SAIC is Redefining Ingenuity through its deep customer and domain knowledge, talented people, effective processes, and innovation to enable the delivery of systems engineering and integration offerings for large, complex projects. SAIC’s approximately 15,000 employees are driven by integrity and mission focus to serve customers in the U.S. federal government and related markets. Headquartered in McLean, Virginia, SAIC has annual revenues of about $4.3 billion. For more information, visit saic.com.
REDEFINING INGENUITY WITH INTEGRATED SERVICES AND SOLUTIONS

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

ENTERPRISE INFORMATION TECHNOLOGY SERVICES
Software Integration
• Business System Solutions
• Mission Critical, Real-Time, and Defense Solutions

IT Managed Services
• Business Enablement and Migration Services
• Contract and U.S. Government Services
• IT Technical Services

Cyber, Cloud, and Data Security
• Business Transformation
• Cloud

TECHNICAL AND ENGINEERING SERVICES
Mission, Engineering, and Program Support
• Program Management and Business Services

Hardware Integration and Logistics
• Advanced Hardware Systems Design, Engineering, and Integration
• Aircraft Platform Mission Systems and Integration
• Land Platform Logistics and Modernization

Training and Development
• Analysis and Quantification
• Education and Training Services

Intelligence, Systems Engineering, and Policy
• Systems Engineering and Integration Support Services

Enterprise Information Technology Services
Software Integration
• Business System Solutions
• Mission Critical, Real-Time, and Defense Solutions

IT Managed Services
• Business Enablement and Migration Services
• Contract and U.S. Government Services
• IT Technical Services

Cyber, Cloud, and Data Security
• Business Transformation
• Cloud

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How To Write and Present An Effective Capability Statement

• 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

• 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

• 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

• 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

• 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

• 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

• 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

• 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!
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