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2019 National Minority Veterans Summit

Breakout Session: Entrepreneurship – Veterans Owned Small Businesses

VA Center for Minority Veterans

VA



**U.S. Department
of Veterans Affairs**

Veteran Employment Services / USERRA

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Department of Veterans Affairs



Mitigating Risk for the Small Business

Chanel Bankston-Carter

Director, Strategic Outreach and
Communications

Office of Small and Disadvantaged
Business Utilization

What is the Risk?

Risk to the VA

- Awarding to a small business unable to fulfill contract requirements



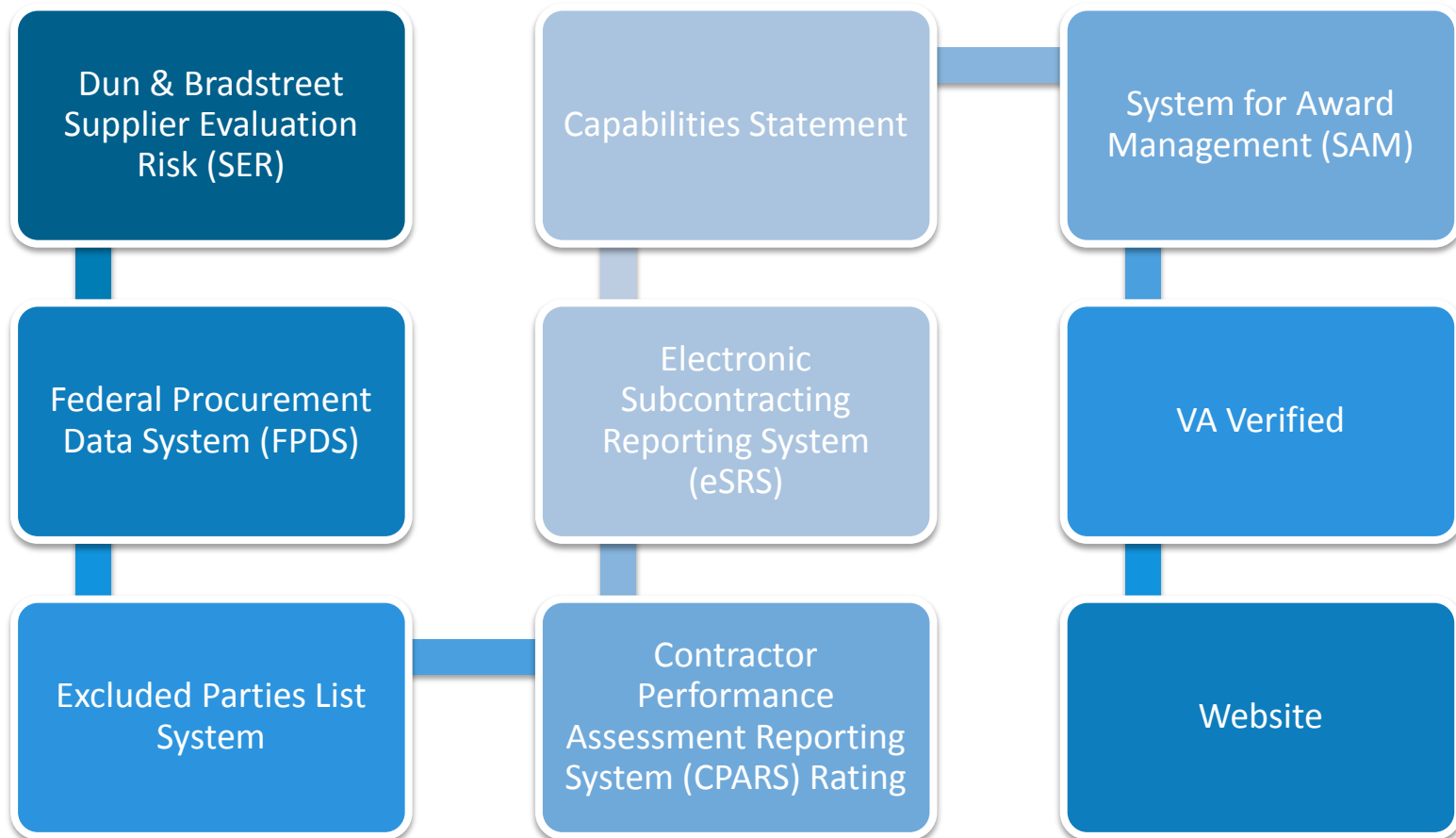
Risk to the Small Business

- Low Contractor Performance Assessment Reporting System (CPARS) and/or Electronic Subcontracting Reporting System (eSRS) rating
- A high Dun & Bradstreet Supplier Evaluation Risk (SER) rating
- Unable to compete in the future



Managing Contractor Risk

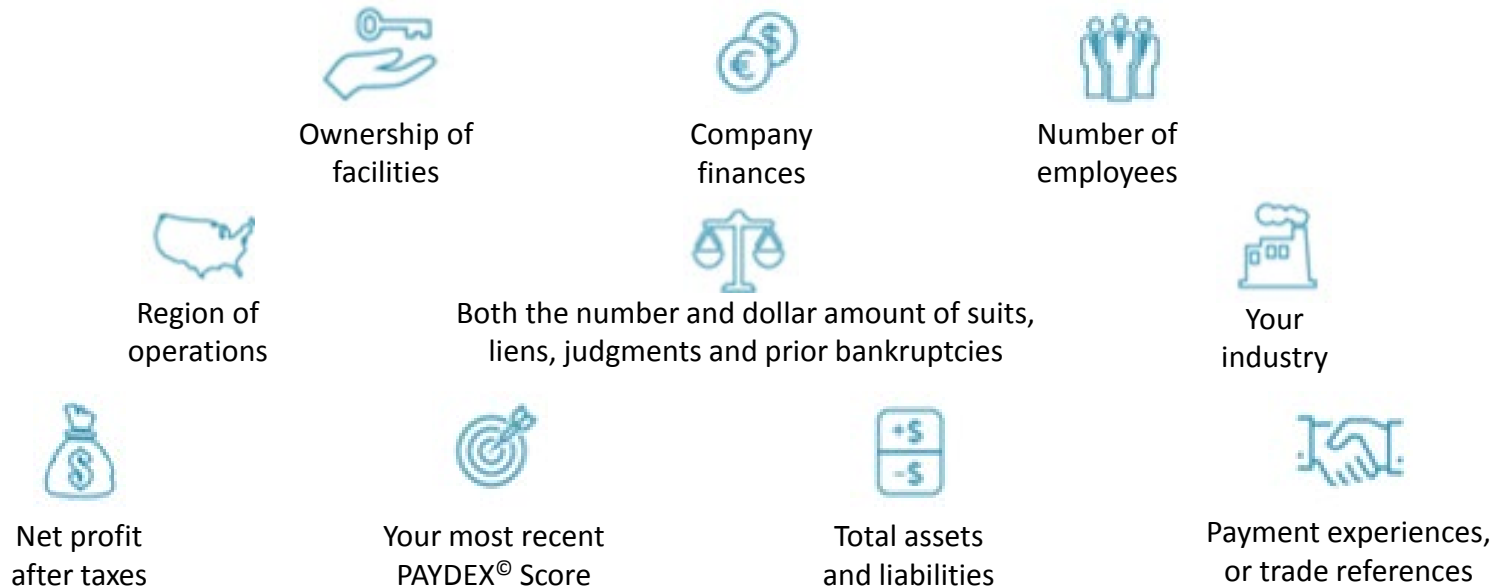
Through a vigorous due diligence process, the VA verifies that any prospective small businesses are responsible and capable by evaluating the following information:



Dun & Bradstreet Supplier Evaluation Risk (SER)

The Supplier Evaluation Risk (SER) Rating is Dun & Bradstreet's proprietary scoring system used to assess probability that a business will seek relief from creditors or cease operations within the next 12 months.

SER rating range from 1 to 9, with 9 indicating the highest risk of failure.



To learn more, visit: [Dun & Bradstreet Supplier Evaluation Risk \(SER\)](#)

Federal Procurement Data System (FPDS)

The Federal Procurement Data System is an automated system used to collect and report on federal procurement spending.



Transparency
and Visibility



Business
Decision-Making
Tool



Standardized
Contracting
Process



Web Accessible
Reporting Tool

To learn more, visit: [Federal Procurement Data System \(FPDS\)](#)

Excluded Parties List System (EPLS)

The Excluded Parties List System (EPLS) was a database maintained by the General Services Agency (GSA) which identified vendors (contractors) that were excluded from receiving Federal contracts, certain subcontracts, and certain types of Federal financial and non-financial assistance.

In November 2012, this system was incorporated into the System for Award Management (SAM).



To learn more, visit: [SAM Exclusion Search](#)

Contractor Performance Assessment System (CPARS) Rating

Government officials use multiple sources of information when making award decisions. Agencies are instructed to use the Contractor Performance Assessment Reporting System (CPARS) to create and measure the quality and timely reporting of performance information.



Requirements
and Standards of
Work



Cost Control



Adherence to
Schedules



Customer
Satisfaction



Reporting



Integrity and
Business Ethics



Concern for
Interest of the
Customer

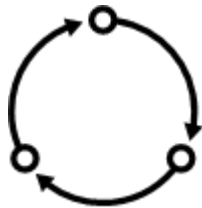
To learn more, visit: [CPARS](#)

Electronic Subcontracting Reporting System (eSRS)

As part of the President's Management Agenda for Electronic Government, the Small Business Administration (SBA), the Integrated Acquisition Environment (IAE), and a number of Agency partners collaborated to develop the next generation of tools to collect subcontracting accomplishments.



Internet-based
Tool



Streamlined
Process



Reporting



Subcontracting
Performance

To learn more, visit: [eSRS](#)

Capabilities Statement

A Capabilities Statement is your company's resume and it should give a contracting officer a clear and concise snapshot of your company.



Core
Competencies



Past
Performance



Differentiators



Company
Data



Contact
Information

System for Award Management (SAM)

The System for Award Management (SAM) is a government run site that is the central registration point for government contractors.



Register



Update
and Renew



Company
Status



Search
Registered
Contractors



Search
Exclusions
List

To learn more, visit: [SAM](https://sam.gov)

Vets First Verification Program

The Vets First Verification Program affords verified firms owned and controlled by Service-Disabled Veterans and Veterans the opportunity to compete for VA set asides.



To learn more, visit: [Vets First Verification Program](#)

Website

A small business' website can be just as important as their capabilities statement when doing business with the VA.

A successful small business's website should effectively market their products and/or services to potential customers, expand on its Capabilities Statement, and increase their visibility.



Is Your Company Worth the Risk?

Is Your Small Business Worth the Risk?

Dun & Bradstreet SER Rating

- Credit score
- High score = high risk
- Get your credit files

CPARS and eSRS Rating

- Contracting officer's review
- Prime contractor complete review

SAM

- Comprehensive profile
- Update recently
- Renewed annually

Verified

- SDVOSB or VOSB
- Eligible for set-asides

Website

- Current
- Reflect Core Competencies
- Contact Information
- [Validated](#)

FPDS

- Awarded
- Not Awarded
- Future desired contracts

FCO

- Recently reviewed
- New area of expertise
- Plan ahead



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Teaming Arrangements that help Mitigate Risk

Teaming Arrangements

Prime/Subcontracting

- Most common strategy
- Learn how to do business with the government
- Establish Past Performance
- [SBA's SubNet](#)
- [SBA's Dynamic Small Business Search](#)

Joint Ventures

- [All Small Mentor-Protégé program](#)
 - [Set-Aside Contract](#)
 - [Veteran-Owned](#)
 - [Women-Owned](#)
 - [HUBZone](#)
- [8\(a\) Business Development program](#)
 - [Competitive and Sole Source](#)

Contractor Teaming Arrangements

- Arrangement between two GSA Schedule contractors
- Compete for orders they may not qualify for individually
- Far 9.6, CTAs, does not apply to GSA CTAs



Surety Bonds

Surety Bonds



Surety Bonds help small businesses win contracts by providing the customer with a guarantee that the work will be completed.



Bid



Payment



Performance



Ancillary

To learn more, visit: [SBA Surety Bonds](https://www.sba.gov/surety-bonds)

Every time the VA awards a contract and the small business accepts it, there is an element of risk for each party.

- Contracting officer's thorough review
- Mitigate the risk
- Teaming opportunities
- Surety Bonds



Questions



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OSDBU Help Desk:

Phone: 1-866-584-2344

Email: osdbustratcomm@va.gov

Website: <https://www.va.gov/osdbu/>

Social Media



Department of Veterans Affairs



Writing an Effective Capabilities Statement

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Objectives

What is a
Capabilities
Statement

Components
of a
Capabilities
Statement

Why have a
Capabilities
Statement

VA and
Federal
Contracts



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What is a Capabilities Statement



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A Capabilities Statement is your Company's Resume



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Capabilities Statement Overview

1 – 2 Page SEARCHABLE document that describes:

- Who you are
- What you do

Visually appealing

- Graphics
- Logos
- Follows your brand

What makes your company unique

Why they should do business with you



Types of Capabilities Statement

General

Marketing Events
Conferences
Website

Industry/Agency Specific

Industry/Agency
Specific:

- Marketing Events
- Conferences

Solicitation Specific

Tailored to each and
every solicitation



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Five Components of a Capabilities Statement



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Five Components of a Capabilities Statement



Core Competencies

- Subject Matter Expertise
- Technical Expertise
- Distinct Processes or Procedures



Past Performance

- Recent and Relevant
- Situation, Resolution, and Value Add
- Key Metrics



Differentiators

- Unique
- Distinct from Competitors
- Why Choose You



Company Data

- Office Locations
- Relevant Codes
- Website
- Social Media
- Certifications



Contact Information

- Contact Name
- Phone Number
- Email Address



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Why have a Capabilities Statement



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A black and white photograph of several business professionals in suits and dresses walking in a hallway, carrying briefcases. The image is slightly blurred to convey a sense of motion. A semi-transparent blue banner is overlaid across the middle of the image, containing white text.

A clear, concise, and **TARGETED** Capabilities Statement is your **MOST ESSENTIAL** marketing tool



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A group of business professionals in formal attire (suits and dresses) are walking in a line, carrying briefcases. The image is slightly blurred to convey a sense of motion. A semi-transparent blue banner is overlaid across the middle of the image, containing the main text.

Your Capabilities Statement is what **SEPARATES** you
from your competitors

VA and Federal Contracts



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VA and Federal Contracts

Your Capabilities Statement is a required document for every VA and Federal solicitation that you respond to. The tips below will help your Capabilities Statement stand out against the Competition.



Keep in Brief

A contracting Officer's time is limited and valuable so a 1-2 page Capabilities Statement is more likely to get reviewed.

Tailor to the Solicitation

A Capabilities Statement tailored toward the solicitation or agency shows you have done your homework and are capable of completing the work being requested.

- Match key words
- Match Differentiators to Core Competencies
- Include relevant Past Performance

Summary

Your Capabilities Statement is your most important marketing tool and not tailoring it to each specific solicitation can be just as bad as not having one at all.

It is also a required document when submitting proposals for VA and Federal Contracts.

It tells your customers:

- Who you are
- What you do
- What competencies you bring
- Why they should hire you



Questions



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Email: osdbustratcomm@va.gov

Website: <https://www.va.gov/osdbu/>

Social Media



TRANSITION TO BREAKOUT SESSIONS

**Please Transition to Breakout Sessions
&
Visit Vendors in Our Exhibit Hall**

Thank You for Your Service



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