>>> HI EVERYONE. WELCOME. TO THIS NATIONAL SMALL BUSINESS WEEK VIRTUAL CONFERENCE WEBINAR BROUGHT TO YOU BY THE FBA AND SCORE. MY NAME IS A LEXIA AND I WILL BE THE MODERATOR FOR THIS WEBINAR SESSION. OUR PRESENTER IS FRANCINE MORRIS WHO IS THE PROCUREMENT ANALYST IN THE OFFICE OF GOVERNMENT CONTRACTING BUSINESS DEVELOPMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. FRANCINE WILL BE PRESENTING HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT. BEFORE TURNING THIS SESSION ON OVER TO FRANCINE I'D LIKE TO MENTION JUST A FEW HOUSE KEEPING DETAILS. THIS WEBINAR SESSION WILL LAST AN HOUR AND WILL INCLUDE TIME FOR Q&A. SO IF YOU HAVE ANY QUESTIONS PLEASE SUBMIT THOSE AT ANY TIME USING THE Q&A BOX LOCATED ON THE LEFT-HAND SIDE OF YOUR SCREEN. PLEASE USE THE SAME BOX IF YOU EXPERIENCE ANY TECHNICAL DIFFICULTIES AND NEED ASSISTANCE. THIS LIVE SESSION IS BEING RECORDED AND A LINK TO THE RECORDING AND THE SLIDE DECK WILL BE E-MAILED TO ALL PARTICIPANTS. NOW WE'LL BEGIN, HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT. I'D LIKE TO BRING FRANCINE ON THE LINE TO BEGIN HER PRESENTATION.

>> THANK YOU, ALEXA AND THANK YOU ALL FOR ATTENDING THE HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT PRESENTATION. WHILE YOU SEE THE COURSE OBJECTIVE THAT I HAVE LISTED UP ABOVE, I WANT TO MENTION MY OVERALL OBJECTIVE IS TO PROVIDE YOU WITH AN OVERVIEW OF WHAT FEDERAL CONTRACTING CONSISTS OF AND OF FDA'S SMALL BUSINESS PROGRAMS. FROM THAT I WANT YOU TO DECIDE IF YOU WANT TO PROCEED AND LEARN MORE ABOUT FEDERAL CONTRACTING. SO LET'S GET RIGHT INTO THIS. ARE YOU A SMALL BUSINESS? WE DETERMINE SMALL OR, I SHOULD SAY, YOU MAY TAKE FOR GRANTED THAT YOU ARE A SMALL BUSINESS. HOWEVER THERE'S A IMPORTANT DISTINCTION THAT YOU NEED TO KNOW ABOUT AS FAR AS BEING CONSIDERING YOURSELF SMALL. WE DO LOOK AT WHAT WE CALL A NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM. THAT CODE ESTABLISHES WHAT ACTIVITIES THAT YOUR BUSINESS PRIMARILY DOES WORK IN. WHERE YOUR SPECIALTY IS IS HOW YOU'RE GOING TO DETERMINE WHAT YOUR CODE IS. WE DETERMINE SIZE BY IN SEVERAL DIFFERENT WAYS. IT COULD BE THE AVERAGE NUMBER OF EMPLOYEES THAT YOU HAVE OVER A 12-MONTH PERIOD, OR THE AVERAGE ANNUAL RECEIPTS OVER THE PAST THREE YEARS. SO THAT'S HOW WE LOOK AS SIZE. AS A SMALL BUSINESS CONCERN WE WANT TO KNOW IF YOU ARE FOR PROFIT. IF YOU HAVE A PLACE OF BUSINESS IN THE UNITED STATES, YOU OPERATE PRIMARILY IN THE UNITED STATES, YOU'RE INDEPENDENTLY-OWNED. OR YOU ARE NOT DOMINANT. IN A FIELD ON A NATIONAL BASIS. SO THERE'S SEVERAL THINGS WE LOOK AT WHEN DETERMINING IF YOUR BUSINESS IS SMALL. LET'S GO TO A BUSINESS PLAN. THE TRADITIONAL BUSINESS PLAN FORMAT IS WHAT YOU SEE ON THE SCREEN. I'M NOT GOING TO GO THROUGH ALL THESE ELEMENTS BUT YOU NEED TO KNOW THAT YOU NEED A BUSINESS PLAN. YOU CAN GO TO FDA'S WEBSITE TO GET MORE INFORMATION ON BUILDING YOUR BUSINESS PLAN, BUT THE MOST IMPORTANT TAKE AWAY IS THIS IS YOUR BUSINESS, YOUR BUSINESS PLAN, AND WE'LL TALK MORE ABOUT THE ELEMENTS AS WE MOVE FORWARD IN THE PRESENTATION. I ALWAYS LIKE THIS SLIDE BECAUSE THE QUESTION IS, IS YOUR BUSINESS READY? ARE YOU READY TO DO BUSINESS WITH THE FEDERAL GOVERNMENT IS THE BIGGER QUESTION. THE FEDERAL GOVERNMENT REQUIRES YOU TO BE ACCOUNTABLE. IF YOU ARE GOING TO BE ACCOUNTABLE TO THE FEDERAL GOVERNMENT WHEN OBTAINING FEDERAL CONTRACTS WE WANT YOU TO HAVE AN ACCOUNTING SYSTEM SO YOU HAVE TO ASK YOURSELF DO YOU HAVE A SOLID ACCOUNTING SYSTEM THAT CAN HELP YOU AVOID UNNECESSARY COSTS AND OPERATE MORE EFFICIENTLY AND IN DOING SO WITH THAT ACCOUNTING SYSTEM LOOK AT YOUR AND LET'S SEE DO YOU HAVE CASH FLOW, COLLATERAL, YOU KNOW, CAPITAL IN ORDER TO DO BUSINESS WITH THE FEDERAL GOVERNMENT. WE ALSO ARE GOING TO LOOK AT YOUR PAST EXPERIENCE. DO YOU HAVE -- ARE YOU BRINGING SOME FEDERAL OR STATE OR LOCAL GOVERNMENT PAST PERFORMANCE. SO YOU CAN BE ABLE TO SHOW A CONTRACTING OFFICER THAT YOU ARE READY TO TAKE ON RESPONSIBILITIES AND YOU CAN DO THIS WORK BECAUSE YOU'VE DONE IT IN THE PAST. THESE THINGS ARE ALL IMPORTANT. SO HOW DOES THE GOVERNMENT BUY GOODS AND SERVICES? THE QUESTION IS WHAT WE NEED TO KNOW OR WHAT I WANT TO SHARE WITH YOU, I'M SORRY, THE GOVERNMENT IS THE WORLD'S LARGEST BUYER. WE BUY OVER $500 BILLION A YEAR IN GOODS AND SERVICES AND THOSE PURCHASES ARE MADE THROUGH MILITARY AND CIVILIAN INSTALLATION. SO THAT'S A GOOD NUMBER, RIGHT. WHAT WE WANT YOU TO KNOW AS A SMALL BUSINESS THAT 23% OF THOSE FEDERAL CONTRACTS GO TO OUR SMALL BUSINESS. SO 23% OF THE FEDERAL DOLLARS WE ARE TRYING TO GET TO YOU AS A SMALL BUSINESS. AND IN DOING SO HOW WE DO THIS IN MULTIPLE WAYS. FULL AND OPEN COMPETITION. WE DO WHAT WE CALL SMALL BUSINESS SET ASIDES. AND WE MAY EVEN FORCE CONTRACTS, THAT MEANS DIRECT AWARDS, WE SET ASIDE CERTIFICATION THROUGH OUR SBA CERTIFICATION PROGRAMS ON A GOVERNMENT WHOLE. OUR TARGET NUMBERS ARE 5% ON A LOAN. WE WILL TALK ABOUT THE 8 A CERTIFICATION PROGRAM THAT'S 5%. HUB ZONE AT 3%. SERVICE DISABLED VETERANS AT 3%. SO WE TRY TO GET THAT 23% NUMBER AND WE WANT TO PRETTY MUCH -- I'M SORRY -- GOING THROUGH THIS -- WE WANT TO PRETTY MUCH GET THAT NUMBER TO A PLACE THAT YOU CAN AND WILL WILL BE ABLE TO PARTICIPATE IN OUR BUSINESSES -- IN OUR GOVERNMENT CONTRACTING. GOVERNMENT OPERATES ON A FISCAL YEAR, FIRST AND SECOND AND THIRD QUARTER AND IN THE FIRST QUARTER WE SAY WE WANT YOU TO RAISE YOUR AWARENESS. GO OUT AND LOOK FOR OPPORTUNITIES AS PART OF YOUR MARKETING PLAN. I WANT TO GO TO FEDERAL AGENCY. DO I WANT TO CALL CONTRACTING OFFICERS WE'LL TALK ABOUT ESTABLISHING SOME TYPE OF PIPELINE FOR YOU TO UNDERSTAND WHAT YOU'RE GOING AFTER. DURING THE SECOND AND THIRD QUARTER YOU REALLY WANT TO GO IN AND TAKE ON THOSE LEADS AND TRY TO GET TO KNOW THESE PEOPLE AND WHAT THEY HAVE TO OFFER. LAST-MINUTE OFFERS, WE LOOK AT FOURTH QUARTERS THAT'S WHEN CONTRACTING OFFICERS ARE LOOKING FOR SMALL BUSINESSES, A LOT OF TIMES, TO BE ABLE TO BUY GOODS AND SERVICES BECAUSE THEY WANT TO WRAP UP THE END OF THE FISCAL YEAR AS FAR AS HELPING YOU TO -- HELPING THEIR MISSION WITHIN THEIR AGENCY. SO MARKETING YOUR BUSINESS AND IDENTIFYING FEDERAL OPPORTUNITIES. SO WE HAVE WHAT WE CALL MARKET RESEARCH. AND WHEN YOU ARE DOING YOUR MARKET RESEARCH YOU WANT TO KNOW ABOUT THE AGENCY THAT'S BUY YOUR PRODUCTS AND SERVICES, SO WE MAY HAVE, WE HAVE FEDERAL AGENCIES AND THEY'RE AROUND THE COUNTRY, RIGHT. SO WE WANT TO MAKE SURE THAT YOU WANT TO MAKE SURE THAT YOUR PRODUCT AND YOUR SERVICES ARE BEING MARKETED TO THE AGENCY IN WHICH YOU'RE LOOKING TO DO BUSINESS WITH. OR BUYS YOUR SERVICES. SO YOU MAY HAVE A NICHE MARKET. YOU WANT TO FIND WHAT'S YOUR NICHE. BECAUSE IF FRANCINE IS SELLING SOMETHING AND I SELL IT, YOU KNOW, MY NICHE MARKET MAY BE I.T. SERVICES, IT MAY BE SOMETHING SPECIFIC TO THAT, YOURS MAY BE A PRODUCT OR SERVICE, A JANITORIAL SERVICE OR ONE OF THE OTHERS, LOOK FOR YOUR NICHE. YOU DON'T WANT TO HAVE -- YOU'RE NOT GOING TO SELL EVERYTHING, RIGHT. THE SELL-ALL TO EVERYONE. SO WE WANT TO UNDERSTAND WHAT YOUR NICHE MARKET WOULD BE AND UNDERSTAND HOW THE GOVERNMENT SPENDS AND ONE OTHER THING, YOU KNOW, YOU NEED TO KNOW YOUR COMPETITION. WHAT IS MY COMPETITION, WHO IS MY COMPETITION THAT I AM SELLING -- I'M COMPETING WITH AS FAR AS SELLING TO THE FEDERAL GOVERNMENT. THE OTHER THING IS WE WANT TO YOU HE NO WHO THE PLAYERS ARE. YOU HEAR ME TALK ABOUT CONTRACTING OFFICERS, IN SPEAKING ABOUT CONTRACTING OFFICERS, THEY'RE ONE OF THE PLAYERS IN DOING BUSINESS WITH THE FEDERAL GOVERNMENT. WE HAVE WHAT WE CALL INFLUENCERS, IT MAY BE THE PROGRAM OFFICE THAT'S BUYING WHAT YOU'RE SELLING. SO YOU GO TO THE FEDERAL GOVERNMENT AND LOOKING FOR THE PROGRAM OFFICE THAT NEEDS THE SERVICE OR PRODUCT YOU'RE SELLING. AND WE ALSO HAVE WHAT WE CALL INSIDE THOSE AGENCIES SMALL BUSINESS SPECIALISTS THAT ARE THERE TO HELP YOU AS A SMALL BUSINESS NAVIGATE THROUGH THOSE BIG AGENCIES, AS FAR AS TRYING TO DO BUSINESS. YOUR SBA POINT OF CONTACT, IF YOU'RE PART OF ONE OF OUR SMALL BUSINESS PROGRAMS, SPECIFICALLY 880 POINT OF CONTACT HOWEVER IN THOSE ORGANIZATIONS WE HAVE SMALL BUSINESS REPRESENTATIVES THAT WILL HELP YOU, THEY ACTUALLY WORK FOR THE SMALL BUSINESS ADMINISTRATION THEY'RE CALLED OUR PROCUREMENT REPRESENTATIVES AND WE HAVE WHAT WE CALL COMMERCIAL MARKET REPRESENTATIVES THAT HELP YOU WORK WITH SUB CONTRACTS WITHIN THOSE AGENCIES. YOUR BUYERS THAT YOU'RE LOOKING FOR ARE THE CONTRACTING OFFICERS, THE ACTUAL FOLKS THAT WILL SET UP THE CONTRACT. THEY ENGAGE YOU AND POTENTIAL BUYER IN THE AGENCY. THAT'S HOW YOU CONNECT IN ORDER TO DO BUSINESS WITH THE FEDERAL GOVERNMENT. IN ADDITION TO YOU HAVE THE END USER. WE ALL KNOW, THOSE ARE THE PEOPLE THAT ARE ACTUALLY USING THAT PRODUCT. SO THESE FOLKS ALL OF THEM ARE EQUAL IMPORTANCE AND WILL HELP YOU DO BUSINESS WITH THE FEDERAL GOVERNMENT. I WANT TO MOVE TO A CAPABILITY STATEMENT I GUESS THE MOST IMPORTANT THING ON THIS SLIDE IS A CAPABILITY STATEMENT IS BASICALLY YOUR BUSINESS RESUME. KNOWING WHAT YOUR BUSINESS CONSISTS OF IS VERY, VERY IMPORTANT TO BE ABLE TO WALK INTO A GOVERNMENT AGENCY AND SIT DOWN WITH ANY OF THOSE PLAYERS THAT WE DISCUSSED AND TELL THEM WHAT YOUR BUSINESS DOES. -- YOU NEED TO ASSURE, ASIDE FROM -- YOU KNOW ALL THIS SELF EXPLANATORY, YOUR CORPORATE DATA, BUT THE THINGS TO THE RIGHT, THE PAST PERFORMANCE AND WHAT YOUR DISCRIMINATORS ARE, WHAT'S UNIQUE ABOUT YOUR COMPANY THAT ANOTHER COMPANY CAN'T DO. IF YOU ARE SITTING IN FRONT OF ME AND YOU WANT ME TO DO BUSINESS WITH YOU, YOU WANT ME TO GIVE YOU A CONTRACT TO COME IN AND DO SOMETHING THAT I NEED YOU TO DO, I WANT TO YOU TELL ME, WHAT DIFFERENTIATES YOU FROM THE OTHER PERSON. THAT'S WHAT THIS STATEMENT SHOULD SAY. ONE OTHER NOTE I WANT TO MAKE SURE YOU UNDERSTAND IS YOU CAN HAVE MULTIPLE OF THOSE CAPABILITIES STATEMENT. ALL WE SAY IS THEY SHOULD LIMIT TO ONE PAGE. IF YOU WANT TO LIMIT IT TO ONE PAGE, SAY YOUR COMPANY DOES SEVERAL THINGS OKAY, AND SAY YOU HAVE JANITORIAL SERVICES BUT ALSO A MOVING SERVICE. SO YOU MAY WANT TO HAVE A ONE-PAGER ON PAST PERFORMANCE AND UNIQUE CAPABILITIES ON WHAT YOU DO ARE IF A GENERAL SERVICES PERSPECTIVE AND WHAT YOU DO WITH THAT DISCIPLINE AS WELL AS ANOTHER CAPABILITY STATEMENT AS FAR AS FOR MOVING SO YOU'RE NOT CONVOLUTING THE TWO. SO YOU TALK TO ONE CONTRACTING OFFICER. IF YOU WANT TO SHARE, YES, I DO THESE THINGS ON THE SIDE, THAT'S FINE, BUT PRIMARILY YOU WANT TO STAY FOCUSED ON WHAT THAT CUSTOMER IS BUYING BECAUSE THAT POTENTIAL CUSTOMER DOESN'T NEED TO KNOW ABOUT PAINTING IF THEY'RE NOT INTERESTING IN HAVING ANYTHING PAINTED, SO YOU'RE ACTUALLY WASTING A LOT OF VALUABLE TIME THAT YOU COULD BE TALKING ABOUT THE GRIT STUFF YOU'RE DOING WITH OTHER AGENCIES. AND AGAIN, MAKE SURE THAT YOUR INFORMATION IS CONCISE. PRIME AND SUB CONTRACTING. WHEN LOOKING AT PRIME AND SUBCONTRACTING. IF YOU ARE DOING BUSINESS WITH THE FEDERAL GOVERNMENT ESPECIALLY SMALL BUSINESS, WHAT WE NEED TO KNOW, SOMETIMES, I ALWAYS TELL FOLKS GOVERNMENT BUILDS IN BIG NUMBERS, FROM TIME TO TIME WE DO CONTRACTS, BECAUSE WE DO. YOU COULD VERY WELL GET CONTRACT OF MULTI-MILLION DOLLARS. SO WHEN YOU'RE LOOKING AT RELATIONSHIPS, IF YOU'RE SO SMALL AND YOU'RE COMING IF AND YOU WANT TO BREAK INTO THE AGENCY, SOMETIMES IT'S BEST TO MOVE INTO A PRIME SUB-ROLL. YOU CAN HAVE A PRIME CONTRACTOR WITH CONTROL OVER THE RELATIONSHIP. AS A PRIME CONTRACTOR YOU'RE THE COMPANY WHO ENTERS INTO THE PRIME CONTRACT WITH THE FEDERAL GOVERNMENT. AS A SUBCONTRACTOR HOWEVER, YOU CAN SUBCONTRACT TO A PRIME. SO THE PRIME CONTRACTOR HAS THE CONTRACT WITH THE FEDERAL GOVERNMENT, BUT YOU AS A SUBCONTRACTING COULD BE OFFERING SOME OF THE SERVICES TO THE PRIME. SO THE RELATIONSHIP IS TIED FROM THE PRIME TO THE GOVERNMENT HOWEVER YOU HAVE AN AGREEMENT WITH THE PRIME AS A SUBCONTRACTOR GIVING YOU OPPORTUNITY TO BUILD EXPERIENCE IN ORDER TO BE A PRIME CONTRACTOR OF YOUR OWN. SO IT'S ONE WAY WE SAY IT'S EASIER TO -- I SHOULDN'T SAY EASIER, BUT IT IS A WAY TO BREAK INTO THE FEDERAL MARKET AND TO DO BUSINESS WITH WITH THE FEDERAL GOVERNMENT AND AGAIN ESTABLISH YOURSELF AS A PRIME. SO YOU ARE GOING TO BUILD SOME CAPACITY. RIGHT. ONCE YOU LAND THAT CONTRACT WITH THE PRIME AND THEN YOU CAN MOVE FORWARD, BUILD UP YOUR PAST PERFORMANCE AND THEN GO IN AND MAYBE BE A PRIME CONTRACT. THAT'S THE ULTIMATE GOAL, CONTROL YOUR OWN DESTINY. WE HAVE MULTIPLE RESOURCES TO HELP YOU NAVIGATE THIS POSITIVE WORLD OF FEDERAL CONTRACTING. WALKING INTO IT COULD BE CONFUSING AND HONESTLY FRUSTRATING FROM TIME TO TIME SO THIS BECOMES VERY IMPORTANT. WE HAVE PROCUREMENT ASSISTANCE, RESOURCE PARTNERS, AND FDA HAS BUSINESS OPPORTUNITY SPECIALIST THAT WE OFFER WHEN YOU ARE INVOLVED OR ASSOCIATED WITH OUR PROGRAMS. WE HAVE A PROCUREMENT CENTER OF REPS THAT THOSE FOLKS ARE ACTUALLY LOCATED AT THE AGENCY THAT'S CAN HELP YOU TO NAVIGATE EACH OF THE AGENCIES. BUT WE HAVE ALSO PARTNERSHIPS WITH THE PROCUREMENT TECHNICAL ASSISTANCE CENTERS AS WE CALL THEM PTACs WHO WILL HELP YOU WITH THE WORKSHOPS. YOU'RE TRYING TO BUILD YOUR BUSINESS PLAN, OR YOU'RE TRYING TO BID ON SOME OF THE SOLICITATIONS THAT COME OUT FROM THE FEDERAL GOVERNMENT, THESE ARE VARIOUS RESOURCES. WE TALKED ABOUT MARKETING RESOURCES. I DIDN'T MENTION THIS YET BUT WANT TO TAKE AN OPPORTUNITY TO DO THIS, FED BIT OPS IS A DATABASE OUT THERE, WHAT I LIKE ABOUT IT IS IT HAS ALL OF THE OPPORTUNITIES IF THE GOVERNMENT WANTS TO PUT OUT OPPORTUNITY FOR SOLICITATION THOSE SPECIFIC OPPORTUNITIES MUST BE POSTED ON FED BIZ OPSS ANY OPPORTUNITY LOOKING FOR OVER $25,000. DON'T BE CONFUSED THIS IS FEDERAL, NOT STATE AND LOCAL OPPORTUNITY. THOSE OPPORTUNITIES YOU MUST GO TO STATE AND LOCAL GOVERNMENT. THEY HAVE THEIR OWN DATABASE FOR THOSE. BUT THESE WE ARE SPECIFICALLY SPEAKING ABOUT FEDERAL WORK. AND I DO WANT TO YOU ALSO TAKE INTO CONSIDERATION IT'S FOR MARKETING PURPOSES. IF YOU KNOW WHAT OPPORTUNITIES THE SOLICITATIONS ARE OUT THERE, THAT THE GOVERNMENT IS TRYING TO BUY THESE PRODUCTS, YOU CAN ALSO USE THAT TO BUILD A MARKETING PIPELINE, CORRECT. AS FAR AS BEING ABLE TO ASK FOLKS I SEE THIS WORK OUT HERE, AND YOU CAN PUT IN YOUR PIPELINE LET ME TARGET THOSE SPECIFIC AREAS AS FAR AS GOING AFTER BUSINESS. SO I WANT TO YOU TAKE THOSE INTO CONSIDERATION. ESPECIALLY THOSE RESOURCES. USE THOSE RESOURCES. THEY'RE FREE. AND IN SOME CASES VERY, VERY MINIMAL COST AND THEY CAN HELP YOU NAVIGATE THROUGH THE FEDERAL GOVERNMENT. THAT'S WHY WE HAVE THEM. TO GET STARTED, WE TELL YOU THAT YOU MUST REGISTER IN THE SPAM DATABASE SO THE FIRST THING YOU WANT TO DO IS TO GET WHAT WE CALL A DUNN BRAD STREET NUMBER, A DUNN NUMBER. YOU CAN GO RIGHT TO WWW.FEDDNB.COM. AND ESTABLISH A DUNN AND BRADSTREET NUMBER. WE WANT YOU TO REGISTER IN SAM. AGAIN, THIS SERVICE IS FREE. SOMETIMES FOLKS PUSH OUT INFORMATION THAT THEY WILL CHARGE YOU TO REGISTER IN SAM. PLEASE DO NOT DO THAT. SAM IS FREE OF CHARGE THAT YOU CAN REGISTER YOUR BUSINESS. AND THEN YOU'RE PRETTY MUCH READY TO MOVE FORWARD. I'M SORRY THE COMMERCIAL AND GOVERNMENT ENTITY YOUR CAGE CODE IS ANOTHER NUMBER THAT WE WOULD NEED YOU TO ESTABLISH YOUR BUSINESS WITH. ADVANTAGES OF REGISTERING FOR FED BIZ OPS I TALKED ABOUT THAT. YOU HAVE BASIC AND ADVANCED SEARCHES, THIS WILL GIVE A LITTLE LOOK AT WHAT IT LOOKS LIKE. YOU WANT TO USE THAT AGAIN, AS A MARKETING TOOL, TO BE ABLE TO FIND OUT WHAT THE GOVERNMENT IS BUYING. SMALL BUSINESS FEDERAL GOVERNMENT CONTRACTING CERTIFICATIONS. SO HOW CAN WE MOVE TO HOW SBA GETS TO THESE NUMBERS. FDA SAYS WE WANT SMALL BUSINESS TO DO 5% WOMEN-OWNED. 5% CERTAIN DOLLARS. 3% FOR HUB. SERVICE DISABLED. THESE ARE SOCIOECONOMIC PROGRAMS THAT SBA OFFERS AND I WILL START WITH THE 8 A BUSINESS DEVELOPMENT PROGRAM IT'S JUST THAT AN 8A SMALL BUSINESS DEVELOPMENT FOR SMALL BUSINESSES. IT DOES INCLUDE LIKE I SAID 5%. IT IS DESIGNED TO BUILD CAPACITY AND GROW YOUR BUSINESS THROUGH CONTRACTS. IT'S A NINE-YEAR PROGRAM. THAT'S VERY IMPORTANT. YOU GET INTO THE PROGRAM. YOU EARN IT FOR NINE YEARS, THERE'S ANNUAL REPORTING THAT WE WILL TALK ABOUT, BUT THIS IS ONCE PER LIFETIME SO YOUR BUSINESS CAN ONLY BE IN THIS PROGRAM ONE TIME. WE USE 13 CFR, PART OF 124. FOR ELIGIBILITY CRITERIA THAT'S WHERE YOU CAN FIND INFORMATION BEING IN THIS PROGRAM. THERE ARE PROGRAM REQUIREMENTS OF COURSE. WE SAY THAT YOU HAVE TO BE SMALL BUSINESS. AND THAT'S A GIVEN, RIGHT. SO THE FIRMS MUST BE SMALL AND THAT'S BASED ON THAT NAIS CODE WE TALKED ABOUT IN THE GIVENING. -- IN THE BEGINNING. SO WE WILL TALK ABOUT WHAT'S THE PRIMARY WILL BE BY PEOPLE AND BY PEOPLE. MANAGERS WILL MAKE THAT DETERMINATION. YOU CAN GO TO WWW.SBA.GOV/SIZE. IF YOU WANT TO LEARN MORE. THE OWNERSHIP YOU MUST BE 51% UNCONDITIONALLY OWNED BY THE DISADVANTAGED INDIVIDUAL THAT'S APPLYING FOR THE PROGRAM. THAT PERSON MUST CONTROL THE COMPANY. THEY WILL HOLD THE HIGH POSITION WITHIN THE COMPANY. SO THAT'S EXTREMELY IMPORTANT. THERE'S SOME BUSINESS REQUIREMENTS AROUND THE 8A PROGRAM. THAT WE LOOK AT. THAT WE WANT YOU TO HAVE AT LEAST TWO YEARS OF OPERATION EXPERIENCE. FOLKS SAY, WHY DO YOU NEED THAT, WELL, WE WANT TO SEE SOME TYPE OF TREND THAT YOU CAN BE IN BUSINESS A COUPLE YEARS AND CAN MAINTAIN YOUR BUSINESS. . YOU'RE RUNNING IT, YOU'RE IN IT, IT GIVES US SOME SECURITY THAT YOU KNOW THAT THIS IS -- YOU UNDERSTAND YOUR BUSINESS. YOU UNDERSTAND HOW TO BE AN OWNER OF A BUSINESS. AND WE'RE GOING TO LOOK AT THAT. YOU SEE THE WORD CHARACTER. CHARACTER WE'RE LOOKING AT GOOD CHARACTER. DO YOU HAVE ANY ADVERSE INFORMATION REGARDING CRIMINAL CONDUCT OR VIOLATIONS BY FDA REGULATIONS. ARE YOU PAYING YOUR BILLS? YOU KNOW. ONE THING ABOUT THE 8A PROGRAM WHEN YOU GET INTO THE PROGRAM AND YOU'RE ASSIGNED THIS BUSINESS OPPORTUNITY SPECIALIST AND THE GOVERNMENT IS A CERTIFICATION PROGRAM. SO THE GOVERNMENT IS BASICALLY CERTIFYING THAT, YES, THIS IS A GOOD, VIABLE COMPANY THAT CAN DO BUSINESS WITH THE FEDERAL GOVERNMENT. SO WE WANT TO EXPLORE ALL OF THESE DIFFERENT REQUIREMENTS AND SAY, HEY, THIS MAKES YOU ELIGIBLE. AND SO WE LOOK AT, YOU KNOW, ALL OF THESEL ELIGIBLE CRITERIA TO MAKE SURE YOU'RE A GOOD, VIABLE COMPANY, THAT WE CAN STAMP OUR APPROVAL ON AND SAY HEY GOVERNMENT CONTRACTING OFFICER WE KNOW THIS COMPANY AND WE KNOW WE'LL STAND BEHIND THEM. WILL'S THE TWO-YEAR BUSINESS RULE I DO WANT TO SPEAK A LITTLE BIT MORE ABOUT. WE SAY WE WANT YOU TO BE IN BUSINESS FOR TWO YEARS BUT THERE ARE SOME FOLK THAT'S SAY, HEY, I HAVEN'T BEEN IN BUSINESS FOR TWO YEARS, I'VE BEEN IN BUSINESS FOR A YEAR, LET'S SAY, AND MY BUSINESS IS VIABLE AND I AM DOING WELL, I HAVE THE TECHNICAL EXPERTISE, I HAVE ADEQUATE CAPITAL, YOU KNOW, MY CREDIT IS GOOD, I HAVE TONS OF SUCCESSFUL PAST PERFORMANCE. I HAVE A HOST OF CUSTOMERS THAT THEY'RE REPEAT CUSTOMERS. THEY COME BACK AND WANT TO THE DO BUSINESS WITH ME BECAUSE I DELIVER A GOOD PRODUCT OR SERVICE. IN THOSE CASES. WE SAY, YOU KNOW WHAT, YOU'RE RIGHT. MAYBE WE SHOULDN'T LOOK AT THAT TWO-YEAR CRITERIA AS FAR AS OPERATIONS IS BEING IN BUSINESS, OPERATIONS FOR TWO YEARS BECAUSE YOU'RE PROVING THAT IN A YEAR YOU'RE DOING WELL. SO WE ALLOW YOU TO WRITE A WAIVER TO THAT, FOR A WAIVER TO THAT TWO-YEAR RULE. IF YOU HAVEN'T BEEN IN BUSINESS. BUT AGAIN, HERE'S A LIST OF THINGS THAT WE'RE GOING TO ASK YOU TO RESPOND TO. YOU KNOW P TELL US ABOUT WHY YOU ARE BUSINESS MANAGEMENT EXPERIENCE. EXPLAIN TO US WHERE, YOU KNOW, YOU'RE TECHNICAL EXPERTISE WHERE IT COMES FROM. DISPLAY HOW YOU HAVE ADEQUATE CAPITAL. YOU CAN BEAT THOSE REQUIREMENTS. AND ABSOLUTELY WE WANT TO SEE THOSE SUCCESSFUL PAST PERFORMANCES SO AGAIN WE WILL GIVE YOU AN OPPORTUNITY TO COME TO SBA AND GET THAT TWO-YEAR RULE WAIVED DURING THE APPLICATION PROCESS. THERE ARE SOCIALLY DISADVANTAGED CRITERIA GROUPS THAT WE'RE LOOKING AT. SOME DESIGNATED GROUPS ARE THE BLACK AMERICAN, ASIAN-PACIFIC. THE LIST IS UP THERE. IF YOU ARE A NON-DESIGNATED GROUP, AS YOU SEE AT THE BOTTOM OF THE SLIDE, YES, YOU CAN STILL APPLY FOR THE PROGRAM. BUT WE DO LOOK AT WHAT WE CALL PREPONDERANCE OF EVIDENCE AND THEN YOU WOULD HAVE TO COME TO US AND IMPROVE HOW YOU'VE BEEN SOCIALLY OR ECONOMICALLY DISADVANTAGED. DISCRIMINATED AGAINST IN ORDER IT APPLY FOR THE PROGRAM. THE ECONOMIC DISADVANTAGE REQUIREMENTS TO QUALIFY, YOU NEED A PERSONAL NET WORTH OF LESS THAN $250,000. NOTE THAT'S ASSET, LIABILITY, YOU HAVE THREE-YEAR AVERAGE INCOME $260,000 OR LESS AND FAIR MARKET VALUE OF ALL ASSETS $4 MILLION OR LESS. FOLKS, THERE'S A FOOTNOTE THAT'S REALLY IMPORTANT ON THIS SLIDE. IT SAYS PERSONAL NET WORTH EXCLUDES EQUITY IN BUSINESS, PERSONAL PRIMARY RESIDENT, THAT'S YOUR PERSONAL, PRIMARY RESIDENT, FUNDS REINVESTED IN IRA, OR LEGITIMATE RETIREMENT ACCOUNTS. SO IT'S IMPORTANT THAT YOU KNOW THAT WITH THOSE NUMBERS, BECAUSE WE HAVE FOLKS THAT SAY I DON'T QUALIFY BUT THEY'RE ADDING THOSE PRIMARY RESIDENT AND EQUITY INTO IT AND WE BACK OUT OF THOSE NUMBERS. SO IT'S REALLY IMPORTANT THAT YOU GO AHEAD AND LOOK AT THAT. ANY PROGRAM THERE'S BASIC BENEFITS BUT THE GOAL IS TO GRADUATE FIRMS TO THRIVE IN THIS ENVIRONMENT. RIGHT. YOU'RE IN THE PROGRAM TRYING TO BUILD YOUR BUSINESS OUR GOAL IS TO HELP YOU BUILD A VIABLE BUSINESS. SO YOU CAN JUST COMPETE. CAN USE OTHER RESOURCES BUT DON'T NEED TO, DON'T NEED US TO HOLD YOUR HAND AS MUCH AS WE PROBABLY WOULD HAVE DONE IN THE BEGINNING. SO THAT'S OUR GOAL IS TO HELP YOU BUILD A VIABLE PROGRAM. AND WE DO THIS BY MULTIPLE WAYS, AS FAR AS TOOLS THAT WE HAVE AND WE'RE GOING TO TALK ABOUT THE MENTOR PROTEGE AND JOINT VENTURE TOOLS ON A LATER SLIDE. SO WE HAVE A PROGRAM EXPECTATION AND SETTING THOSE EXPECTATIONS WE WANT TO THREE OUT THOSE NINE YEARS GOING TO MEASURE YOUR PROGRESSION AND WANT TO SEE YOU'RE GROWING IN A POSITIVE WAY, EACH YEAR YOU WILL BE SUBMITTING WHAT WILL BE CALLED AN ANNUAL REVIEW AND WE'LL BE WORKING, YOU'LL BE WORKING WITH A SPECIFIC BUSINESS OPPORTUNITY SPECIALIST THAT'S GOING TO WORK WITH YOU AND LOOK AT HOW YOU'RE DOING AND MEASURE THAT PROGRESS AND YOU'LL BE ABLE TO -- THAT PERSON WILL BE ABLE TO ANSWER QUESTIONS AND HELP YOU ALONG. AGAIN THIS IS A BUSINESS DEVELOPMENT PROGRAM. YOU'RE NOT ENTERING THIS PROGRAM AND YOU'RE GOING TO GET THESE CONTRACTS FALLING OUT OF THE SKY. DOESN'T WORK LIKE THAT. IT'S A LOT OF WORK TO GET IN THERE AND BE ABLE TO NAVIGATE. AND YOU WILL SELF-MARKET YOUR COMPANY. WE'LL BE THERE TO HELP YOU. NAVIGATE THROUGH THAT. SO IT'S IMPORTANT FOR YOU TO ONCE -- WHEN YOU ARE LEARNING MORE ABOUT THIS PROGRAM -- DETERMINE IF IT'S SUITED FOR YOU RIGHT NOW, IF IT'S NOT, WHEN. BECAUSE MAYBE NOW'S NOT THE TIME. BUT LATER IS. AS YOU ESTABLISH YOUR BUSINESS A LITTLE BIT MORE SO YOU'RE NOT WASTING YOUR NINE YEARS. THAT'S EXTREMELY IMPORTANT. BECAUSE AGAIN, TO REITERATE IT'S A NINE-YEAR PROGRAM AND IT'S A ONE-TIME OPPORTUNITY TO BE ACTIVE IN THE PROGRAM. THE 8A APPLICATION PROCESS. THIS IS IT IN A NUTSHELL. YOU CAN APPLY ON OUR CERTIFIED SBA.GOV PORTAL THAT WILL WALK YOU THROUGH. THERE'S A KNOWLEDGE BASE OUT THERE THAT ACTUALLY GIVES YOU ALL OF THE FORMS YOU WOULD NEED TO FILL OUT AND THAT'S WHERE YOU WOULD APPLY FOR THE 8A PROGRAM. NOW LET'S TALK ABOUT THE HUB ZONE PROGRAM. THE HUB ZONE IS HISTORICALLY UNDER UTILIZATION BUSINESS-OWNED WHAT IS THE PURPOSE OF THIS PROGRAM IS BASICALLY TO PROVIDE CONTRACTING ASSISTANCE TO QUALIFIED SMALL FIRM THAT'S ARE LOCATED IN HUB ZONE AREAS OR DESIGNATIONS, THEY'RE TYPICALLY AREAS OF LOW TO MEDIUM-HOUSEHOLD INCOMES, HIGH UNEMPLOYMENT OR BOTH. THEY PROVIDE EMPLOYMENT OPPORTUNITIES FOR THE UNDERSERVED. THIS IS WHAT THE HUB ZONE PURPOSE IS. PRETTY MUCH. YOU'RE GOING TO INCREASE EMPLOYMENT OPPORTUNITIES. WE WANT TO STIMULATE THE COMMUNITIES THROUGH CAPITAL INVESTMENT. AND WE WANT TO EMPOWER COMMUNITIES THROUGH ECONOMIC LEVERAGING. SO, WE WANT TO USE THE HUB ZONE TO BUILD THOSE UNDER UTILIZED AREAS. THE CONCERN IN ORDER TO BE PART OF THE HUB ZONE PROGRAM S MUST BE 51% DIRECTLY OWNED BY THAT PERSON. YOU NOTICE THIS 51% IS TURNING INTO A TREND. WE WANT WHOEVER IS ENTERING INTO THE PROGRAM THEY NEED TO OWN THE REQUIREMENTS FOR BEING IN THAT PROGRAM. PRINCIPLE OFFICE MUST BE LOCATED WITHIN A DESIGNATED HUB ZONE AREA. WHEN TALKING ABOUT PRINCIPLE OFFICE WHAT'S THAT MEAN? THAT MEANS THE LOCATION WHERE GREATEST NUMBER OF YOUR EMPLOYEES ARE IN THAT ONE LOCATION. THAT IS WHAT WE'RE GOING TO CONSIDER YOUR PRINCIPLE OFFICE. SO, THAT'S IMPORTANT TO NOTE. AT LEAST 35% OF THE EMPLOYEES THAT RESIDE IN YOUR BUSINESS THAT ARE IN YOUR BUSINESS SHOULD RESIDE IN A HUB ZONE. SO, WE'RE LOOKING AT 51% OWNERSHIP. YOUR PRINCIPLE OFFICE BEING IN THAT HUB ZONE AND 35% OF THE FOLK THAT'S WORK IN YOUR COMPANY SHOULD BE IN THE HUB ZONE. YOU NEED TO BE SMALL. AT THE TIME OF THE APPLICATION OR THE CERTIFICATION OF THE HUB ZONE. AND YOU MUST MEET THOSE SIZE STANDARDS FOR THE PRIMARY INDUSTRY. NOTICE WE CONTINUOUSLY COME BACK TO THAT. THAT'S EXTREMELY IMPORTANT THAT YOU MEET THOSE SIZE STANDARDS. SO, OVERALL, WHEN YOU ARE LOOKING AT IT, AND YOUR HUB ZONE LOCATION, OF COURSE, YOU HAVE TO BE RESIDING IN WHAT WE CALL THAT HUB ZONE LOCATION. WE HAVE A WAY WE CAN TELL YOU IF YOU WANT TO KNOW IF YOUR PRINCIPLE OFFICE IS IN A HUB ZONE LOCATION, WE HAVE WHAT WE CALL THE HUB ZONE MAP AND THAT'S MAPS.CERTIFY.SBA.GOV/HUBZONE/MAP . THAT'S MAPS.CERTIFY.SBA.GOV/HUBZONE/MAP S YOU CAN PUT YOUR ADDRESS IN THERE AND IT WILL COME BACK AND LET YOU KNOW IF IN FACT YOU'RE IN THE HUB ZONE. AGAIN THIS IS THE APPLICATION PROCESS FOR YOU. JUST GIVE YOU SOME TIPS BEFORE THE APPLICATION WHAT YOU NEED TO DO AND APPLY FOR THE CERTIFICATION AND AS FAR AS ALL OF THE DOCUMENTS. [ DROPPED AUDIO ]. [ NO AUDIBLE SOUND ]. [ NO AUDIBLE SOUND ]. [ NO AUDIBLE SOUND ]. -- EDWSB PROGRAM THAT HAS ITS OWN CRITERIA AS WELL. THOSE SPECIFIC AREA. YOU WOULD REGISTER IN SAM UPDATE YOUR CERTIFY.SBA.GOV. YOU CAN GO THERE AN ADD PLY FOR THE PROGRAM -- AND APPLY FOR THE PROGRAM AND IT IS A SELF-CERTIFIED PROGRAM. THAT'S VERY IMPORTANT. FOR THE 8A YOU MUST APPLY TO BECOME A 8A CERTIFIED PARTICIPANT. HUB ZONE YOU HAVE TO APPLY FOR YOUR COMPANY TO BE CERTIFIED HUB ZONE. FOR WHOAS B YOU ARE GOING TO REPRESENT YOUR STATUS AND ESTABLISH IT'S A SELF-CERTIFICATION PROGRAM RIGHT NOW. YOU WILL PROVIDE ALL OF THOSE DOCUMENTS AND YOU WILL GO TO CERTIFIED ISBA.GOV. EVERYTHING ELSE IS PRETTY STRAIGHT FORWARD. OF COURSE YOU CAN PUT ALL YOUR INFORMATION IN AND THE SYSTEM WILL GUIDE YOU THROUGH TO UPLOAD ALL OF THE NECESSARY DOCUMENTS. AGAIN. THE BENEFITS. WE WANT TO HELP YOU BUILD CAPACITY FOR YOUR FIRM AND GROW YOUR BUSINESS IN THE FEDERAL GOVERNMENT. SO TAKE ADVANTAGE OF THIS PROGRAM. IT WILL ARE SATISFIED CONTRACTS. AGAIN, THOSE CONTRACTS WILL BE -- IF YOU WANT A SOLE SOURCE CONTRACT IT FOLLOWS THE SAME CRITERIA AS THE HUB ZONE. YOU NEED TO BE THE ONLY CONTRACTOR , WOMEN-OWNED CONTRACTOR THAT CAN SPECIFICALLY DO THIS TYPE OF WORK AND QUALIFY OTHERWISE WE HAVE WHAT WE CALL THE RULE OF TWO COMPETITION WITHIN THOSE PROGRAMS. SO WHEN WE'RE LOOKING AT GOVERNMENT. GOVERNMENT'S GOING TO LOOK AND SEE WHEN THEY DO THEIR MARKET RESEARCH, THE CONTRACTING OFFICER WILL SAY HEY, I HAVE MULTIPLE WOMEN-OWNED CONTRACTORS THAT CAN DO THIS WORK IF THERE'S AT LEAST TWO THEN THEY CAN ACTUALLY SET THIS WORK ASIDE AND COMPETE IT AMONG THE WOMEN OWNED SMALL BUSINESSES. IN ALL OF IT, THE CONTRACT MUST BE AWARDED AT A FAIR MARKET PRICE. THAT'S FOR ANY CONTRACTS. WE'RE LOOKING FOR A FAIR MARKET PRICE. WE TALKED ABOUT THE SOLE SOURCE. SEEMS FAIRLY REASONABLE. SO OTHER PROGRAMS THAT WE HAVE IN SBA, OF THE SERVICES DISABLED VETERAN-OWNED. THIS TOO LIKE THE WOMEN-OWNED SMALL BUSINESS PROGRAM IS SELF CERTIFIED PROGRAM AT SBA. YOU CAN QUALIFY S SET ASIDE, YOU ARE IN THIS PROGRAM TO BUILD CAPACITY. WE'LL TALK MORE ABOUT VENTURES LATER. BUT THIS IS PRETTY MUCH YOUR CRITERIA FOR THIS 51% OWNERSHIP REQUIREMENT. THE HIGHEST OFFICER POSITION. PROPER NAIS CODES MUST APPLY. LOOKING FOR MANAGERIAL EXPERIENCE AND TO MANAGE THE DAILY OPERATIONS. FOLKS, IF YOU SEE WITH ALL OF THESE PROGRAMS, WE'RE LOOKING FOR THE OWNER OF THE COMPANY TO BE IN CONTROL OF THEIR BUSINESS. AND THAT IS EXTREMELY IMPORTANT. IF YOU ARE READY TO DO BUSINESS WITH THE FEDERAL GOVERNMENT OR IF YOU ARE READY TO PARTICIPATE IN ANY OF OUR SMALL BUSINESS PROGRAMS YOU HAVE TO ASK YOURSELF, AM I READY TO BE THE HIGHEST PAID OFFICER? CAN I OWN MY COMPANY AT 51%? AND MEET THAT 51% OWNERSHIP REQUIREMENT. OR DO I NEED TO SHARE MY COMPANY WITH SOMEONE ELSE IN ORDER TO MAINTAIN IT? IF THAT'S THE CASE THEN MAYBE NOT JUST YET. AND THAT DOESN'T MEAN NEVER. THAT MEANS THAT MAYBE NOT JUST YET. LET'S WAIT ON IT UNTIL I'M READY. CAN I MANAGE THE OPERATIONS? CAN YOU -- DO YOU HAVE TIME TO DEVOTE THE NECESSARY TIME TO YOUR COMPANY TO MANAGE IT, TO REALLY CONSIDER YOURSELF, I'M OWNING AND OPERATING THIS COMPANY. BECAUSE AGAIN THE FEDERAL GOVERNMENT IS DEMANDING OF YOUR TIME BECAUSE YOU WANT TO MAKE SURE THAT THE WORK THAT YOU'RE DOING GETS THE PROPER AMOUNT OF YOUR FOCUS. BECAUSE YOU WANT TO DO GOOD WORK. RIGHT. THE WHOLE IDEA IS TO GET THE GOVERNMENT TO COME BACK TO YOU AND GIVE YOUR COMPANY MORE BUSINESS AND IN GETTING SO THAT'S GOING TO HELP YOU TO BUILD THE COMPANY. SO, ALL IN ALL, WE DO SBA DOES HAVE TOOLS, RIGHT, TO HELP YOU, BECAUSE NOW, TO ASSIST YOU IN BUILDING THAT CAPACITY. RIGHT. SO WE TALKED EARLIER ABOUT PRIME AND SUB CONTRACTING. I WANT TO JUST PEAK A LITTLE BIT IN ON THIS ALL SMALL MENTOR PROTEGE MENTOR PROGRAM. SOME OF YOU MAY HAVE HEARD OF THE 8A MENTORSHIP PROGRAM. IN ADDITION IT TO THAT WE HAVE WHAT WE HAVE THE ALL-SMALL MENTOR PROTEGE PROGRAM WAS ESTABLISHED TO ALLOW ALL SMALL BUSINESSES TO PARTICIPATE IN OUR MENTOR PROTEGE PROGRAM. WHAT IT ALLOWS YOU TO DO, WE WILL WAIVE THE AFFILIATION. SO IF YOU GET CERTIFIED UNDER THIS PROGRAM, YOU COME TO THE TABLE, YOU HAVE A MENTOR. THEY'RE NOT SMALL. THAT MENTOR IS BIG BUSINESS. BUT THEY'RE WILLING TO WORK WITH YOU TO BUILD THE CAPACITY THAT YOU NEED TO GROW. THAT MEANS YOU LACK THE CAPACITY TO GO AFTER WORK. YOU CAN ESTABLISH THIS ALL-SMALL MENTOR RELATIONSHIP THROUGH SBA.GOV, SAME PORTAL I'VE BEEN SHOWING YOU. SBA.CERTIFY.GOV, I'M SORRY. AND YOU CAN APPLY FOR THE ALL-SMALL MENTOR PROTEGE PROGRAM. WHAT'S THAT ALLOW YOU TO DO? WELL AFTER YOU GET THIS ESTABLISHED YOU CAN THEN ESTABLISH WHAT WE CALL A JOINT VENTURE. AND IN ESTABLISHING THAT JOINT VENTURE, MEETING ALL OF THE REQUIREMENTS OF THE MENTOR PROTEGE RELATIONSHIP YOU CAN SAY, OKAY I WANT TO GO AFTER THIS SPECIFIC SOLICITITATION THAT THE GOVERNMENT HAS PUT OUT. I NEED YOU TO MAKE THIS VERY CLEAR. YOU WOULD GO AFTER THAT WORK BY ESTABLISHING A JOINT VENTURE. THE MENTOR PROTEGE RELATIONSHIP ALLOWS YOU TO SAY, HEY, ME AND THE LARGE BUSINESS ARE SMALL UNDER MY NIX CODE. ME AS A PROTEGE. THE LARGE BUSINESS AS A MENTOR. WE'VE ESTABLISHED A MENTOR-PROTEGE RELATIONSHIP AND NOW WE ARE, OUR AFFILIATION IS WAIVED, RIGHT, BECAUSE IT'S APPROVED BY SBA. AND WE ARE CONSIDERED SMALL FOR MY SPECIFIC NAIS CODE. SO NOW WHAT WE NEED TO DO IS WHAT WE NEED TO ESTABLISH A JOINT VENTURE. AND IN ESTABLISHING THE JOINT VENTURE THAT WILL ALLOW YOU TO BE ABLE TO BID ON SMALL BUSINESS CONTRACTS. SO, THAT IS THE ADDED INCENTIVE, AS FAR AS WHEN THE BIG CONTRACTOR WANTS TO WORK WITH YOU, THEY WANT TO ESTABLISH THAT MENTOR-PROTEGE RELATIONSHIP, THEY'RE HELPING YOU DO TECHNOLOGY TRANSFER, HELPING YOU UNDERSTAND THE BID PROPOSAL, HOW FEDERAL GOVERNMENT WORKS AND THEN BID ON THE OPPORTUNITY BUT YOU'RE STILL TOO SMALL SO INSTEAD OF SUB PRIME RELATIONSHIP YOU SAY I WANT TO DO A JOINT VENTURE. SO I WANT TO GO INTO THIS SOLICITATION WITH THAT COMPANY THAT I HAVE A MENTOR PROTEGE WITH AND GO AND BID ON THIS CONTRACT. SO YOU WOULD HAVE TO ESTABLISH A JOINT VENTURE AND IN ESTABLISHING THAT JOINT VENTURE YOU'RE ESTABLISHING ANOTHER ENTITY. THIS IS A LEGAL ENTITY THAT YOU AND THAT BIG BUSINESS, PRIME. YOU WILL ESTABLISH A COMPANY OR LEGAL ENTITY I SHOULD SAY, AND FROM THAT YOU CAN THEN GO AFTER SMALL BUSINESS SIDE WORK. SO THESE ARE SOME OF THE TOOL THAT'S ARE IN ADDITION TO SBA, SMALL BUSINESS PROGRAMS, THAT CAN HELP YOU TO ENTER OR JUST, YOU KNOW, WORK YOUR WAY INTO THE FEDERAL GOVERNMENT TO DO BUSINESS WITH THE FEDERAL GOVERNMENT. AGAIN, AS I SAID, MY OVERALL OBJECTIVE, BECAUSE IT'S A LOT, I KNOW, TO TAKE IN IN AN HOUR, BUT, I WANTED TO ALLOW -- TO GIVE YOU AN OVERVIEW OF WHAT FEDERAL CONTRACTING CONSISTS OF AN AN OVERVIEW OF OUR SMALL BUSINESS PROGRAMS. AS I STATED IN THE BEGINNING, I WANT YOU TO DECIDE, YOU HAVE TO DECIDE, DO I WANT TO PROCEED AND LEARN MORE ABOUT FEDERAL CONTRACTING. IS THIS THE SPACE I WANT TO PLAY IN. AND DO I WANT TO UNDERSTAND MORE ABOUT SBA SMALL BUSINESS PROGRAMS. WE HAVE A VERY ROBUST WEBSITE THAT YOU CAN GO TO, SBA'S WEBSITE GIVES MORE INFORMATION ON THIS. AGAIN, JUST TO RECAP, WE TALKED ABOUT OUR P-TAX AND OTHER RESOURCE PARTNERS. WE HAVE SCOREA. WE HAVE OUR SMALL BUSINESS DEVELOPMENT CENTERS. ALL OF THOSE PARTNERS ARE THERE TO HELP YOU BE ABLE TO NAVIGATE THROUGH SOME OF OUR PROGRAMS AND TOOLS. AND I THANK YOU FOR GIVING ME THIS OPPORTUNITY TO GIVE YOU THIS OVERVIEW. SO AT THIS TIME I'M GOING TO TURN THIS BACK TO ALEXA AND WE CAN BEGIN THE Q&A AND MAYBE I CAN GIVE MORE CLARITY ON SOME THINGS. THANK YOU SO MUCH. ALEXA.

>> ALL RIGHT. SO WE WILL NOW MOVE INTO THE Q&A PORTION OF THIS WEBINAR AND WE'LL DO OUR BEST TO ADDRESS JUST AS MANY QUESTIONS AS POSSIBLE IN THE TIME REMAINING. WE DON'T HAVE TIME TO GET TO YOUR QUESTION, I'D LIKE TO ENCOURAGE YOU TO CONNECT WITH A SCORE MENTOR AFTER THE WEBINAR IN THE MENTORING HALL. OR VISIT THE EXHIBIT HALL TO CONNECT WITH THE SBA TEAM AT THEIR BOOTH. SO WITH THAT, WE'LL MOVE RIGHT INTO THESE QUESTIONS. FIRST QUESTION COMES FROM YOLANDAU. WHO IS WANTING TO KNOW HOW TO SIGN UP WITH A BUSINESS SPECIALIST.

>> THANK YOU, SO MUCH, ALEXA. SO, YOLANDA, NORMALLY WHEN WE SPEAK ABOUT SMALL BUSINESS OPPORTUNITY SPECIALISTS THOSE SPECIALISTS ARE -- ARE -- I GUESS THEY WOULD BE -- THEY WOULD COINCIDE WITH THE FOLKS IN THE 8A PROGRAM. TO OUR 8A CERTIFIED COMPANIES ARE ALL GIVEN A BUSINESS OPPORTUNITY SPECIALIST TO WORK WITH THEM THROUGHOUT THE NINE YEARS OF THE PROGRAM. SO IF YOU QUALIFY FOR THE 8A PROGRAM THEN YOU WOULD AUTOMATICALLY RECEIVE -- BE ASSIGNED A BUSINESS OPPORTUNITY SPECIALIST TO WORK WITH YOU THROUGHOUT THOSE NINE YEARS OF PROGRAM. THAT'S HOW YOU WOULD GET ONE OF THOSE SPECIALISTS. HOWEVER, IF YOU WERE LOOKING TO GET SOME HELP IN OTHER WAYS, AGAIN, WE WENT THE THROUGH THE SLIDE WITH THE P TAX AND THE SCORE AND THE SBDCs ALL OF THE DIFFERENT SBA PARTNERS CAN HELP YOU. AS YOU TRY TO NAVIGATE THROUGH THE PROGRAMS. I'M SORRY, IN GOING AFTER BUSINESS WITH THE FEDERAL GOVERNMENT.

>> OKAY. AND OUR NEXT QUESTION IS FROM JACQUELYN ASKING WHAT IF YOUR SMALL BUSINESS GROWS DURING YOUR NINE YEAR STAY IN THE PROGRAM.

>> SO THAT'S A GOOD THING, RIGHT. JACQUELYN, IF -- THE WHOLE IDEA OF THE 8A PROGRAM, IT IS A BUSINESS DEVELOPMENT PROGRAM AND WE WANT YOU TO GROW. THAT'S THE PURPOSE BEHIND YOUR COMPANY BECOMING A VIABLE BUSINESS AND WE WANT YOU TO CONTINUOUSLY GROW AND THAT'S ONE OF THE THINGS THAT WE'RE MEASURING. NOW IF YOU GROW TO THE POINT THAT YOU ARE NO LONGER NEEDED TO BE IN THAT PROGRAM, SO YOU MAY GROW TOO BIG, RIGHT, SO YOU NO LONGER ARE A SMALL BUSINESS. SO IF YOU'RE NOT A SMALL BUSINESS THEN THERE'S NOT A NEED FOR YOU TO BE IN A SMALL BUSINESS PROGRAM. SO AS YOU GROW YOU COULD GRADUATE OUT OF THE 8A PROGRAM. AND HA SAY WONDERFUL THING THAT IS A WONDERFUL THING. WE SEE SUCCESS IN THAT. SOME OF OUR FIRMS DO GROW OUT OF THE PROGRAM. YOU WOULD JUST GRADUATE INSTEAD OF COMPLETING THE PROGRAM BY DOING NINE YEARS IF THE PROGRAM YOU WOULD EARLY GRADUATE OUT OF THE PROGRAM.

>> ALL RIGHT. FRANCINE, OUR NEXT QUESTION COMES FROM SHENETTA, ASKING HOW CAN YOU FIND OUT WHAT THE GOVERNMENT IS BUYING.

>> SO THAT'S A VERY GOOD QUESTION. AND THERE'S MANY WAY WAYS THAT YOU CAN FIND OUT WHAT THE GOVERNMENT IS BUYING. SO THE GOVERNMENT IS HUGE, RIGHT. AND WE HAVE DIFFERENT AGENCIES. YOU COULD ACTUALLY MEET WITH THOSE DIFFERENT AGENCIES. THEY ALL HAVE THEIR OWN ROBUST WEBSITE THAT THEY MAY HAVE A FORECAST THAT THEY MAY PUT OUT FOR YOU TO PUT BE ABLE TO DO YOUR SEARCHES, TO PUT UP THAT WEBSITE, AND GO INTO THEIR SMALL BUSINESS AREAS AND BE ABLE TO FIND THEIR FORECAST. THE GOVERNMENT ACTUALLY PUTS OUT EACH OF THOSE AGENCIES FORECASTS EVERY YEAR WHAT THEY'RE GOING TO BE SELLING. ANOTHER WAY YOU CAN FIND OUT WHAT THE GOVERNMENT IS BUYING, WE TALKED ABOUT, I SPOKE ABOUT THE FED BIZ OPS, THAT COULD BE A GOOD TOOL TO USE TO SEE, THE GOVERNMENT HAS TO PUT OUT WHAT THEY'RE BUYING. THEY'LL PUT IT OUT THERE FOR YOU TO BID ON. SO THAT'S ANOTHER PLACE THAT YOU COULD FIND OPPORTUNITIES. WE HAVE THE DIFFERENT SMALL BUSINESS MAYBE EVENTS THAT YOU MAY VISIT AND NORMALLY THE GOVERNMENT HAS THEIR BUYERS OUT THERE, THEIR CONTRACTING OFFICERS, OR THEIR SMALL BUSINESS SPECIALISTS. THEY'RE OUT FOR YOU TO VISIT WITH THEM AT THOSE SMALL BUSINESS VENUE EVENTS THAT ARE PUT ON. SO MANY WAYS THAT YOU CAN DEFINITELY FIND OUT WHAT THE GOVERNMENT IS BUYING.

>> OKAY. FRANCINE, WE HAVE TIME FOR ONE MORE QUESTION, MAYBE TWO MORE QUESTIONS, THIS NEXT ONE COMES FROM SUE. WHO WOULD LIKE TO KNOW WHAT YOU -- HOW DO YOU START? IF YOU'VE NEVER PROVIDED SERVICES TO THE GOVERNMENT BEFORE.

>> SO SUE, I WOULD ASSUME YOUR BUSINESS HAS DEVELOPED, I KNOW, I TALKED ABOUT THE 8A PROGRAM WE LOOK FOR YOU TO AT LEAST BE IN BUSINESS FOR TWO YEARS, BUT, YOU KNOW, FOR YOU TO WANT TO, YOU'RE JUST GETTING STARTED, HOPEFULLY I'M HOPING THAT YOU MAY HAVE SOME COMMERCIAL WORK, YOU DO NOT HAVE TO HAVE FEDERAL WORK TO DO BUSINESS WITH THE FEDERAL GOVERNMENT. IT WOULD BE GOOD TO ESTABLISH SOME PAST EXPERIENCE OR PAST PERFORMANCE WITHIN THE FEDERAL SPACE BUT WE HAVE MANY COMPANIES THAT THEY DO NOT HAVE FEDERAL CONTRACTS PRIOR TO GETTING INTO DOING BUSINESS WITH FEDERAL GOVERNMENT. SO YOU CAN HAVE COMMERCIAL WORK AND YOU CAN MOVE INTO THAT SPACE, YOU KNOW, WITH YOUR COMMERCIAL EXPERIENCE AND SELL TO THE FEDERAL GOVERNMENT.

>> OKAY. LOOKS LIKE --

>> -- AND YOU KNOW WHAT, I JUST WANT TO ADD ON TO THAT AS WELL. I TALKED ABOUT SUB CONTRACTING AS WELL. SO IF YOU ARE MEETING, YOU CAN MEET WITH SOME OF THE PRIME CONTRACTORS THAT ALSO HAVE FEDERAL WORK. THAT'S ANOTHER WAY OF BREAKING INTO THE FEDERAL GOVERNMENT OR ACQUIRING SOME FEDERAL EXPERIENCE BY DOING SOME SUBCONTRACTING TO THE LARGER PRIME COMPANIES. I WANTED TO ADD THAT, JUST REITERATE THAT. SORRY, ALEXA.

>> OH, YEAH, SURE. NO PROBLEM. SOUNDS GREAT. WE'LL TAKE ONE LAST QUESTION BEFORE WE CLOSE OUT THE SESSION TODAY. THIS ONE COMES FROM EVA ASKING HOW LONG SHOULD A COMPANY BE IN BUSINESS BEFORE CONSIDERING GOVERNMENT CONTRACTING.

>> SO I WOULD -- YOU KNOW, THAT IS -- THAT'S A GOOD QUESTION. YOU KNOW, AND I HATE SAYING HOW LONG YOU SHOULD BE DOING BUSINESS BEFORE YOU CONSIDER FED CONTRACTING IF YOU ARE DOING BUSINESS AND DOING IT WELL. SO I WOULD SAY YOU WOULD WANT TO AT LEAST ESTABLISH YOURSELF, YOU KNOW, BEFORE. BECAUSE DOING FEDERAL CONTRACTING CAN BE VERY COMPLEX. AND YOU WANT TO HAVE A COMPANY ESTABLISHED. SO YOU WANT TO BE IN BUSINESS FOR, I WOULD SAY IF I WAS THROWING OUT A NUMBER, TWO TO THREE YEARS, TO JUST GET YOURSELF, YOU'LL GET TO KNOW WHAT YOU CAN SELL. YOU UNDERSTAND WHAT YOU'RE DOING. FIGURE OUT WHAT YOUR BUSINESS DOES WELL. SOME OF THE THINGS YOU'RE NOT DOING WELL, WANT TO BUILD SOME CAPITAL. SO I WOULD, YOU KNOW, IF I HAD TO MAKE A SUGGESTION, BEFORE YOU EVEN LOOKED AT SOME OF OUR PROGRAMS I WOULD SAY THAT YOU WANT TO GET YOUR FEET UNDERNEATH YOU AND GET YOUR COMPANY ESTABLISHED. WAIT A FEW YEARS, COUPLE YEARS, TWO TO THREE YEARS, AND ESTABLISH YOUR COMPANY AND THEN LOOK AT DOING BUSINESS WITH THE FEDERAL GOVERNMENT.

>> ALL RIGHT. SO THOSE ARE ALL OF THE QUESTIONS THAT WE HAD TIME FOR DURING THIS SESSION. ON BEHALF OF THE SBA AND SCORE, I'D LIKE TO THANK YOU FOR ATTENDING THIS WEBINAR AND I'D LIKE TO GIVE A VERY BIG THANK YOU TO FRANCINE MORRIS FOR PRESENTING WITH US AS WELL. FRANCINE, THANK YOU SO MUCH.

>> AND THANK YOU. THANK YOU SO MUCH FOR HAVING ME.

>> AS A REMINDER, THE RECORDING OF THIS WEBINAR WILL BE MADE AVAILABLE ON DEMAND AFTER THIS SESSION. WE WILL ALSO BE E-MAILING A LINK TO THE RECORDING AND THE SLIDE IN A POST EVENT E-MAIL TO ALL PARTICIPANTS. PLEASE ENJOY THE REST OF THE VIRTUAL CONFERENCE TALKING WITH MENTORS IN THE MENTORING HALL, NET WORKING WITH OTHER BUSINESS OWNERS IN THE LOUNGE AND CHAT WITH INDUSTRY EXPERTS AND THE SBA TEAM IN THE EXHIBIT HALL. FREE RESOURCES ARE ALSO AVAILABLE. WE HOPE THAT YOU WILL JOIN US FOR THE NEXT WEBINAR, MASTERING CONTROL OF YOUR CASH FLOW. THANKS SO MUCH, EVERYONE. AND WE'LL SEE YOU SOON.