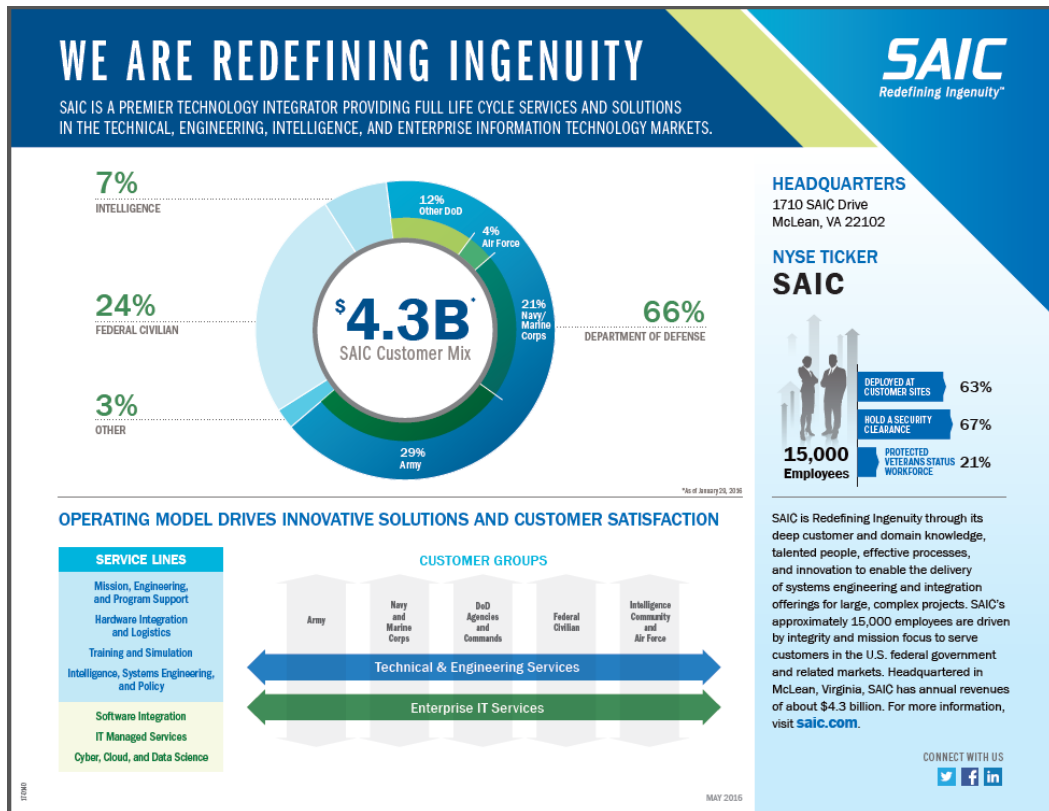


Redefining Ingenuity™

How To Write and Present An Effective Capability Statement

NASA HBCU/MSI Technology Infusion Road Tour – Florida A&M University
September 28, 2016

Michael A. Townsend, Sr. Director, SAIC Small Business Development and Utilization Office



REDEFINING INGENUITY WITH INTEGRATED SERVICES AND SOLUTIONS

TECHNICAL AND ENGINEERING SERVICES



Mission, Engineering, and Program Support

- Program Management and Business Services
- Specialty Engineering and Technical Analysis



Hardware Integration and Logistics

- Advanced Hardware Systems Design, Engineering, and Integration
- Aircraft Platform Mission Systems and Integration
- Land Platform Upgrade and Modernization
- Maritime Platform Mission Systems
- Product Support and Sustainment
- Supply Chain Management



Training and Simulation

- Analysis and Experimentation
- Education and Training Services
- Simulation and Training Systems



Intelligence, Systems Engineering, and Policy

- Systems Engineering and Integration Support Services
- Intelligence and Policy Analysis

ENTERPRISE INFORMATION TECHNOLOGY SERVICES



Software Integration

- Business System Solutions
- Mission Critical, Real-Time, and Defense Solutions
- Mobile Application Solutions
- Software Application Solutions



IT Managed Services

- Business Enablement and Integration Services
- Customer and End-User Services
- IT Technical Services
- Network Services
- Operations Management Services



Cyber, Cloud, and Data Science

- Business Transformation
- Cloud
- Cybersecurity
- Data Science

VISION

Be the premier technology integrator in our market, making a profound difference for our customers by providing best-in-class solutions.

OUR VALUES

INTEGRITY | MISSION UNDERSTANDING | EMPOWERMENT | CREATIVITY

OUR LOCATIONS



RECEIVED TOP AWARDS

#27 LinkedIn® Top 100 Most InDemand Employers
LinkedIn—October 2015

#1 Most Valuable Employers for Military Civilian Jobs—May 2016

#20 The Best Companies for Work-Life Balance
Forbes—July 2015

#8 Washington Technology Top 100
Washington Technology—June 2015

#14 BGOV200 Federal Industry Leaders
Bloomberg Government—June 2015

#34 Defense News Top 100
Defense News—August 2015

SAIC
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How To Write and Present An Effective Capability Statement *Redefining Ingenuity™*

- I have just presented SAIC's Capability Statement
- Concise and directed
- Visually appealing
 - Uniform presentation style, no loud colors
- Easy to read
 - Short sentences/statements
 - Bullet points
- Use of graphics that convey what you are presenting

How To Write and Present An Effective Capability Statement - Introduction

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Ingenuity™*

- Why you need and should have a Capability Statement
- Capability Statement Content
- Capability Statement Format
- Capability Statement Present

How To Write and Present An Effective Capability Statement *Redefining Ingenuity™*

- Whether you have 1 minute or 15 minutes your capability statement must:
 - Grab your audience's **ATTENTION!**
 - Easy to read and understand
- Tailored to your audience
- Visually appealing
 - Uniform presentation style, fonts, graphics, colors
- Cover 4 information points
 - Company/University Introduction
 - Provide Point of Contact Information
 - Discuss your differentiators
 - Discuss your past Performance

How To Write and Present An Effective Capability Statement - Content

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Ingenuity™*

- **Company/University Introduction**
 - One very brief company description detailing pertinent data
 - List other pertinent information
 - DUNS
 - Small Business socio-economics
 - NAICS and Cage Code
 - GSA Schedules and numbers
 - Other federal contract, BPA, IDIQ vehicles and numbers
 - State contract numbers
- **Contact Information - Logo and contact information, with a specific person's name, phone and email**
- **Website**

How To Write and Present An Effective Capability Statement - Content

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- **Core Competencies** - Short introduction statement describing and relating the company's core competencies to the agency, large prime or opportunity specific needs followed by key-word heavy bullet points
 - Separate document for each agency, prime or teaming opportunity
 - Mission or opportunity specific
 - No long paragraphs
 - Graphics are not necessary but they should be informational and relative
- **Past Performance**
 - List past customers for whom you have done similar work
 - Prioritize by related agency, federal government or commercial opportunity.
 - If the past projects do not relate to the targeted agency's needs, do not list it.

How To Write and Present An Effective Capability Statement - Content

Redefining Ingenuity™

- Differentiators – Why your company/university?
 - What makes your university/company stand out from your competitors?
 - How does this benefit the targeted agency, prime or opportunity?
 - Do they relate to their specific needs?

How To Write and Present An Effective Capability Statement - Format

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Ingenuity™*

- **Most prefer 1 Page 1 Side**
 - I prefer 1 Page 2 sides – Why not use the back side?
 - Company Information, Capabilities, Discriminators on front side
 - Past Performance on back side
 - More room allows for easier reading and more relative information
- **Hard Copy**
 - Good quality paper
 - Pleasing layout and style
 - Consistent font style
- **Soft or Electronic Copy**
 - PDF

How To Write and Present An Effective Capability Statement - Presentation

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Ingenuity™*

- **DO YOUR HOMEWORK!!!**
 - Ask who will be at the meeting and what is their role
 - Google if you do not know them
 - Practice delivering the capability statement
 - Know the information, do not read the statement line by line but reference sections or topics
 - Have a conversation with the audience
 - Have backup information or facts available
- Presenter should be able to communicate and articulate clearly
 - Chose the appropriate presenter for the meeting
- Arrive early
- Relax and enjoy the meeting!

How To Write and Present An Effective Capability Statement – Thank You!

*Redefining
Ingenuity™*

Michael A. Townsend
Sr. Director, SAIC Small Business Development and Utilization Office
smallbusiness@saic.com
www.saic.com/sbp