

# Capabilities Statements

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New Hampshire

**PROCUREMENT TECHNICAL  
ASSISTANCE CENTER**



# Introduction and Participant Guide

- Stuff to know before we start
  - Muting
  - Chat function
- Slides will be posted at [www.NHEconomy.com/ptac](http://www.NHEconomy.com/ptac) under Training Presentations
- Session is being recorded
- The recorded session will be posted on the website as soon as possible



# Your Capabilities Statement

- Your Capabilities Statement is one of the key elements of a company's visibility in the government contracting sector
  - SAM registration – complete, accurate and up-to-date
  - SBA Dynamic Business Search (DSBS) with narrative
  - Company website to include dedicated “government” page
  - Business Cards with EUI, Cage Code and NAICS included
  - Capabilities Statement – Formal but also flexible
- It is a summary of your business, your products and/or services, owners and key staff, and relevant contracting experience
- Generally, a one-page hardcopy for use in face-to-face interaction with government personnel.



# Important Marketing Tool

- Clear and concise - one\* page preferred
- Unique to your company's government-oriented products/services using "gov-speak" terminology
- Wide variety of formatting options - though a range of common format styles are available online
- Company Data expressed in context of government products/services, e.g. NAICS Codes, PSC/FSC, etc.
- Eye-catching color and graphics – but not overly so...

\* Two pages (front/back) acceptable in some cases though front page should be able to stand alone, and back side should include contact information as well.



# When, Where, & How to use this Marketing Tool

- ▶ Face-to-Face activity with Government Staff
  - One-on-One meetings with officials
  - Government Conferences and Trade Shows/Events
  - Virtual meeting to include in follow-up communication
  - As printable document link on your Website
  - Included introduction email to a specific government employee associated with contracting such as a contracting officer listed on a Solicitation, or sent to the designated agency Small Business Liaison Officer

Common Sense – Contracting Officers and other officials will be handed or sent many Capabilities Statements. Some will be retained/filed, or better still be copied to pass to colleagues (buyers). However, no guarantee or commitment to do so is implied.



# Standard and Uniform in Format

- ▶ Commonly 4 required sections:
  - **Company Data** and contact information to include all govcon identifiers (now UEI and CAGE Code)
  - **Core Competencies** – to be consistent with govcon codes (NAICS, PSC or FSC) in your registrations
  - **Differentiators** relating to experience and/or ability to perform government contracting
  - **Past Performance** – government (all-levels) but can be commercial if new to government contracting
  - A fifth section of a very brief company introduction is optional.



Company Name	Capabilities Statement
Company Data	Core Competencies
	Differentiators
	Past Performance

Many, many format styles readily accessible on the internet!



STEFAN@NEARVIEW.NET



207-200-7879



WWW.NEARVIEW.NET

NEARVIEW, LLC  
P.O. BOX 4224  
PORTSMOUTH, NH 03802

#### COMPANY DATA

DUNS:  
080538212  
NAICS:  
541370, 541922

#### PAST PERFORMANCE

- Roof Inspection, South Church, National Register Property (Portsmouth, NH)
- Real Estate Listing Photography and Video, Keller Williams Coastal Realty (Portsmouth, NH)
- Landscape Cinematography

#### INTRODUCTION

Nearview provides government agencies and businesses with professional aerial drone survey and mapping solutions that are affordable, flexible, and with rapid mobilization and response times to meet project and client needs. Services include aerial photography, video, photogrammetry, multispectral and thermal imaging, and 3D topographic and landscape modeling for environmental, scientific, engineering, land-use planning, and emergency or disaster response applications.

#### CORE COMPETENCIES

- Accurate and high-resolution aerial drone survey and mapping products
- Geographic Information Systems (GIS) and geospatial data management
- Federal and state environmental compliance
- Monitoring and inspection of infrastructure, utilities, and buildings
- Architectural and archaeological surveys
- Agricultural assessments (plant health and soil moisture)
- Volumetric measures for mining and aggregate industries
- Vegetation, habitat, and wetland delineation mapping
- Viewshed analysis and 3D modeling
- Forensic documentation (accident scene, damage assessment, insurance)

#### DIFFERENTIATORS

Nearview's Principal, Stefan Claesson (Ph.D.), is a highly-regarded research scientist. He has:

- 25 years of experience in natural and cultural resource management
- Extensive knowledge of federal and state environmental regulations, policies, and compliance procedures including NEPA and NHPA
- Performed environmental consultation for DoD and numerous state and federal government agencies
- Worked with interdisciplinary teams of scientists and engineers from a variety of backgrounds from fisheries science to forestry

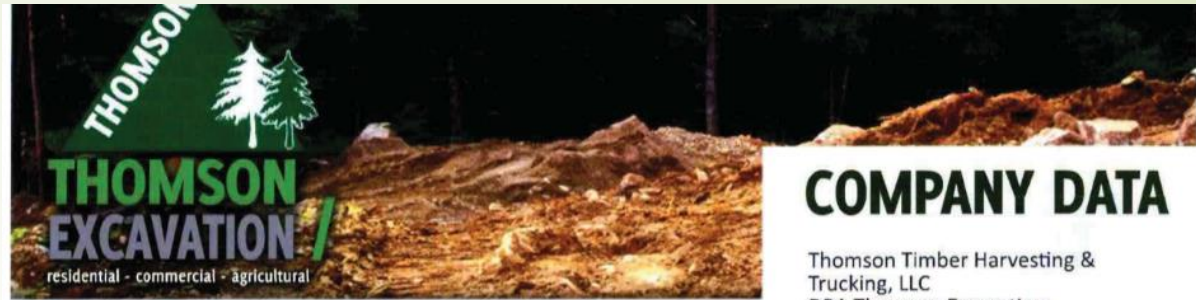
Key benefits of aerial drone solutions:

- Fractional cost of traditional aerial acquisition
- Rapid deployment and response times
- Flexible and scalable to project requirements
- Higher resolution and accuracy than fixed-wing aircraft or satellite imagery

# Sample



# Sample



## COMPANY DATA

Thomson Timber Harvesting & Trucking, LLC  
DBA Thomson Excavation

Small Business  
DUNS: 013879676  
CAGE Code: 7C024

NAICS Codes:  
238910, 237310, 423320, 484220, 113310

SIC Codes:  
1794, 1795, 1611, 5032, 4212, 2411

Bonding Capabilities:  
Contract \$400,000  
Aggregate \$800,000

## CAPABILITY STATEMENT

### Introduction

Thomson Excavation is a small business with more than fifteen years of experience doing all forms of common and mass excavation. We are capable of Excavation, Timber Harvesting, Trucking and Aggregate production.

### Core Competencies

- Common and Mass Excavation • road building • culverts
- small bridges • septic systems • bank stabilization • ponds
- horse arenas • building site work • demolition • logging
- land clearing • equipment rental • aggregate production
- trucking • manure pits

### Past Performance

- USDA / NRCS - Connecticut River bank stabilization
- State of Vermont - Hurricane Irene - rebuilt roads during flood, bank stabilization, tree removal
- State of Vermont AOT - culvert replacement
- State of New Hampshire - produce and deliver aggregate (sand and gravel)
- Daniels Construction - subcontracted dirt work for Town of Orford, NH bridge
- Penta Corporation - Town of Lebanon, NH - mass excavation, waste water improvements, pipe laying
- Penta Corporation - Town of Claremont, NH - pump station upgrades
- Killington Ski Area - Bank Stabilization, tree removal

## CONTACT INFORMATION

[WWW.GOTHOMSON.COM](http://WWW.GOTHOMSON.COM)

53 NH ROUTE 10  
ORFORD, NH 03777

[INFO@GOTHOMSON.COM](mailto:INFO@GOTHOMSON.COM)

TEL: 603.353.9700  
FAX: 603.353.9730

### Differentiators:

While we are a small business we stand out in our ability to handle large jobs quickly. We have 50 pieces of equipment and access to enough full time operators to accomplish any size excavation or logging project. We regularly work with small towns and large dairy farms giving us an impressive range of project sizes from culvert replacement to barn demolition to bridge work and building site preparation.

We are conveniently located in the center of New Hampshire and Vermont, in Orford, NH giving us quick access to any location in the Twin State region.

# Sample



## INSURCOMM IS NEW ENGLAND'S LEADING RESTORATION CONTRACTOR

We specialize in fire and water damage cleanup and restoration, mold remediation, asbestos and lead abatement, remodeling, and reconstruction.

Insurcomm provides expert emergency services to government clients, commercial clients, municipalities, and residential customers when disaster strikes. Our mission is to serve our clients with a deep sense of professionalism and dignity, and to do so on time and on budget.



### COVID-19 SERVICES

We provide comprehensive nationwide disaster recovery services and large loss mobilization that mitigate damages caused by natural and man-made disasters, including:

- Floods
- Structure fires and wildfires
- Hurricanes and tornadoes
- Hail, snow and ice storms
- Earthquakes
- Mudslides

### SERVICES

- Water Damage Cleanup and Repair
- Fire Damage Cleanup and Repair
- Board Up
- Construction
- Contents Restoration and Storage
- COVID-19 Cleaning and Disinfecting
- Mold Remediation
- Storm Damage Cleanup and Repair
- Catastrophic Loss Services
- Biohazard Cleanup
- Asbestos and Lead Abatement
- Janitorial Services

### SETTING US APART

- IICRC Certified
- Trained and Certified Staff
- DBIDS and NAVSEA Badges & Clearance
- IAQA Certified
- Fast Response Time
- A Live Person Answering Emergency Calls
- IEE Certified
- 25 Years in Business
- Independently Owned and Operated
- RSA Certified
- 24/7 Service, 365 Days a Year
- Bonded/Insured
- Certified Small Business
- Certified Hub Zone

Duns: 080219945  
Cage: 8DDL8  
NAICS: 236118, 542910, 236115,  
236116, 236117,  
236210, 236220 & 561720

CERTIFIED HUBZONE  
SMALL BUSINESS

**CURRENT CONTRACTS:**  
GSA MULTIPLE AWARDS SCHEDULE  
(MAS) CONTRACT:  
47QRAA20D006E  
SIN: 562910REM

COVID-19 CLEANING & SANITIZATION  
SERVICES  
IDIQ CONTRACT:  
N4008520D0049

**CONTACT:**  
Glenn Pafford  
glenn@insurcomm.com  
603.686.4242

**COMPANY HEADQUARTERS**  
290 Heritage Ave. #1  
Portsmouth, NH 03801



# Company Data

- ▶ Contact Info: Name, email, phone number and website

- ▶ Key identification

  - ~~DUNS #~~ UEI Identifier

  - CAGE Code

  - NAICS Codes

  - PSC or FSC Codes

- ▶ *Special Designations go here!*

  - Licenses and Certifications

  - Bonding and Insurance

  - Accepting government Credit cards/P-cards

  - GSA Schedule contract number (if applicable)

Your basic company information can be included in this section, or it can appear on the header or footer of the document, to include Website, physical address, email, phone numbers, etc.



# Core Competencies

- What do you do well that your government customer cares about – research contracting history
- Use a bullet-point List of products/services
  - No long sentences
  - No phrases (generally)
  - No run-on lists
- All should be consistent with Product/Service Codes

Be Clear and Be Concise



# Differentiators

- What makes you the best choice among the competitors *that your target customer cares about?*
  - Special Equipment
  - Location/Service Area
  - Capacity
  - Specialized Service or Product
    - Shoemobile
    - Robotic Sports Training Equipment




# Past Performance

- What have you done well that your target customer cares about?
  - Clear and Concise
  - Details for project size, scope of services, etc.
    - May use side 2 for photos and more details
  - Contact names & information where appropriate including on the back of the sheet if used



# Color and Graphics

.....enough but not too much

- Company logo, tagline
  - Generic graphic
  - Ample white space; not too crowded
  - Photos
  - Font
- 



# Shameless Commercial:

- ▶ NH PTAC offers free assistance with all this & more.
- ▶ You must have a physical presence in New Hampshire.
- ▶ You have to sign up online.
- ▶ To continue “active client” status, you have to use us as a resource.
  
- ▶ Our Contact Information:
- ▶ New Hampshire Procurement Technical Assistance Center
- ▶ Division of Economic Development
- ▶ Department of Business and Economic Affairs
- ▶ 100 North Main Street, Suite 100
- ▶ Concord, NH 03301-4991



# How do I get started with NH PTAC?

- Go to the website and answer our questionnaire ([www.nheconomy.com/ptac](http://www.nheconomy.com/ptac))
- Give us a call at (603) 271-7581
- email us at: [govcontracting@livefree.nh.gov](mailto:govcontracting@livefree.nh.gov)
- Meet with us in Concord (currently via Zoom)

