2019 National Minority Veterans Summit

Breakout Session:
Entrepreneurship – Veterans Owned Small Businesses
Veteran Employment Services / USERRA

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– and –

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Mitigating Risk for the Small Business

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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)
- Federal Procurement Data System (FPDS)
- Excluded Parties List System
- Capabilities Statement
- Electronic Subcontracting Reporting System (eSRS)
- Contractor Performance Assessment Reporting System (CPARS) Rating
- System for Award Management (SAM)
- VA Verified Website
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)](https://www.dnb.com/servicelines/supplier-risk/rating-details.html)
The Federal Procurement Data System is an automated system used to collect and report on federal procurement spending.

To learn more, visit: Federal Procurement Data System (FPDS)
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
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.

To learn more, visit: CPARS
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.

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

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

<table>
<thead>
<tr>
<th><strong>Dun &amp; Bradstreet SER Rating</strong></th>
<th><strong>CPARS and eSRS Rating</strong></th>
<th><strong>SAM</strong></th>
<th><strong>Verified</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Credit score</td>
<td>• Contracting officer’s review</td>
<td>• Comprehensive profile</td>
<td>• SDVOSB or VOSB</td>
</tr>
<tr>
<td>• High score = high risk</td>
<td>• Prime contractor complete review</td>
<td>• Update recently</td>
<td>• Eligible for set-asides</td>
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<tr>
<td>• Get your credit files</td>
<td></td>
<td>• Renewed annually</td>
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<tr>
<th><strong>Website</strong></th>
<th><strong>FPDS</strong></th>
<th><strong>FCO</strong></th>
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<tbody>
<tr>
<td>• Current</td>
<td>• Awarded</td>
<td>• Recently reviewed</td>
</tr>
<tr>
<td>• Reflect Core Competencies</td>
<td>• Not Awarded</td>
<td>• New area of expertise</td>
</tr>
<tr>
<td>• Contact Information</td>
<td>• Future desired contracts</td>
<td>• Plan ahead</td>
</tr>
<tr>
<td>• Validated</td>
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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 help small businesses win contracts by providing the customer with a guarantee that the work will be completed.

To learn more, visit: SBA 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
Stay Connected

OSDBU Help Desk:
Phone: 1-866–584–2344
Email: osdbustratcomm@va.gov
Website: https://www.va.gov/osdbu/

Social Media
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
What is a Capabilities Statement
A Capabilities Statement is your Company’s Resume
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
Five Components of a Capabilities Statement
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
Why have a Capabilities Statement
A clear, concise, and **TARGETED** Capabilities Statement is your **MOST ESSENTIAL** marketing tool
Your Capabilities Statement is what SEPARATES you from your competitors
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
OSDBU Help Desk:
Phone: 1-866–584–2344
Email: osdbustratcomm@va.gov
Website: https://www.va.gov/osdbu/

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