



# Florida APEX Accelerator

Federal Government Contracting



**USF Muma**  
College of Business  
UNIVERSITY of SOUTH FLORIDA



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# Meet the Presenter



**Karen Krymski, CVE, MPH**

Government Contracting Specialist

***Florida APEX Accelerator at  
University of South Florida***

[SBDCTampaBay.com/apex](https://SBDCTampaBay.com/apex)

Services → Government Contracting

# What is APEX?



The Florida APEX Accelerator is funded in part through a cooperative agreement with the Department of Defense.

The Florida APEX Accelerator partners with the Florida SBDC Network to provide training and general business consulting.

The Florida APEX Accelerator was formerly the Florida PTAC.

# “GIB Ready” | “DIB Ready” *according to the DoD OSBP...*



- Necessary **Business Controls** and Skills to Perform on Contracts
- Has a **Capability Statement** and Competitive Market Strategy
- Understands **Contractor Responsibilities** (*FAR 46.105*)
- **Registered** in SAM, State and/or Local vendor registration systems
- Aware of FAR, State, and/or Local **regulations** requirements
- Understands and **progressing** toward **Cybersecurity** requirements
- Recognizes potential for **Certified Business Status**

# Start with a Plan



- ✓ Designed as a “Starting Point”
- ✓ Highlights some Best Practices
- ✓ SUGGESTED Sequence of Activities
- ✓ Not a Required Process

# Step 1: Is your Business Ready?

- Sunbiz, Bylaws or Operating Agreement, Articles of Incorporation
- Are you a small business? (NAICS)
- Commercial Business momentum? (2 years)
  - How does this fit with your current business?
- Basic financial controls?
- Do you execute well?
- Know Your Numbers – NAICS, UEI, EIN
- Do you have a go to market FedGov strategy? (RESEARCH)

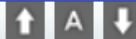
## Step 2: Preliminary Market Analysis

- Are they buying? What you are selling?
- What level of government? What agency?

### Research Tools

- Federal Procurement Data System (<https://www.fpds.gov>)
- SAM.gov
- USASpending.gov
  
- Networking – Who do you know in government contracting?





## Login

Log-In:

Password:

[Log In](#)

- » [Forgot Your Password?](#)
- » [Security and Privacy](#)
- » [Contact Help Desk](#)
- » You must click [here](#) for very Important D&B Information

## Registration

- » [Register](#)
- » [Who Should Register?](#)

## FAQs

# ezSearch

"systems engineer"

ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

**Attention:** FPDS contract data reports are now available at [beta.SAM.gov](#)

**While FPDS remains the authoritative source for contract data reports**, users should begin using the [beta.SAM.gov](#) Data Bank to run standard, static, administrative, and ad hoc reports.



## NIA Extension for COVID-19



The expiration date for National Interest Action value 'COVID-19 2020' has been extended to 09/30/2020 in FPDS Production. National Interest Action value 'COVID-19 2020' (code P20C) is valid from 03/13/2020 to 09/30/2020.

## NIA Extension for OIR and OFS



## Top Requests

- » [COVID-19 Report](#)
- » [Hurricane Sandy Report](#)
- » [Hurricane Michael Report](#)
- » [Hurricane Florence Report](#)
- » [Hurricane Harvey Report](#)
- » [Hurricane Maria Report](#)
- » [Hurricane Irma Report](#)
- » [Other Hurricane/Disaster Relief](#)

## Latest News

- » [Reports Migration](#)
- » [NIA Extension for COVID-19](#)
- » [NIA Extension for OIR and OFS](#)
- » [FY 2018 Small Business Goaling Report](#)
- » [NIA/Other Static Reports](#)
- » [D&B Disclaimer](#)
- » [Small Business Goaling](#)

**Top 10: Department Full Name**

- DEPT OF DEFENSE (781)
- NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (100)
- INTERIOR DEPARTMENT OF THE (61)
- GENERAL SERVICES ADMINISTRATION (58)
- STATE DEPARTMENT OF (57)
- UNITED STATES AGENCY FOR GLOBAL MEDIA (86) (43)
- JUSTICE DEPARTMENT OF (41)
- VETERANS AFFAIRS DEPARTMENT OF (39)
- AGRICULTURE DEPARTMENT OF (26)
- TRANSPORTATION DEPARTMENT OF (25)

**Top 10: Contracting Agency Name**

- DEPT OF THE ARMY (440)
- DEPT OF THE NAVY (208)
- NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (100)
- DEPT OF THE AIR FORCE (71)
- FEDERAL ACQUISITION SERVICE (58)
- STATE DEPARTMENT OF (57)
- UNITED STATES AGENCY FOR GLOBAL MEDIA (86) (43)
- VETERANS AFFAIRS DEPARTMENT OF (39)
- DEFENSE CONTRACT MANAGEMENT AGENCY (DCMA) (27)
- GEOLOGICAL SURVEY (25)

**Top 10: Vendor Full Name**

- PEROT SYSTEMS GOVERNMENT SERVICES INC. (67)
- THE AEROSPACE CORPORATION (48)
- STANLEY ASSOCIATES INC. (47)
- INCI INFORMATION SYSTEMS INCORPORATED (41)
- MASSACHUSETTS INSTITUTE OF TECHNOLOGY (37)
- POWERLOOK SYSTEMS TECHNOLOGIES INCORPORATED (27)
- SCIENCE APPLICATIONS INTERVENTIONAL CORPORATION (27)
- NORTHROP GRUMMAN INFORMATION TECHNOLOGY (27)
- ADVANCED C4 SOLUTIONS INC. (25)
- CAPITOL IT SOLUTIONS INCORPORATED (25)

**Top 10: Treasury Account Symbol**

- 9123002 (85)
- 953206300 (45)
- 979130 (32)

**List of Contract Actions Matching Your Criteria** Results 1 - 30 of 1309 as of Jul 17, 2020 1:22:12 PM

<b>Award ID (Mod#):</b>	1331L518F13180043 ( P20005) (View)	<b>Award Type:</b>	DELIVERY ORDER
<b>Vendor Name:</b>	<a href="#">SYNEREN TECHNOLOGIES CORPORATION</a>	<b>Contracting Agency:</b>	<a href="#">OFFICE OF THE SECRETARY</a>
<b>Date Signed:</b>	July 07, 2020	<b>Action Obligation:</b>	\$281,925.92
<b>Referenced IDV:</b>	HHSN318201200097W	<b>Contracting Office:</b>	<a href="#">DEPT OF COMMERCE ESO</a>
<b>IAICs (Code):</b>	COMPUTER SYSTEMS DESIGN SERVICES ( <a href="#">541512</a> )	<b>PSC (Code):</b>	SUPPORT-PROFESSIONAL ENGINEERING/TECHNICAL ( <a href="#">R425</a> )
<b>Vendor City:</b>	ARLINGTON	<b>Vendor DUNS:</b>	<a href="#">135789078</a>
<b>Vendor State:</b>	VA	<b>Vendor ZIP:</b>	<a href="#">222012539</a>
<b>Global Vendor Name:</b>	<a href="#">SYNEREN TECHNOLOGIES CORPORATION</a>	<b>Global DUNS Number:</b>	<a href="#">135789078</a>
<b>Award ID (Mod#):</b>	140P2120F0057 ( P00001) (View)	<b>Award Type:</b>	DELIVERY ORDER
<b>Vendor Name:</b>	<a href="#">NUAXIS LLC</a>	<b>Contracting Agency:</b>	<a href="#">NATIONAL PARK SERVICE</a>
<b>Date Signed:</b>	June 22, 2020	<b>Action Obligation:</b>	\$0
<b>Referenced IDV:</b>	<a href="#">GS09F0889Z</a>	<b>Contracting Office:</b>	<a href="#">WASHINGTON CONTRACTING OFFICE</a>
<b>IAICs (Code):</b>	COMPUTER SYSTEMS DESIGN SERVICES ( <a href="#">541512</a> )	<b>PSC (Code):</b>	IT AND TELECOM- IT STRATEGY AND ARCHITECTURE ( <a href="#">D307</a> )
<b>Vendor City:</b>	VIENNA	<b>Vendor DUNS:</b>	<a href="#">130477032</a>
<b>Vendor State:</b>	VA	<b>Vendor ZIP:</b>	<a href="#">221822231</a>
<b>Global Vendor Name:</b>	<a href="#">NUAXIS LLC</a>	<b>Global DUNS Number:</b>	<a href="#">130477032</a>
<b>Award ID (Mod#):</b>	15FD06718FD0007949 ( P00003) (View)	<b>Award Type:</b>	DELIVERY ORDER
<b>Vendor Name:</b>	<a href="#">BAE SYSTEMS TECHNOLOGY SOLUTIONS &amp; SERVICES INC.</a>	<b>Contracting Agency:</b>	<a href="#">FEDERAL BUREAU OF INVESTIGATION</a>
<b>Date Signed:</b>	May 19, 2020	<b>Action Obligation:</b>	-\$282,838.12
<b>Referenced IDV:</b>	<a href="#">GS35F0045K</a>	<b>Contracting Office:</b>	<a href="#">DIVISION 1200</a>
<b>IAICs (Code):</b>	OTHER COMPUTER RELATED SERVICES ( <a href="#">541519</a> )	<b>PSC (Code):</b>	IT AND TELECOM- SYSTEMS ANALYSIS ( <a href="#">D308</a> )
<b>Vendor City:</b>	ROCKVILLE	<b>Vendor DUNS:</b>	<a href="#">103933453</a>
<b>Vendor State:</b>	MD	<b>Vendor ZIP:</b>	<a href="#">208508198</a>
<b>Global Vendor Name:</b>	<a href="#">BAE SYSTEMS PLC</a>	<b>Global DUNS Number:</b>	<a href="#">217304388</a>

**Search Criteria**

To remove the criteria or a portion of the search criteria click on search level.

'systems engineer'

**Sort By**

This section allows the user to sort the existing list of contracts within the contract. For example you can sort the existing list Signed or Contract Type. Click on the appropriate field to Sort be conducted at a time.

Sort Order:

- [Relevance](#)
- [Contract Type](#)
- [Agency Code](#)
- [Agency Full Name](#)
- [Date Signed](#)
- [Contracting Agency ID](#)
- [Contracting Agency Name](#)
- [Department Full Name](#)
- [Action Obligation \(\\$\)](#)
- [IAICs](#)
- [PSC](#)
- [Vendor State](#)
- [Vendor ZIP Code](#)
- [PoP Country Name](#)
- [PoP State Name](#)
- [Local Area Set Aside](#)
- [Treasury Account Symbol](#)
- [Non-Government Dollars](#)

## Step 3: Register

- You have to register to do business with the FedGov – even FEMA!
- Federal: [www.SAM.gov](http://www.SAM.gov) (2-factor authentication)
- Must have your bank account info, NAICS and EIN to start.
- **NEW** – government assigns a UEI (no longer using DUNS)
- May take 4 weeks or more to be activated/approved to complete registration
- Should be NO COST!

## Step 4: Prepare/Revise Basic Marketing Materials

- **SBA Profile** (<http://dsbs.sba.gov>) for research
- **CONNECT.sba.gov** to develop your profile
- **Business cards** (government version?)
- **Capabilities Statement**
  - Specific Collateral in Government Contracting
- **Elevator Speech** (government version)
- **Internet Presence**
  - Website: consider a 'Government Services' tab
  - Social Media: Add government focus to online profiles

## Step 5: Develop a Business Development Strategy

- Identify 2-5 agencies you want to target
- Identify 20 individuals to target
- Who are the Primes in that industry/area?
- Research conferences, seminars, matchmaking events, pre-bid conferences
- Schedule networking time
- Capture your contacts ("Your List")
- **NEVER STOP NETWORKING**

## Step 6: Develop a Government Marketing Plan

- Outline your targets and priorities
- Ongoing market research & networking
- Next Step collateral materials
  - i.e. line cards, white papers, presentations
- Social media strategy
- Prime contractor marketing strategy
- Strategy to “Market Your Designation”
- Establish a budget

# Need Government Contracting Services for Your Business?

At the Florida APEX Accelerator at University of South Florida, our Government Contracting Specialists offer **no-cost consulting** to help your business with a variety of needs, including:



- Obtaining Registrations
- Obtaining Certifications
- Marketing to Government and Prime Contractors
- Navigating Conferences and Events
- Contract Administration



Questions? Let's talk.

[FLAPEX.org](https://FLAPEX.org)

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