Small Business Federal Government Contracting Certifications
Agenda

• Program Overview/Govt Contracting Basics
• 8(a) Business Development Program
• HUBZone Certification
• Service-Disabled Veteran Owned Small Business (SDDVOSB)
• Woman-Owned Small Business (WOSB) Certification
Targeted set-asides and acquisition goals:

- **Women-Owned Small Businesses** (5%)
- **Small Disadvantaged Businesses** (including 8(a) certified) (5%)
- **HUBZone Businesses** (3%)
- **Service-Disabled Veteran-Owned Small Businesses** (3%)

Set-asides are reserved for small business between $10,000 (Micro-purchase Threshold) to $250,000 (Simplified Acquisition Threshold)
Assess your Business

Evaluate your small business to see if it has what it takes to win a government contract.

Does the Government Buy What you Sell

- In Most cases, YES!
- How do you find out?

Market Research

- Where does the Government buy my product or service?
- USASpending.gov
- Beta.sam.gov (was FPDS)
- Federal Agency Procurement Forecasts
Basic Requirements

Get proper registrations and ID numbers

- NAICS Codes – Primary & Secondary
- Size Standard – Employees or Revenue
- Register in beta.SAM.gov
- Register for your DUNS/Unique Govt. ID
- Regulations (FAR, DFARS, AFFARS, CFR, etc.)
8(a) Business Development Program
8(a) Program Updates – Effective Nov 16, 2020

- **Mentor Protege**: 8(a) Mentor-Protégé Program Combined with All-Small MP Program = Mentor Protégé Program
- **Joint Ventures**: No limit on contracts – 2-year rule unchanged. SBA does NOT need to approve Joint Ventures for Competitive 8(a) – WARNING!
- **Bona Fide Offices**: Required for sole-source & competitive (clarified) within 20 days from due date. Contiguous State Rule. 8(a) firm must satisfy the bona fide rule; not JV partner
- **Net Worth**: Personal Net Worth Threshold Raised to $750,000 (was $250,000)
- **Adjusted Goss Income**: Threshold increased to $350,000 (Averaged Over 3 years)
8(a) Business Development Program

Access to business development support

Build capacity and grow through contracts

Nine-year program available once per lifetime
## 8(a) Business Development Program Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>01</strong> Assistance</td>
<td>Management and technical assistance to help companies compete for business opportunities</td>
</tr>
<tr>
<td><strong>02</strong> Government Contracting</td>
<td>Helps thousands of entrepreneurs understand and succeed in government contracting</td>
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<td><strong>03</strong> Ability to Compete</td>
<td>Assist and graduate firms to allow them to thrive competitively</td>
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</tbody>
</table>
Is the 8(a) Certification Appropriate for You?

1. **Commercial and Government $$$ balance**
2. **Self-Marketing ability**
3. **Identify Proper NAICS codes**
4. **Meet Net worth Requirements**
5. **Socially and economically disadvantaged**
6. **Fewer Capital and Credit Opportunities**

**Commercial and Government $$$ balance**

- **Self-Marketing ability**
- **Identify Proper NAICS codes**
- **Meet Net worth Requirements**
- **Socially and economically disadvantaged**
- **Fewer Capital and Credit Opportunities**
**Designated Socially Disadvantaged Criteria**

### Designated Groups

- Black American
- Asian Pacific American
- Hispanic American
- Native American
- Subcontinent Asian American

### Non-Designated Group Criteria

- Preponderance of evidence
- Race, ethnicity, gender, physical handicap, long-term environmental issues
- Chronic and substantial
- Negative impact to business advancement
Economically Disadvantaged Requirements to Qualify

- Personal net worth (assets minus liabilities) less than $750,000
- Three year average income is $350,000 or less
- Fair market value of all assets is $6 million or less

Limit increase effective 16 November 2020
8(a) Program Expectations

Setting Expectations

- Progress measurement
- Is a business development program
- Not suited for all firms
- Limited total dollar value of contracts
Proactive Self-Marketing Must Do’s:

1. Identify which **federal agencies** buy your product and/or service
2. Know the agency contracting procedures and **WHO** is the decision maker is (CO or PM)
3. Focus on areas in your **niche** and prioritize
4. What’s your Core Benefit Proposition?
5. Make **contacts** through small business events and **network** your business
6. Build relationships!
When Should You Apply? Not too soon…..

Are You Ready…
8(a) Is One-time Only

01 Do you have the **CAPACITY** to deliver on federal contracts?

02 Do you have sufficient **CASH FLOW**?

03 Do you have demonstrated **CAPABILITY** (past performance)?

04 Can you demonstrate successful **PAST PERFORMANCE**?

05 Are you open to **ADVICE** on growing your business?
Benefits of Your 8(a) Certification

- **Reduces Competitive Landscape**
  - 8(a) Sole Source – Up to $4.5M (Service contracts) and & $7.5M for Manufacturing
  - 8(a) Competitive set-aside

- **Joint Ventures**
  - Small Business Joint Venture Program

- **Training**
  - Access to management and technical assistance programs
  - 8(a) Tailored Training Courses

- **Dedicated Assistance**
  - Get a Business Opportunity Specialist to help navigate federal contracting
8(a) Application Process

BEFORE APPLICATION

• Register for a DUNS number/Federal Unique ID
• Identify Primary & Secondary NAICS code(s)
• Register in Beta.Sam.Gov

APPLY FOR CERTIFICATION

• Review application guide
• Gather supporting documentation
• Apply online at certify.SBA.gov

RESOURCES

• Access resources on the Knowledge Base
• For assistance, contact certify.SBA.gov
• Full Video Walk-through/Questionnaire
SBA Certification Portal

SBA’s certification portal where businesses can submit documents to seek SBA certifications

Automatic Migration

Pulls business information from beta.SAM.gov

Online Forms

Forms are completed online. No longer required to upload certain SBA forms
HUBZone Certification Program
HUBZone Program Updates - 2020

- Faster certifications – 60 days of a complete submission and streamlining the application process
- "Legacy" HUBZone employee provision, strengthening recertification requirements, and simplifying contract verification
- Creating predictability with HUBZone designations, expanding into rural areas, and supporting long-term investment in communities
Historically Underutilized Business Zone (HUBZone) Certification

- Stimulate capital investment
- Build capacity and grow
- Access HUBZone set-aside contract dollars
Is the HUBZone Certification Appropriate for You?

- 51% ownership requirement by US Citizen
- Primary Business Location in a HUBZone
- 35% employee requirement
- SBA size standards
- No minimum time in business
- NAICS code requirements
- Exceptions for certain groups
SBA HUBZone Responsibilities

- Implements and Regulates Program
- Streamlines Certification Process
- Determines Eligibility and Adjudicates Protests
- Maintains Certification Listing
HUBZone Site Visits and Re-certification

- Participate in site visits
- Meet HUBZone criteria
- Maintain SBA standards
- Recertify every year
Getting the Most Out of Your HUBZone Certification

Qualify for set-aside or sole source contract awards – increasing prime and subcontracting opportunities

Opportunity to build capacity and grow by establishing Joint Ventures and participating in the All-Small Mentor-Protégé Program

Access to training, management and technical assistance programs, guaranteed loans and bonding assistance
HUBZone Application Process

**BEFORE APPLICATION**
- General Login System account
- Register for a DUNS number/Govt unique ID
- Identify NAICS code(s)
- Register with beta.SAM.gov

**APPLY FOR CERTIFICATION**
- Review Document Requests
- Gather supporting documentation
- Apply using the General Login System

**DOCUMENTATION**
- Submit supporting documentation within 10 business days
- Update SAM profile once approved
HUBZone Map
www.sba.gov/hubzone
Service-Disabled Veteran-Owned Small Business (SDVOSB)
Service-Disabled Veteran-Owned Small Business Program (SDVOSB)

Qualify for set-aside opportunities

Build capacity and grow

Establish joint ventures
Is the SDVOSB Certification Appropriate for You?

- 51% ownership requirements
- Manage daily operations
- Managerial experience
- Highest officer position
- Proper NAICS codes
Getting the Most Out of the SDVOSB Program

- Enables firms to qualify for set-aside or sole source contract awards – helping agencies to meet their SDVOSB goals

- Facilitates development opportunities and increases growth potential by establishing Joint Ventures or a Mentor-Protégé agreement

- More prime and subcontracting opportunities through registration at Vetbiz.gov
All Small Mentor-Protégé Program (ASMPP)

Access business development assistance

Build capacity and grow

Establish joint ventures
Is the All Small Mentor-Protégé Program Appropriate for You?

- Pre-identified Mentor
- Mentor requirements
- Protégé requirements
- Mentor-protégé limitations
- Required training
- NAICS codes and joint venture requirements
Getting the Most Out of the All Small Mentor-Protégé Program

Enables firms to form joint venture–helping agencies compete for government contracts

Facilitates development opportunities, training, assistance and additional financial support

Creates the opportunity to increase networks for future business growth
Eligibility Requirements for Joint Ventures

1. Management
2. SB Size Standards
3. Financial
4. Defined Roles
5. Records & Reporting
6. Performance

Joint Ventures
Women-Owned Small Business Federal Contracting Program (WOSB)
Changes to the WOSB Program

- New FREE Online Certification process for WOSB and EDWOSBs in beta.certify.sba.gov
- As of October 15, 2020 the previous Self-Certification option is NO LONGER AVAILABLE – NO Grandfathering in. Firms MUST take action in beta.certify.sba.gov
- All documents previously uploaded in certify.sba.gov for WOSB/EDWOSBs Self Certifications process are available for retrieval until March 31, 2021.
- SBA Approved Third Party Certifiers (TPC) will now recertify every Three (3) Years
- SBA now accepting WOSB Firms qualified by U.S. Dept of Veterans Affairs Center of Verification and Evaluations (CVE). Their CVE certification must be provided.
Set-Asides are reserved for small businesses between $3,500 (Micro-purchase Threshold) to $250,000 (Simplified Acquisition Threshold).

Targeted set-asides and acquisition goals:

- Women-Owned Small Businesses (5%)
- Small Disadvantaged Businesses (including 8(a) certified) (5%)
- HUBZone Businesses (3%)
- Service-Disabled Veteran-Owned Small Businesses (3%)

WOSB READY
**WOSB Prime Contracting–FY19**

- **Historic high:** $26B
- **Number of awardees:** Over 15K WOSB prime contractors
- **Exceeded goal:** 5.19% of eligible contracting dollars to WOSBs
- **Top five agencies (prime contracting to WOSBs and EDWOSBs):**

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<tr>
<th>AGENCY</th>
<th>ACHIEVEMENT</th>
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<tbody>
<tr>
<td>SBA</td>
<td>24.2%</td>
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<tr>
<td>Nuclear Regulatory Commission</td>
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<tr>
<td>Office of Personnel Management</td>
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<tr>
<td>Department of the Interior</td>
<td>13.6%</td>
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<tr>
<td>Department of Housing and Urban Development</td>
<td>12.7%</td>
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</table>
WOSB Federal Contracting Program

Take advantage of annual prime contracting goals

Build capacity and grow

Access set-asides for WOSBs and EDWOSBs
WOSB and EDWOSB

- **WOSB**: Women-Owned Small Business

- **EDWOSB**: Economically Disadvantaged Women-Owned Small Business; WOSBs whose owner and/or manager claims economic disadvantage

- EDWOSB is a subset of WOSB. As such, if you qualify as an EDWOSB, you automatically qualify as a WOSB.

SBA has implemented Congress’ changes to the WOSB Federal Contracting Program, as put forth in the 2015 National Defense Authorization Act (NDAA).

These updated regulations make it easier for qualified small businesses to participate in the WOSB Federal Contracting Program by improving the customer experience.

- At the same time, SBA is strengthening oversight and maintaining the integrity of the certification process.

The updated WOSB Federal Contracting Program regulations were published in the Federal Register in May 2020. These regulations detail changes to the certification process.
Certification Improvements

- SBA’s new, free online certification process for WOSBs and EDWOSBs is live on SBA’s new online portal: beta.certify.sba.gov.

- All WOSB firms need to take action in the new beta.certify.sba.gov in order to compete for WOSB Federal Contracting Program set-aside contracts.
Self-Certified Firms

• As of October 15, 2020, the previous self-certification option on the old certify.sba.gov platform is no longer available.

• For previously self-certified WOSBs and EDWOSBs, all documents previously uploaded in certify.sba.gov will be available through March 31, 2021, for retrieval.

• For any currently active contracts through the WOSB Federal Contracting Program:
  • You will remain certified for the duration of existing contracts.

• To bid on any new contracts:
  • You need to submit documents to become certified through the new, free online process at beta.certify.sba.gov.
Third-Party Certification

- SBA allows continued participation from businesses that utilize approved Third-Party Certifiers (TPCs) to obtain WOSB or EDWOSB certification.

- Approved TPCs:
  - El Paso Hispanic Chamber of Commerce
  - National Women Business Owners Corporation
  - U.S. Women’s Chamber of Commerce
  - Women’s Business Enterprise National Council

- If you are currently a TPC-certified firm with active contracts through the WOSB Federal Contracting Program:
  - You will remain certified for the duration of existing contracts.

- To bid on any new contracts:
  - You need to complete an application and upload your unexpired WOSB or EDWOSB TPC-certified documentation through the new, free online process at beta.certify.sba.gov.
Other Certifications

• SBA allows participation from firms certified by the following entities, provided they meet all eligibility requirements:
  • The U.S. Department of Veterans Affairs Center for Verification and Evaluations (CVE)
  • 8(a) Business Development Certification Program
Certification Changes Resources

• To stay up to date with changes to the WOSB Federal Contracting Program, please visit sba.gov/wosbready.

• You also can contact your local SBA regional and district office, SBA resource partner, or Procurement Technical Assistance Center (PTAC) with questions.

• Please review SBA’s latest FAQs, certification options table, infographic, and beta.certify.sba.gov fact sheet for more information about the certification changes.
What is **WOSB READY**?

- Partners on initiatives like ChallengeHER
- Hosts country-wide events
- Expands partnerships with stakeholders
- Shares updates on social media
- Conducts informational webinars
Women-Owned Small Business (WOSB) Certification, 2

Program Eligibility
Is the WOSB Certification Appropriate for You?

- Managerial experience
- Highest officer position
- Proper NAICS codes
- 51% ownership requirements
- Management of daily operations
- No minimum time in business
Economically Disadvantaged Requirements to Qualify

- Personal net worth (assets minus liabilities) less than $750,000

- Three-year average income is $350,000 or less

- Fair market value of all assets is $6 million or less
Women-Owned Small Business (WOSB) Certification

Application and Certification Process
WOSB Eligibility Process

- Register in SAM.gov
- Visit beta.certify.SBA.gov
- New site makes it easy for you to understand the changes in the certification process and remain eligible
On the **homepage**, you can:

- ✓ Access checklists that provide guidance prior to applying
- ✓ Verify eligibility
- ✓ Find answers to questions regarding your firm’s ability to participate in a program
- ✓ Request information from SBA by submitting the Help form
- ✓ Create an account and proceed with your application
- ✓ Access the [beta.certify.sba.gov knowledge base](beta.certify.sba.gov) including training videos, user guides, and more
Are you eligible?
Here you will find:
✓ Criteria needed to qualify for the program
✓ Interactive links to questionnaires that will help evaluate your firm’s preliminary eligibility
beta.certify.SBA.gov

Prepare to apply
Here you will find:
✓ Checklists to guide you through the process
✓ Information on the documents you will need as you begin
Getting started
Once you have determined your eligibility and gathered the required documents, this page allows you to:

✓ Obtain a DUNS number
✓ Register in the System for Award Management
✓ Create your SBA account

beta.certify.SBA.gov
Issuing Decisions on Certification

**Step 1**
Application is submitted and shows a pending status.

**Step 2**
SBA will notify you of a complete, sufficient application package within 15 days.*

**Step 3**
SBA will make a determination within 90 calendar days after a receipt of a complete application, when applicable.

*An SBA representative may reach out if additional information or documentation is required.*
Tips to Complete a Successful Application

• Claiming your business:
  • To apply for WOSB or EDWOSB certification on beta.certify.sba.gov, you need to first obtain a Data Universal Numbering System (DUNS) number and have an active account on SAM.gov.
  • Make sure you maintain and update your SAM.gov data to ensure your information is accurate, as it will be used to determine your eligibility for the program when you claim your business in beta.certify.sba.gov.

• See User Guide Sections 2.2 for details.
Tips to Complete a Successful Application

• Determining who needs to complete what portion of the application:
  • The business owner should be the one to create the account and claim the business.
  • Once the account is created and you begin the application, you will be asked if you wish to assign a delegate to work on the application. This ensures individuals other than the business owner are not listed as the highest owner.
  • However, note that the business owner will be the one required to attest and submit the application.

• See User Guide Sections 2.4 for details.
Tips to Complete a Successful Application

• Attesting and submitting a completed application:
  • Once all the required information and the documents are submitted, the user must submit the application to SBA by attesting the Program Self-Certification Summary. This can only be done by the applicant.

• Follow the instructions below to complete the attestation:
  • Navigate to the Application Overview page
  • Click the “Individual Contributors” link
  • Then navigate to Invitee section
  • Click the “Next” button
  • Read and complete the declaration form by selecting each checkbox
  • Click the “Attest and Submit” button

• See User Guide Section 2.19 for details.
Women-Owned Small Business (WOSB) Certification, 3

Contracting Opportunities
WOSB and EDWOSB Set-Aside Contracts

**Industry**

<table>
<thead>
<tr>
<th>WOSB</th>
<th>EDWOSB</th>
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<tbody>
<tr>
<td>NAICS code assigned to contract is in an industry where WOSBs are <strong>substantially underrepresented</strong>.</td>
<td>NAICS code assigned to contract is in an industry where WOSBs are <strong>underrepresented</strong>.</td>
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**Rule of Two**
Contracting officer has reasonable expectation that two or more WOSBs will submit an offer.

**Award Price**
Contract must be awarded at fair market price.
WOSB and EDWOSB Sole-Source Contracts

1. Eligible NAICS Code
   WOSB/EDWOSB-eligible NAICS code

2. Fair and Reasonable Price
   Awarded at a fair and reasonable price

3. Contract Value
   $6.5M for manufacturing or $4M for all others

4. Sole-Source
   Only 1 WOSB/EDWOSB that can perform
Proactive Self-Marketing

- Identify federal buyers and get to know them.
- Identify the agency contracting procedures and those who make buying decisions.
- Focus on areas in your niche and prioritize.
- Make contacts through small business events and network your business.
Getting the Most Out of the WOSB Federal Contracting Program

Ability to qualify for set-aside or sole-source contract awards—increasing prime and subcontracting opportunities

Opportunity to build capacity and grow by establishing joint ventures and participating in the Mentor-Protégé Program

Access to training, management, and technical assistance programs, as well as guaranteed loans and bonding assistance
Women-Owned Small Business (WOSB) Certification

Resources and Contacts
beta.certify.sba.gov Resources

- Applicant User Guide
- The beta.certify.sba.gov knowledge base is a valuable resource for firms to get started learning about this new platform with how-to videos, user guides, and more!
There are several resources available to help answer questions about the WOSB Federal Contracting Program.

- **Visit a local resource:**
  - *Procurement Center Representative (PCR) Directory*
    Find your local PCR at: sba.gov/contracting/resources-small-businesses/pcr-directory.
  - *Small Business Administration District Offices*
    Find your local office at: sba.gov/tools/local-assistance/districtoffices.
  - *Women’s Business Centers*
    Find your local center at: sba.gov/tools/local-assistance/wbc.
  - *Procurement Technical Assistance Centers*
    Find your local center at: aptac-us.org.
  - *Small Business Development Centers*
    Find your local center at: americassbdc.org/home/find-your-sbdc.
  - *SCORE (Service Corps of Retired Executives)*
    Find your SCORE office at: score.org.

- **Call the SBA Answer Desk:** 1-800-U-ASK-SBA (1-800-827-5722)
Contact Us

• For more information and to keep informed of events, go to: sba.gov/wosbready.
• For questions on the WOSB Federal Contracting Program, email wosb@sba.gov.
• For training requests regarding the WOSB Federal Contracting Program, email WOSBTraining@sba.gov.
• Technical help requests for beta.certify.sba.gov can be submitted here, via the “help” tab: beta.certify.sba.gov/help/.

WOSB READY
**District Office Local Resources**

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<tr>
<th>Name</th>
<th>Title</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marla Trollan</td>
<td>District Director</td>
<td><a href="mailto:Marla.Trollan@sba.gov">Marla.Trollan@sba.gov</a></td>
<td>801-524-3200</td>
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<td>202-941-8002</td>
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<td>801-524-3217</td>
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<td><a href="mailto:Jackie.Hobson@sba.gov">Jackie.Hobson@sba.gov</a></td>
<td>801-234-0353</td>
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**St. George Satellite Office**

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<td>801-234-0353</td>
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</tbody>
</table>
Questions?