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# **SMALL BUSINESS SYMPOSIUM**

**NOVEMBER 13, 2008**

## **SMALL BUSINESS DISCUSSIONS**

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## **SMALL BUSINESS DISCUSSIONS**

### **Agenda**

- 1. Brief Profile of SAIC**
- 2. Importance of Small Businesses to the U.S. Economy**
- 3. Opportunities**
  - **Federal Government Opportunity Record**
  - **Preparing for Opportunities**
  - **Pursuing Opportunities**
- 4. Questions/Comments**

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**SCIENCE APPLICATIONS INTERNATIONAL CORP.**

*From Science to Solutions*

**BRIEF SAIC PROFILE**

## SAIC Corporate Background

# SCIENCE APPLICATIONS INTERNATIONAL CORP. (SAIC)

- A FORTUNE 500® Scientific/Engineering/Technology Applications Co.
- Solves problems of vital importance to the nation and the world.
- Capabilities and fields of endeavor are extensive and diverse:
  - National security, energy, environment, critical infrastructure, and health.
  - Prime Contractor Joint Project Manager Guardian (CBRN).
  - DLA's largest prime vendor for maintenance, repair and operations material.
  - Multiple Major USACE & AFCEE HTRW/Environmental Contracts.
  - The Benham Group (wholly owned subsidiary) provides world class D/B capabilities.
  - Prime Contractor National Cancer Institute in Frederick, MD.
  - Many Major Commercial Clients.

## SAIC Corporate Background

### **SCIENCE APPLICATIONS INTERNATIONAL CORP. (SAIC)**

- Former SB - Founded in 1969 with 5 employees in 1 office.
- Today - 45,000 employees and 500 offices in 45 countries.
- \$8.9 billion last year => 39 years of solid growth.

### **Recognizing the Importance of SB Partners to SAIC's SUCCESS.**

- SB subcontracting in 2007 > \$1B ~ 12% of Total Revenue.
- Multiple Protégés under the DoD SB M-P Program.
- Received 11 DoD Nunn-Perry Awards for M-P Excellence.
- 2 SBA Frances Perkins Vanguard Awards.
- The SBA Dwight D. Eisenhower Award for Excellence.
- ~ 10,000 SB's Registered on SAIC's SB Site.

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# Importance of Small Businesses to the \$U.S. Economy

## RECENT STATISTICS

## Importance of Small Businesses to the U.S. Economy

# Small Business is a Big Deal !!!!!\*

U.S. Small Businesses:

- Make up **> 99%** of all U.S. Employers.
- Generate **> 50%** of nonfarm U.S. GDP.
- Employ **>50%** of all private sector workers in the U.S.
- Employ **> 40%** of engineers, scientists, other high tech workers in the U.S.
- **Created 60 -80% of all new U.S. jobs annually in past decade.**

\*<http://www.smallbusinessnotes.com/aboutsb/sbfacts/sbimportance.html>

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**FEDERAL GOVERNMENT**  
**OPPORTUNITY RECORD**

**For**

**SMALL BUSINESSES**

## Federal Opportunities for Small Businesses

- Government Procures > **\$350B** in Goods & Services Annually.
- Small Business Act Requires **23% Minimum** Go To SB's.
- This Translates to > **\$80B in SB Awards Every Year.**
- Small Business Goaling Summary Report FY 05 & FY 06\*

• <u>Category</u>	<u>Goal</u>	<u>2005</u>		<u>2006</u>		<u>Increase</u>
		<u>Spent \$</u>	<u>Goal</u>	<u>Spent \$</u>		
• SB	23.4%	\$75 billion	22.8%	\$77.7 billion	3.6%	
• SDB	6.5%	\$21 billion	6.8%	\$23.0 billion	9.5%	
• SDVOSB	0.6%	\$1.9 billion	0.9%	\$2.9 billion	52.3%	
• WOSB	3.2%	\$10.2 billion	3.4%	\$11.6 billion	13.7%	
• HUBZone	1.9%	\$6.2 billion	2.1%	\$7.2 billion	16.1%	
• 8(a)	3.7%	\$11.8 billion	3.7%	\$12.5 billion	5.9%	

\*<http://www.sba.gov/aboutsba/sbaprograms/goals/index.html>

## Federal Small Business Prime Goals for Selected Agencies\*

### DoD 2008 SB Prime Goals

- SB 22.24%
- SDB 5%
- WOSB 5%
- HUBZone 3%
- SDVOSB 3%

### SB Subcontracting Goals\*\*

- 37.2%
- 5%
- 5%
- 3%
- 3%

### DHS 2008 SB Prime Goals

- SB 31.90%
- SDB 5%
- WOSB 5%
- HUBZone 3%
- SDVOS 3%

\* [http://www.sba.gov/idc/groups/public/documents/sba\\_homepage/scorecard\\_2008.html](http://www.sba.gov/idc/groups/public/documents/sba_homepage/scorecard_2008.html)

\*\* % of \$'s Subcontracted to SB's by the Large Business Prime.

## Federal Small Business Goals for Selected Agencies\*

### DOE 2008 SB Prime Goals

- SB 35.74%
- SDB 5%
- WOSB 5%
- HUBZone 3%
- SDVOSB 3%

### EPA 2008 SB Prime Goals

- SB 39.81%
- SDB 5%
- WOSB 5%
- HUBZone 3%
- SDVOSB 3%

\* [http://www.sba.gov/idc/groups/public/documents/sba\\_homepage/scorecard\\_2008.html](http://www.sba.gov/idc/groups/public/documents/sba_homepage/scorecard_2008.html)

## DoD Program Statistics\*

# DoD Prime Contract Awards in \$ BILLIONS

Fiscal	Total	SB	% of	SDB	% of	WOSB	% of	HZ	% of	SDVOSB	% of
Year	Awards	Awards	Total	Awards	Total	Awards	Total	Awards	Total	Awards	Total
2006	\$235.00	\$51.30	21.8	\$14.70	6.3	\$6.90	2.9	\$4.70	2	\$1.60	0.7
2005	\$219.30	\$53.90	24.6	\$14.60	6.6	\$6.60	3	\$4.30	1.9	\$1.10	0.5
2004	\$194.10	\$44.80	23.1	\$12.00	6.2	\$5.30	2.8	\$3.10	1.6	\$0.50	0.3
2003	\$187.50	\$42.00	22.4	\$11.80	6.3	\$4.70	2.5	\$2.90	1.6	\$0.30	0.2
2002	\$157.10	\$33.30	21.2	\$9.10	5.8	\$4.10	2.6	\$1.70	1.1	\$0.20	0.1

\*<http://www.acq.osd.mil/osbp/statistics/goals.htm>

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## DoD Program Statistics\*

# DoD Subcontract Awards in \$ BILLIONS

Fiscal Year	Total Awards	SB Awards	% of Total	SDB	% of Total	WOSB	% of Total	HZ	% of Total	SDVOSB	% of Total
				Awards		Awards		Awards		Awards	
2007	\$127.80	\$46.00	36	\$5.50	4.3	\$6.90	5.4	\$2.20	1.7	\$1.10	0.9
2006	\$106.60	\$39.60	37.2	\$5.10	4.8	\$5.80	5.5	\$1.80	1.7	\$0.70	0.7
2005	\$121.10	\$43.70	36.1	\$5.40	4.4	\$6.00	4.9	\$1.40	1.2	\$0.50	0.4
2004	\$101.80	\$35.20	34.5	\$4.10	4.1	\$5.00	4.9	\$1.10	1.1	\$0.40	0.4
2003	\$86.50	\$32.00	37	\$4.10	4.7	\$4.20	4.8	\$0.90	1	\$0.30	0.3
2002	\$75.50	\$25.80	34.1	\$3.50	4.6	\$3.30	4.3	\$0.60	0.7	\$0.20	0.3

\*<http://www.acq.osd.mil/osbp/statistics/goals.htm>

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## DoD Program Statistics

# USACE FY 08 Contract Awards in \$ BILLIONS\*

<u>AWARDS</u>	<u>VALUE</u>	<u>GOAL</u>	<u>ACTUAL</u>
• Total Awards	\$19.45B	-	-
• Total SB Awards \$ 5.93B	40.0%	30.5%	
▪ WOSB Awards \$ 1.05B	5.8%	5.4%	
▪ SDB Awards	\$ 2.94B	18.0%	15.1%
▪ HUBZone SB	\$ 1.89B	10.0%	9.7%
▪ SDVOSB	\$ 0.44B	2.0%	2.3%
▪ VOSB	\$ 0.44B	2.0%	2.3%

\*Extracted from FY08 SB Performance Presentation by HCarter, USACE Omaha, 102208.

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**PREPARING FOR  
FEDERAL GOVERNMENT  
OPPORTUNITIES**

## Things To Consider for Federal Government Work

### WHAT ARE YOUR QUALIFICATIONS?

- **Define Your NAICS Codes – What are your specialties?**  
(North American Industry Classification System )

<http://www.census.gov/naics/2007/NAICOD07.HTM>

- **Define your firm's key attribute(s). Where do you excel?**
- **Understand what differentiates you from your competition.**
- **Be Prepared to Articulate and Prove where you:**

# ADD VALUE

## Things To Consider for Federal Government Work

# GOVERNMENT RESOURCES AVAILABLE TO YOU

- **Your Local SBA Representatives.**

Vanessa Woodfork – SBA-Oklahoma District Office, Business Development Specialist

- **Your Local USACE SB Representatives.**

Yolane Hartsfield – USACE-Tulsa District; Deputy of Small Business

- **Your Local DoD Installation SB Representatives.**

Joanne Davis – Tinker AFB; Director of Small Business

Carole Wanish – Tinker AFB; Small Business Specialist

- **Small Business Advocates at Other Federal Agencies**

Gerald A. Lewis, Sr. – FAA Aeronautical Center Small Business; Development Program Manager

# Things To Consider for Federal Government Work

## WHAT TYPES OF SUPPORT DO YOU NEED/WANT?

- Feedback on your capabilities, value adds, and key differentiators.
- Introductions to Key Managers/Decision Makers:
  - Deputy District Engineer.
  - Branch and Section Chiefs.
  - Project Managers – (**Important People to Know & Contact**)
  - Technical Managers.
  - Contracting Officer.
  - Contract Specialists.

# Things To Consider for Federal Government Work

## WHAT INFORMATION DO YOU WANT?

- **Upcoming project opportunities that may be of interest –**
  - **Near Term**
  - **Mid Term**
  - **Long Range**
- **Insights into what they consider to be a winning team.**
- **Insights into what they consider to be key discriminators.**
- **Their thoughts on your qualifications.**
- **Upcoming Changes in Their Roles/Missions/Funding that may impact your opportunities.**
- **Other Federal Customers/Agencies that might need your type of support.**
- **Other firms (SB & LB) that might need your types of support.**

# Things To Consider for Federal Government Work

## WHAT YOU NEED!

- Your Commercial and Government Entity (CAGE) Code.
- Your DUNS Number.
- Your Tax ID Number.
- Business Size and Socioeconomic Classification (e.g. HUBZone SB, SDVOSB, 8a, WOSB)
- Registration in the Central Contract Registration (CCR) Database.

<http://www.ccr.gov/>

- Your Profile Uploaded to the SBA's Dynamic SB Search Site.

[http://dsbs.sba.gov/dsbs/search/dsp\\_dsbs.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm)

- ✓ Review your information before posting.
- ✓ Make sure everything is current.
- ✓ **References are very important! Include them if you have them.**
- ✓ Update regularly as information about your firm changes.

# Things To Consider for Federal Government Work

## THINGS TO DO!

- **Register on the Fed Biz Opportunities Web Site – Must be registered in CCR.**

<https://www.fbo.gov/index?cck=1&au=&ck=>

- **Sign up to receive specific notifications by one or more of:**

- ✓ Solicitation No.
- ✓ Agency
- ✓ Opportunity/Procurement Type
- ✓ Date of Posting
- ✓ Set-Aside Code (e.g. SB, 8a, WOSB, HZ, SDVOSB)
- ✓ Classification Code
- ✓ NAICS Code

- **Monitor FedBizOps for Upcoming Opportunities & Respond as Appropriate.**
- **Consider Becoming a GSA Multiple Award Schedule Holder.**

<http://www.gsa.gov/Portal/gsa/ep/channelView.do?pageTypeId=8199&channelPage=%2Fep%2Fchannel%2FgsaOverview.jsp&channelId=-13464>

## Things To Consider for Federal Government Work

# THINGS TO DO!

### If you are a Veteran-Owned Small Business (VOSB or SDVOSB)

- Document Veteran or Service Disabled Veteran Status via DD 214.
- Support/Opportunities Information thru the Department of Veterans' Affairs

Contact the Center for Veterans Enterprise for Support:

e-mail: [VACVE@va.gov](mailto:VACVE@va.gov)

web: <http://www.VetBiz.gov>

## Things To Consider for Marketing Your Firm

### THINGS TO DO!

- **Develop Your Firm's Marketing Information.**
  - Briefly describe the Products and/or Services you offer.
  - Consider a one page handout, bi-fold, or tri-fold as an introductory tool.
  - List key points of contact by name, position, location, phone, e-mail.
  - Consider a web page with key information.
  - Check out/emulate others who have been successful.
- **Join SAME and/or Other Professional Organizations.**
  - Become an active member and a regular meeting attendee.
  - Consider becoming a Sustaining Member.

## Things To Consider for Marketing Your Firm

### THINGS TO DO!

- **Attend SBA, DoD and Other SB Sponsored Programs.**
- **ID Federal Agencies Who “NEED” your skill sets.**
  - Develop a marketing plan.
  - Set up a call schedule.
  - Establish relationships w/Key Decision Makers.
- **ID Large and Small Businesses Who “NEED” your skill sets.**
  - Develop a marketing plan.
  - Set up a call schedule.
  - Establish relationships w/Key Decision Makers.
- **Investigate becoming a Protégé to a Large Business Mentor.**

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**PURSUING FEDERAL GOVERNMENT**

**OPPORTUNITIES**

**(As Subcontractor or As Prime)**

**SOME CONSIDERATIONS**

## Typical Large Business Thoughts on Using a SB Sub

- Can we do everything inhouse with our own resources? or
- Do we need subcontractor support on specific SOW areas?
- What are the SB Category and % Requirements?
- Do we have relationships w/SB firms who cover those SOW areas?
  - If so what about compatibility and performance?
    - Good Working Relationships?
    - Good Technical Quality Work? On Time? At Reasonable Cost?
    - Were there Minimal Problems/Issues?
    - Good Relationships with the Client?
    - Good Reputation in the Industry?
  - If not are we aware of firms who have the capabilities?
    - Client Suggestions/Referrals.
    - Internal SB Data Base Listings/Registrations.
    - SBA's SB Dynamic Search.
    - Other LB's referrals.

# Thoughts on You Priming an Opportunity

## ID and Analyze The Opportunity – EARLY

- We like to be 6 months or more ahead of the release whenever possible.

- **Who is the competition and how do I compare to them?**
- **Is there an incumbent? If so are they well liked by the Client?**
- **Do you have an established relationship with the Client and/or Customer?**
  - **If not do you have time to:**
    - **influence Client/Customer?**
    - **influence the RFP?**
- **Does the opportunity meet your Company's Strategic Goals?**
- **Do you have the skill sets and resources to perform the required % of work?**
- **Can you find compatible Team Subs to execute the work you can't perform?**

## Thoughts on You Priming an Opportunity

### **ID and Analyze The Opportunity - EARLY**

- **Potential conflict of interest issues?**
- **Security, citizenship, or other sensitive or problematic issues?**
- **Necessary resources to execute without impacting your other work?**
- **Other inherent risks that could be problematic?**
  - **Extremely Tight Schedule but No Consideration for Weather Delays?**
  - **Liquidated Damages Clause?**
  - **Adversarial Position with Regulators?**
  - **Adversarial or Contentious Position with Your Other Key Clients?**
  - **High Bonding Requirements that Might Limit Pursuit of Other Opportunities?**
  - **Delayed Award that Might Tie Up Your Bonding Capacity?**
- **Does the Program have a reasonable potential rate of return on your investment?**

## Thoughts on You Subcontracting to a LB or SB PRIME

### ID and Analyze The Opportunity – EARLY

- Do you know and trust the Prime?
- What are their chances of winning?
- Do they want you to team with them exclusively, i.e. can't join other Teams?
- Are you their Prime Sub or are you in a pool with multiple competitors?
- What are your chances of getting work if they do win?
  - How much effort is expected of you in the proposal effort?
  - Is the potential work commensurate with your proposal efforts?
  - Do you have to competitively bid each package?
- Do they offer a signed Teaming Agreement with favorable terms/conditions?

## Thoughts on Bidding

### IF YOU CHOOSE TO SUBMIT

# Give It Your Best Effort !!!

- Make sure you address ALL the bid requirements completely.
- If you don't understand – ask for clarification – don't assume.
- QC the proposal before you submit.
- Don't assume or leave anything open for the Reviewers' interpretation.

**NO MATTER HOW WELL YOU THINK THEY KNOW YOU**

**They can only score what you provide in your submittal.**

## Thoughts on Bidding

**IF YOU CHOOSE TO SUBMIT**

**Give It Your Best Effort !!!**

**This submittal is how the Client will likely perceive you and your abilities from here on.**

**GOOD!! or BAD!!!**

## Thoughts on Bidding

### BE AWARE

- **You Typically Have To Compete with Others for Awards.**
- **Odds of Winning Your 1<sup>st</sup> Competition Are Less Than Even.**
- **If you win you may still have to compete to get work.**
  - **MATOCs**
  - **MARCS**
- **Your best chance of getting a Federal Project early on may be as a Subcontractor to a good Prime.**

## AVAILABLE FEEDBACK

# WIN or LOSE – Request and Get a Debrief.

- **Critical Information.**
  - Where did you excel?
  - Where did you do poorly or fail?
  - What do you need to do differently on future proposals to win?
- **Things to Consider.**
  - Choose full debrief after the award over partial prior to award.
  - Time restrictions – Request within 3 Days after receipt of notification.
  - Written Request typically required of bidder.
  - Request Written Debrief followed by Verbal Discussions.
  - Face-to-face typically more productive than telephone debrief.

## AVAILABLE FEEDBACK

# WIN or LOSE – Request and Get a Debrief.

- **As Prime –**
  - Request info relative to you and your Team.
  - Don't Dispute or Argue with the Person Providing the Briefing.
  - Request Clarification on Points You Don't Understand.
  - Provide Clarification if there is a point of contention.
  - Share debrief info as appropriate with your Subs.
- **As Sub –**
  - Ask Prime for info related to the overall team and to you specifically.
  - Don't Dispute or Argue with the Person Providing the Briefing.
  - Request Clarification on Points You Don't Understand.
  - Provide Clarification if there is a point of contention.

**Use the Debrief To Develop a Better Understanding of the Client and to Improve Chances on Future Pursuits.**

# WIN

## When You Are Awarded Work

- **DO GOOD WORK!**
  - **Set the Project Up to Succeed from the Beginning.**
    - ✓ Dedicate the right people to the project.
    - ✓ Dedicate the other resources necessary to achieve success.
    - ✓ Establish and Maintain Good Proactive Communications from start to finish.
      - At the Program Level -Between Your PgM and the Client PgM & CO, and the PgM and the PM.
      - At the Project Level – Between Your PM and the Client PM or TM.
      - At the Project Level - Between the PM and his Team.
  - **Follow-up frequently with the Client to ensure the work is going well.**
    - ✓ Be Proactive.
    - ✓ Resolve Issues Quickly, Responsibly, and to the Client's Satisfaction.
    - ✓ Have a non involved Sr. Manager perform quarterly or semi annual Client Satisfaction Surveys.
  - **Strive for excellence in the work performed.**
  - **If you have done excellent work, make sure your formal evaluation reflects it (ACASS, CCASS).**
  - **If you had problems with the work, but you have rectified the issues to the satisfaction of the Client, make sure your formal evaluation reflects the positive outcomes.**

## **LOSE – What now?**

- **Determine why you lost.**
  - **Get your debrief.**
    - How many firms bid the job?
    - What was your position in the list?
    - Did you lose on technical, on cost, or both?
    - Were there major/structural problems/issues?
  - **Are your problems relatively minor and easy to remedy?**
- **Can these problems be rectified in time for the next bid?**
- **What are your potential chances of winning next time?**
- **Should you redirect your focus on different types of Opportunities?**
- **If you are interested in working for this Client:**

**Don't Be Discouraged!!**

**Be Persistent & Stay in Contact!**

## SAIC Corporate Background

# SCIENCE APPLICATIONS INTERNATIONAL CORP.

- **Importance of SB Partners to SAIC's SUCCESS.**

*We believe small businesses, including small disadvantaged, women-owned, veteran-owned and service disabled veteran-owned, HUBZone companies and Historically Black Colleges and Universities and Minority Institutions bring good capabilities and technical know-how to assist SAIC and better serve our customers.*

- **Small Businesses Are Invited to Post Their Profiles @:**

<http://www.saic.com/sbp/>

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**Questions  
?  
Comments**