



**U.S. Small Business Administration**  
**Helping small businesses to start, grow and**  
**succeed.**



**SBA's**  
**Small Business**  
**Programs**



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## 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.



## 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 SDB, 8(a), HUBZone SDVOSB, WOSB, EDWOSB, and small business concerns can compete for Contracting Opportunities
- To award certain acquisitions exclusively to small business concerns.



# Know the Federal Contract Certifications

- Self-Certification and Representation Categories of Size and Socio-Economic Status

Small Business (13cfr121)

SDB (13cfr124.1000)

WOSB/EDWOSB (13cfr127)

SDVOSB (13cfr125.8) \*

VOSB \*

- SBA's Formal Certification Programs:

8(a) Business Development (13cfr124)

HUBZone (13cfr126)

- \* Self Certified except for VA Contracts - [www.vetbiz.gov](http://www.vetbiz.gov)



## Qualifying for SBA Certifications

8(a) and HUBZone: Requires Formal Certification (preapproval) by SBA

Eligibility for Sole source: \$6.5M for (mfg), \$4.0M for (non-mfg)

- 8(a) – 9 year program for socially and economically disadvantaged firms. Eligible to receive competitive/sole source awards.  
[www.sba.gov/8abd](http://www.sba.gov/8abd); 13cfr124
- HUBZone - Principal office located in a HUBzone;  
35% of employees living in a HUBZones;  
Eligible to receive competitive/sole source awards.  
[www.sba.gov/hubzone](http://www.sba.gov/hubzone); 13cfr126



## HUBZone Program

- Applies to purchases over \$3000;
- No term limits;
- 10% price evaluation preference (on non set-asides)
- [FAR 19.13](#)



## 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 \$6.0 M (mfg)
- - Up to \$3.5 M (non-mfg)
- - Can not consider if currently 8(a) requirement



# Service-Disabled Veteran-Owned Small Businesses



- Unique contracting opportunities with the VA
  - VetFirst
    - SDVOSB
    - VOSB
    - PARITY
- VA determines Service Disability - SBA determines size, if protested;
- No term limits – no need to apply or reapply;
- Competitive and sole-source program benefits;
- Subcontracting and Prime Contracting goals;
- [FAR 19.14](#)





## Women-Owned Small Business (WOSB) Contracting Program



Final Rule: Effective: February 4, 2011

- Published Federal Register October 7, 2010
- Implements PL 85-536 as amended
- Ensure level playing field for WOSBs can compete for Contracting Opportunities
- Sets forth Contract Requirements
  - Set-asides apply to Prime Contract, not Subcontract
- Allows Eligibility Exams (Program Reviews)
- Explains Protest Procedures



# WOSB Contracting Program



## Final Rule

- **WOSB**
  - Woman/Women Directly Own, Control & Manage Daily Operations
  - Woman/Women must be U.S. Citizens
  
- **Economically Disadvantaged WOSB (EDWOSB)**
  - Same as WOSB plus:
    - Net Worth \$750,000
    - Income not exceeding \$350,000
    - Assets not exceeding \$6.0 Million



# WOSB Contracting Program

## Final Rule



Establishes 83 Industries 4-digit NAICS Codes  
(373 6-Digit NAICS Codes)

216 Underrepresented (EDWOSB)

157 Substantially Underrepresented (WOSB)

373 6 digit NAICS codes

List at: [www.sba.gov/wosb](http://www.sba.gov/wosb)



## WOSB and EDWOSB Certification?

- No application process like 8(a)BD and HUBZone programs.
- A WOSB or EDWOSB must:
  - Register in the CCR.
  - Upload required documents supporting its status to SBA's WOSB Program Repository. [www.sba.gov/wosb](http://www.sba.gov/wosb).
  - Must obtain access to SBA's General Login System (GLS). Go to: <https://eweb.sba.gov/gls>
  - Self-certify with documentation or certification through an SBA Approved Third-Party Certifier.
  - Certify to the Contracting Officer in ORCA at <https://orca.bpn.gov> that it meets all the requirements and has uploaded required documents in the WOSB Repository prior to submitting an offer on a requirement.



# WOSB Contracting Program



## Contracting Officer's Responsibility

- Must check that WOSBs must have proper certification in CCR/ORCA
- Must certify he/she checked SBA's WOSB repository that all required documents are uploaded into General Login System (GLS)
- CO's must obtain access to SBA's General Login System (GLS). Go to: <https://eweb.sba.gov/gls>
- WOSBs will give Contracting Officers 120 days authorization to review repository documents



## WOSB Contracting Program

### Contracting Officer's Responsibilities

- Reasonable Expectation of 2 or More Offers by WOSBs
- There are no sole source awards for WOSBs or EDWOSBs under this program.
- The WOSB or EDWOSB must meet certain limitations on subcontracting.
- Joint ventures are permitted if certain requirements are met.
- Anticipated Award Price must not exceed:
  - \$ 6.5 M – mfg
  - \$ 4.0 M – non-mfg (all other)



# WOSB Contracting Program

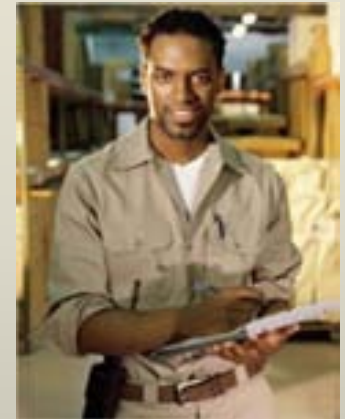
[www.sba.gov/wosb](http://www.sba.gov/wosb)

- The Final Rule & History
- FAQs
- Fact Sheet
- NAICS codes for the program
- Compliance Guide for Small Entities
- Contact Information
  - 1-800-U-ASK-SBA (1-800-827-5722)
  - Email Address – [wosb@sba.gov](mailto:wosb@sba.gov)



# U.S. Small Business Administration

## Helping small businesses to start, grow and succeed.



## Selling to the Federal Government







## How the Government Buys

- <\$3,000 usually purchased by credit card  
(micro-purchases – No SB set-asides)
- >\$3,000 - \$150,000 simplified acquisition procedures
  - Set aside for small businesses
  - >\$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](http://www.fbo.gov)
- >\$150,000
  - 8(a), HUBZone, SDVOSB, WOSB/EDWOSB (parity),
  - SB-SA
  - “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)
- Establishes long-term, government-wide contracts with commercial firms.
- Provide access to over 11 million commercial supplies (products) and services at volume discount pricing.
- Available to other Government agencies
- Gov't orders from GSA Schedule contractors or through the [GSA Advantage!®](#) online shopping and ordering system.
- Vendors interested should review [Getting on Schedule](#), <http://www.gsa.gov/portal/content/198473>



# Small Business Program Parity

**8(a)    HUBZone    WOSB    Service-Disabled Vet**



**Small Business**



**Unrestricted Competition**

**Over \$150,000**



## Prime Contracting Government-wide Procurement Goals

- Small Business (SB) - 23%
- Small Disadvantaged Business (SDB) - 5%
- Women-Owned Small Business - (WOSB/EDWOSB)- 5%
- HUBZone Small Business – 3%
- Service-Disabled Veteran-Owned SB (SDVOSB) - 3%



## First Thing To Do – Get Registered

- In order to win federal contracts, your business must be registered in the federal government’s Central Contractor Registration (CCR) database at [www.ccr.gov](http://www.ccr.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 CCR Registration, register on the SBA Profile Link which links to the Dynamic Small Business Search (DSBS).
- Online Representations and Certifications Application (ORCA) <https://orca.bpn.gov/> (update at least annually)
- Can link to all of the above websites through <http://www.acquisition.gov/>



## Identify Your Product or Service

- Government coding systems:

**North American Industry Classification System Code (NAICS):** used to classify business establishments. <http://www.sba.gov/size>

**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/](http://blog.citizen.apps.gov/GSA_PSC_Manual/home/product-fsgs/)



## 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.

# ACQUISITION CENTRAL

www.acquisition.gov



Acquisition Systems

Acquisition Workforce

For Buyers

For Citizens

For Sellers

Frequently Asked Questions

## Policy & Regulations

Share | Print

Federal Acquisition Regulation (FAR)

General Services Acquisition Manual (GSAM)

Office of Federal Procurement Policy (OFPP)

Code of Federal Regulations

Agency Supplemental Regs

Federal Register

Regulations.gov

Acquisition Center of Excellence (ACE) for Services

Civilian Agency Acquisition Council (CAAC)

Acquisition.gov is maintained by Integrated Acquisition Environment (IAE), the E-Gov Initiative that aggregates federal acquisition content by providing one website for regulations, systems, resources, opportunities, and training.

This website was designed to create an easily navigable resource to share the efforts of IAE as it works to achieve its vision of more efficient and transparent practices through better use of information, people, processes and technology. Users are encouraged to contact us to let us know if the website has proven useful and/or to offer comments on how we can improve.

## Announcements

System for Award Management (SAM) is coming your way!

## Advisory Panels

Acquisition Advisory Panel (SARA Panel)

Multiple Award Schedules Advisory Panel (MASAP)

Office of Federal Procurement Policy (OFPP)

## Other Information

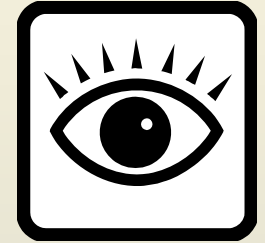
Emergency Contracting Information

Federal Agency Procurement





# 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](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](http://www.fbo.gov)
- **Demonstration Videos** - Training videos are available to familiarize users with the features and functionality of the new FBO
  - **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:

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

▶ [View Opportunities](#)

No login is required to view opportunities.

Password

▶ [Register Now](#)

▶ [Password Reminder](#)

▶ [Recovery FAQs](#)

## Vendors / Citizens

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

Username

▶ [Find Opportunities](#)

No login is required to view opportunities.

Password

▶ [Register Now](#)

▶ [Password Reminder](#)

▶ [Recovery FAQs](#)



## RECOVERY

FBO now contains Recovery and Reinvestment Act actions.

### 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](#)



## Procurement Sites

- [www.fbo.gov](http://www.fbo.gov)
- [www.neco.navy.mil](http://www.neco.navy.mil)
- Army Single Face to Industry (ASFI)
- [www.acquisition.gov](http://www.acquisition.gov)
- Google; Small Business Office; (Agency)
- [www.osdbu.gov](http://www.osdbu.gov)



## Procurement Sites

- Agency Specific website
- NC Military Business Center: [www.ncmbc.us](http://www.ncmbc.us)
- [www.sba.gov/gc](http://www.sba.gov/gc)
- [www.usaspending.gov](http://www.usaspending.gov)
- [www.sba.gov/subnet](http://www.sba.gov/subnet)
- Google: “A Practical Guide to Doing Business with the Federal Gov’t” Area III
- State Agencies Procurements  
<http://www.sba.gov/content/state-government-certifying-agencies>



# Learn Federal Contracting Procedures

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

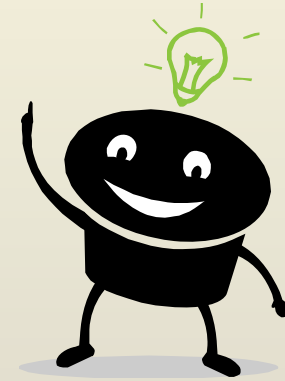


# Market Your Company



- To effectively market your company's product or service:
  - Identify your customers
  - Research their requirements
  - Learn federal procurement regulations
- Present Capability Statement to SBS at federal activities and large prime contractors that buy your products and services
- Attend procurement conferences, business expos and business matchmaking events
- Keep your CCR/Dynamic Small Business Search (DSBS) profile up to date: (e.g., GSA schedule number, commercial customers, federal customers, special capabilities).

## Suggestions



- Know your customers
  - Use agency web sites to research
- Know your competitors
  - Use CCR/DSBS to identify your competitors and learn more about them
- Know yourself – What you can and cannot do
  - Know your limitations
  - Seek teaming arrangements (DoD Guide to Small Business Teaming Arrangements)



## Prepare Your Offer



- 3 Rules for a solicitation: - *Read it...Read it...Read it!!!*
- Get Procurement History ([www.fpds.gov](http://www.fpds.gov))
- Attend Pre-Bid Meetings & Walk-Throughs
- Get clarification of ambiguities
- Proofread your proposal
- Submit it on time!



## Contract Performance

- Contingency Plans
- Have a back up plan if something goes wrong
- Give yourself enough time to react
- Constantly communicate with the government when problems arise – No surprises
- Anticipating Final Inspection
- Make an appointment before shipping date
- On-Time delivery
- Establish a good track record (CPARS)





## Getting Paid

- Know the paperwork process
- Keep good records
- Know your options
  - Progress payments
  - Prompt Payment Act
- EFT (electronic funds transfer)
- Accept government credit cards
- FAR 32





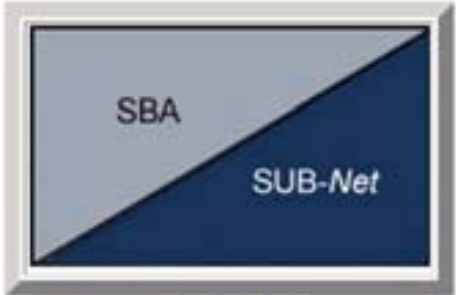
## Explore Subcontracting Opportunities

- Prime contract winners often require subcontracts to fulfill their requirements (contracts > \$650,000 and \$1,500,000 for construction)
- The SBA/GC Subcontracting Opportunities Directory lists by state the large business federal prime contractors with the contact information for each Small Business Liaison Officer (SBLO). View the directory at: [http://ftp.sbaonline.sba.gov/aboutsba/sbaprograms/gc/contacts/gc\\_subcontracts\\_opportunities.html](http://ftp.sbaonline.sba.gov/aboutsba/sbaprograms/gc/contacts/gc_subcontracts_opportunities.html)
- SBA's SUB-Net: Federal agencies, state and local governments, non-profit organizations, colleges and universities, and small businesses can use SUB-Net to post solicitations and notices. [www.sba.gov/subnet](http://www.sba.gov/subnet)



Search Exit Help  
Post Home

SUB - Net



[Text Only](#)

## U.S. Small Business Administration Subcontracting Network

### [American Recovery and Reinvestment Act \(ARRA\) Subcontract Solicitations](#)

[ARRA Prime Contracts Solicitations](#)    [Iraq Reconstruction RFP's](#)

The use of SUB-Net fulfills the function set forth in [Federal Acquisition Regulation \(FAR\) 5.206](#), Notice of Subcontracting Opportunities, for contractors and subcontractors to post notices and thereby increase competition for subcontracts.

Also see SBA's [Subcontracting Opportunities Directory](#)  
DSBS-Dynamic Small Business Search Engine in [CCR](#) - Central Contractor Registration

[DISCLAIMER](#)



## Subcontracting Goals, Small Business Act: Section 15(g)

- Small Business (SB) – negotiable
- Small Disadvantaged Business (SDB) - 5% (Statutory)
- Women-Owned Small Business (WOSB) - 5% (Statutory)
- HUBZone Small Business (HUBzone) -3% (Statutory)
- Veteran-Owned Small Business (VO) – negotiable
- Service-Disabled Veteran-Owned Small Business (SDVOSB) - 3% (Statutory)



## What are Prime Contractors Looking for in a Subcontractor?

- Firms that can provide products or services to supplement theirs
- 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



## Offices of Small and Disadvantaged Business Utilization (OSDBU)

- The goal of the OSDBU 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/offices.html>





## Seek Help From Resource Partners

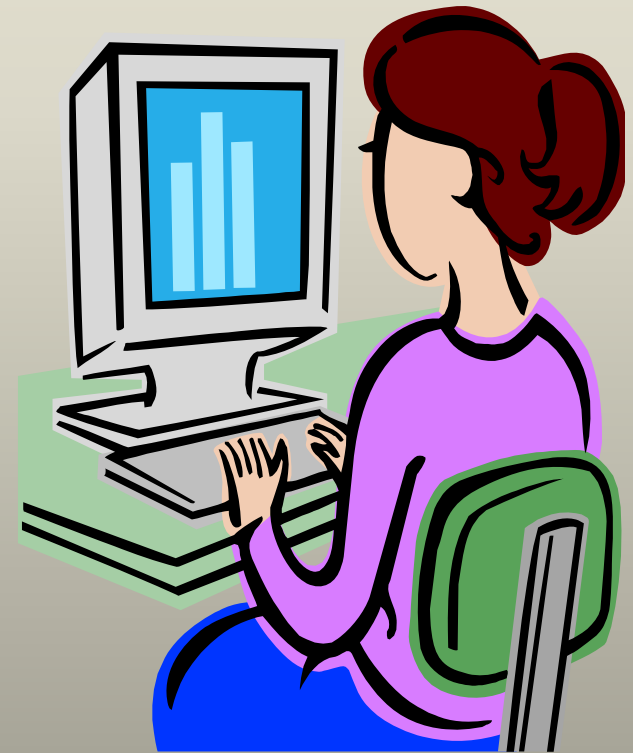


- PTACs- provide assistance to business firms in marketing products and services to the Federal, state and local governments available at no or nominal cost [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm)
- Small Business Development Centers – provide one on one management assistance 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](http://www.score.org)



## Contact your local District Office

- Learn About Other SBA Programs:
- [www.sba.gov/nc](http://www.sba.gov/nc)
  - Financial Assistance
  - Contract Opportunities
  - Online Training - Free Online Courses
  - Counseling & Assistance
  - Laws and Regulations





## What's New?



<http://www.sba.gov/news>

- New Agency Scorecards Released – for Prime and Subcontracting
- Recent Inflationary Revisions of Size Standards – expanded eligibility to small businesses and gain access to financial and contracting programs
- Regulations to Strengthen the 8(a) Business Program
- Repeal of the Small Business Competitiveness Demonstration Program
- Women-Owned Small Business Rule to Expand Access to Federal Contracting Opportunities



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