



# Welcome!

## MAKING THE MOST OF THE MATCHMAKER

To follow along, or revisit this presentation, go to:


<https://www.nheconomy.com/ptac/training-presentations.aspx>

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# Making the Most of the Matchmaker & Preparing your Capabilities Statement

NH PTAC/APEX ACCELERATOR

3/15/2023



“It is the policy of the Government to provide **maximum practicable opportunities** in its acquisitions to small business, veteran-owned small business, service-disabled veteran-owned small business, HUBZone small business, small disadvantaged business, and women-owned small business concerns. Such concerns must also have the maximum practicable opportunity to participate as subcontractors in the contracts awarded by any executive agency, consistent with efficient contract performance.”

*FAR 19.201(a)*

# Small Business Set-Asides

- ▶ FAR 19.5 mandates contracts be set aside for small businesses, if appropriate:
  - ▶ Contract > \$10,000
  - ▶ Contract < \$250,000\*
  - ▶ Adequate competition
  - ▶ Pricing fair to government
- ▶ Much larger contracts are often set aside.

# Subcontracting...

## The Competition in Contracting Act - 1984

- ▶ For prime contracts \$750,000 (1.5 million for construction) or more, Federal government requires prime contractors to develop and include in their bid a **small business subcontracting plan** to help meet agency's small business goals.
- ▶ **Sub-goals vary - minimums include:**
  - ▶ 5% Small Disadvantaged Businesses (SDB)
  - ▶ 5% Women-owned Small Businesses (WOSB)
  - ▶ 3% Service Disabled Veteran-owned Small Businesses (SDVOSB)
  - ▶ 3% HUBZone companies.

# What is a Matchmaker?

YOUR CHANCE TO MEET THE CUSTOMERS.

BUILDING RELATIONSHIPS!



**kmk**  
 CVE verified - disabled veteran - SB

Looking for  
**SUBCONTRACTORS**  
 of all disciplines

384 Harold L. Dow Hwy  
 Suite 28  
 Eliot, ME 03903  
 207.439.3569

70 Bridge St.  
 Groton, CT 06340  
 860.449.9965

1315 South Glenburnie Rd.  
 C-11 Thomas Square  
 New Bern, NC 28562  
 252.631.1980


630 West Adams St.  
 # 500  
 Jacksonville, FL 32204  
 904.240.0692

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



**NH Small Business Exhibitor List MATCHMAKER**

1. Air Force - Life Cycle Management Center - Hanscom AFB	16. Great Lakes Design & Dock Company (Innov)
2. Army Corps of Engineers, New England District	17. Hapco Corporation
3. Army Natick PEO Soldier SBIR-STTR Program	18. Industrial Economics, Incorporated
4. Army Natick Soldier Research, Development and Engineering Center	19. Johnson Controls Nony Systems
5. BAE Systems - Electronic Systems	20. KMK Construction Inc.
6. Charter Contracting Company	21. LEISICO
7. Cobham Immigrating Electronic Solutions	22. LTO Partners
8. Con's Manufacturing Company	23. Malvern Construction Company
9. Dartmouth College	24. MIT Lincoln Laboratory
10. Dept. of Transportation (DOT), Wage National Transportation Systems Center	25. Maske Defense Agency, Dept. of Defense
11. Dept. of Veterans Health Administration (VA)	26. New Hampshire National Guard
	27. Raytheon Integrated Defense Systems
	28. Rube-Wagner Marine North America
	29. Tealtek

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- The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes in a wavy pattern. The colors are vibrant, with a deep blue field of white stars and bright red and white stripes.
- Organized event to match small businesses with government contractors and federal agencies.
  - A Networking event.



# How Does It Work?

- EVENT IS HELD IN A LARGE ROOM FILLED WITH TABLES TO BE STAFFED BY OF PRIME CONTRACTORS AND FEDERAL AGENCIES.
- YOU HAVE A LIST IN ADVANCE. YOU MAY HAVE PRESCHEDULED APPOINTMENTS.
- WATCH, WAIT, FIND OR MAKE AN OPPORTUNITY TO SEE THE TARGETS OF INTEREST TO YOU.



# Who's There?

- ▶ Federal agency –Small Business Points of Contact
- ▶ SBLOs-Small Business Liaison Officers
  
- ▶ PTACs, SBDC, SBA
- ▶ Other Business Assistance Groups
- ▶ Legislative Offices
- ▶ Media

# Results?

- ▶ Some businesses do very well.
- ▶ Others, not so much.
- ▶ 2<sup>nd</sup> and 3<sup>rd</sup> time attendees tend to be more successful. Why is that?



- ▶ Inside Information

# Insider Tips

- ▶ Preparation - Do your homework!
  - ▶ Know who will be there
  - ▶ Know who you want to see
  - ▶ Know why you want to see them
- ▶ Make a plan & do the preparation
- ▶ Dress the part-don't know who you will meet.
- ▶ Touch base with NH PTAC/APEX Accelerator.

# Personal Approach

- ▶ Determine who you are talking to.
- ▶ Ask pointed questions  
Determine requirements
- ▶ Strive to understand “requirements” - how should you approach it?  
up?





# Small Business Etiquette

- ▶ When you're done - shake the hand and go. Take the time you need\*, but **no more**. Others are waiting.
- ▶ Do your homework! Don't show off your ignorance!
- ▶ Polite "lurking" or "hovering" is acceptable, but at a distance.



# Things to Bring/Do

- ▶ Business Cards
  - ▶ Current
  - ▶ Professional
  - ▶ Complete
- ▶ Website (up to date)
- ▶ UEID/CAGE Code on literature
- ▶ CAPABILITIES STATEMENT – A simple brochure/one page handout –*avoid bulky materials.*



# Capabilities Statement Basics

- ▶ One (1) 8 1/2 x 11 Page, (may be double-sided)
- ▶ PDF; file small enough to email
- ▶ Header or footer Information:

- ▶ Company Name
- ▶ Physical Address
- ▶ Phone(s)
- ▶ Contact email
- ▶ Website URL
- ▶ Tag line (optional)

# Core Content



Core competencies

What are you really good at *that your target cares about?*

Past performance

What have you done in the past *that your target would be interested in?*

Differentiators

What makes you different/better than you competitors?

How will this prospect benefit from your differences?

# Company Data



Socio-economic factor(s)?

Special

Facilities/Resources?

Equipment?

Certifications/Licenses?

Contract Vehicles?

Accept P-Cards?

Bonding/Insurance?

NAICS, FSC/PSC codes

# Appearance



- ▶ High quality stock
- ▶ Crisp, legible printing
- ▶ Balanced, functional layout
- ▶ Ample white space
- ▶ Attention-getting use of color/graphics
- ▶ Graphic elements reinforce your story

# Sample 1



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, Documentary Film, York River Wild and Scenic Partnership (York, ME)



change your world view

## 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
- Performed by FAA certified pilots and qualified scientists
- Conveniently and centrally located in Portsmouth, NH. Rapid deployment anywhere in New England (ME, NH, VT, MA, RI, CT) in less than 4 hours

# Sample 2

## CAPABILITY STATEMENT



Binnacle Industrial Contractors  
*Riggers and Millwrights*  
John F Ramsay, P.E., President  
143 Coffin Road, Epping, NH 03042

*We Specialize in Difficult, Complex Projects*

### Competencies:

- Rigging
- Millwright
- Machinery Installations
- Transportation
- Concrete Machine Foundations
- Project Management
- Project Team Advisory Services

### Past Performance:

We recently placed 50,000# pharmaceutical skid containing (3) 20,000-liter tanks that we installed through a second floor wall opening (with 4" clearance in all directions). The skid was set in place, leveled, shimmed and anchored flawlessly.

We have been a trusted reliable contractor on many demanding industrial and pharmaceutical projects (Highliner Foods, Siemens Healthcare, Hitachi, Columbia, Decco, and more). Our clients trust us to do their work flawlessly, safely, timely and within budget.

### What Sets Us Apart:

- Collaboration and Coordination
- Responsiveness to customers' needs
- Lean, Skilled Teamwork
- Expertise and Experience (John Ramsay, P. E. has 45 years' experience in Rigging, and has Masters' Degrees in both civil and environmental engineering. Our Supervising Rigger: 35 years).
- IS Networld Qualified
- We are experienced working in demanding environments including: Clean Room, Confined Spaces, and Pharma and Food Production environments.

### Company Data

Contact: Binnacle Industrial Contractors, Inc.  
John Ramsay: [John.Ramsay@binnacle.biz](mailto:John.Ramsay@binnacle.biz)  
143 Coffin Road, Epping, NH 03042  
603 659-2795, [www.binnacle.biz](http://www.binnacle.biz)  
DUNS: 143729478; CAGE: 6GN42; NAICS: 23920  
VETERAN-OWNED



### Our Accreditations:

Crane Rigging  
OSHA 30  
Confined Space  
Hydraulic Equipment

### John Ramsay, PE:

- Professional Civil Engineer
- Professional Industrial Engineer
- 45 years' experience
- Veteran

### Area Served:

- Primarily Northeast, but we travel nationwide to serve our clients' needs.

### Our Clients Comments:

#### Decco Construction:

*"Your company's cooperation with all the subcontractors on site, maintenance of schedules, planning effectiveness and quality of your crews' work has become a benchmark for all..."*

#### Columbia Construction:

*"Binnacle Industrial's performance was extremely professional, perfectly planned and executed. Your crews' concern for safety was evidenced in both the safety and well-being of your personnel and also for the equipment you handled."*

# NH PTAC will Critique your Capabilities Statement

- ▶ Send as Word\* document or PDF to your NHPTAC Counselor, or to [govcontracting@livefree.nh.gov](mailto:govcontracting@livefree.nh.gov) .
- ▶ \*Word documents are easier for us to edit, but should not be your final format.

# Web Sites



- ▶ You must have one
- ▶ It can be very, very simple
- ▶ It should be:
  - ▶ Current – Copyright this year
  - ▶ Accurate
    - ▶ Spelling
    - ▶ Punctuation
    - ▶ Grammar
  - ▶ Capabilities Statement content



# Web Sites II

- ▶ Not too busy
- ▶ Not too technical
- ▶ More information than image
- ▶ Confirm the reality of your business!

# No-No's

- ▶ No gifts
- ▶ No promotional items
  
- ▶ Misplaced frustration – if you're feeling frustrated, see NH PTAC/APEX – maybe they can help!



# Don't Panic! Patience Pays Off!



# What Do Primes Look For?



Technical capabilities

Capacity for  
products/services

Financial strength

Adequate Pricing

Drive, determination, &  
patience

Effective quality system

Competitive advantage

Bonding, insurance

Security clearance

# Preparation - About YOU:

- ▶ What are you selling?
- ▶ What is your value proposition?
- ▶ How is business? (No desperation)
- ▶ Who needs your product/service?
- ▶ Who wants your product/service?
  
- ▶ Next - Conduct market research

# Pre- Matchmaker



# Target Research - BASIC

- ▶ Make a plan & follow it (improvisation)
  - ▶ Select your targets - Set Priorities
  - ▶ Research them – know about them before you approach them
    - ▶ Know their products & services: use the internet
    - ▶ Know their contracting history: use public databases

# Target Research – Next Level

- ▶ Research “awards” on SAM.gov Contract Opportunities and Contract Data and USASpending or FPDS
- ▶ Can you help them fulfill their SB goals...?
- ▶ Networking...persistence.



# Other Resources

- ▶ SAM- contract opportunities  
<https://sam.gov/>
- ▶ Federal Procurement Data System –  
procurement history <https://www.FPDS.gov>
- ▶ USASpending.gov – historical  
<https://www.usaspending.gov>
- ▶ DIBBS Board – 3 defense supply centers  
<https://www.dibbs.bsm.dla.mil/>

# Keeping Track of Information

- ▶ Create some sort of spreadsheet or database with names of primes and agencies. Keeping track of contacts, notes, etc.
- ▶ Pay special attention to commitments you made to them and vice versa

# More Resources

- ▶ Some Supplier Registration Pages
- ▶ **General Dynamics:**  
<https://suppliers.gendyn.com/>
- ▶ **BAE Systems:**  
<https://baesystems.hicx.net/bae/hicxsm-portal/app/selfRegistrationFlow.html?execution=e1s1>
- ▶ **Elbit Systems:** [Suppliers - Doing business with Elbit Systems Of America \(elbitamerica.com\)](#)
- ▶ Don't forget Linked In and Twitter.

# Still More Resources

▶ Some Facebook Pages

▶ **Department of Veterans**

**Affairs:** <https://www.facebook.com/VeteransAffairs/?fref=ts>

▶ **Electric Boat:** <https://www.facebook.com/pages/General-Dynamics-Electric-Boat/150822291615688?fref=ts>

▶ **Methuen Construction:** <https://www.facebook.com/Methuen-Construction-652456441494481/?fref=ts>

▶ **National Park**

**Service:** <https://www.facebook.com/nationalparkservice/?fref=ts>

▶ **Environmental Protection**

**Agency:** <https://www.facebook.com/EPA/?fref=ts>

# Now, Let's Get Going!

- ▶ Get Registered
- ▶ Do Your Homework
- ▶ Update your Capabilities Statement
- ▶ Be Patient, be Flexible
- ▶ Invest your time well
- ▶ Don't Panic!
- ▶ Follow-up



# NH PTAC/APEX Accelerator

Division of Economic Development

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Concord, NH 03301

(603) 271-7581

[govcontracting@livefree.nh.gov](mailto:govcontracting@livefree.nh.gov)

[www.nheconomy.com/ptac](http://www.nheconomy.com/ptac)

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