

Volk Field Small Business Conference CAPABILITY STATEMENT (CAPE) COMPETITION

Submit your Capability Statement to be reviewed & critiqued prior to the Volk Field event.

Email to: allisona@wispro.org

Deadline to enter: July 16th, 2015 – you MUST BE REGISTERED FOR THE EVENT TO ENTER

All CAPEs will be exhibited at the Conference – the TOP 3 will be recognized at the July 30 luncheon as winners and posted to the Volk Field Conference website after the event

WHAT IS A CAPABILITY STATEMENT?

A CRITICAL TOOL UTILIZED IN YOUR OVERALL MARKETING STRATEGIES

- *Required at initial meetings and/or registrations by many government agencies and prime contractor*
- *A summary of your business that can easily be shared with an agency or potential customer*
- *Summary of qualification – performance – small business status*
- *Focused and modifiable marketing piece*
- *Format should be either emailable or a paper document*

Capability Statement Format

A Capability Statement should be very brief (only 1 or 2 pages), to the point and specifically targeting the individual/companies and/or agency's needs. It should be a searchable document that can easily be sent as a PDF file. It should be clear, crisp and easy to read.

Capability Statement Contents

Five key elements are included in a successful capability statement:

- 1. Core competencies*
- 2. Past performance*
- 3. Differentiators*
- 4. Corporate data*
- 5. Contact information*

A Capability Statement should also include your firm's name, logo, tag line and other branding elements. It should be free of long paragraphs but instead, should use short sentences and bulleted lists for quick review. We recommend that you customize your CAPE's for various market segments. However, for this competition, we are looking for your general CAPE version. You should not itemize or number your CAPE statement but should include ALL 5 elements.

1. **Core Competencies**

Begin this section with a short introduction statement relating the company's basic capabilities to the customer's specific needs utilizing bullet points. This is NOT everything a firm is capable of doing. Focus on what is important to your potential customer.

2. **Past Performance**

In this section you want to highlight your past experience. Include past customers (if they approve) for whom your business has done similar work. Focus on projects that will highlight the capabilities your potential customer will be looking for. Each listed reference should include: the organization name, location, project name or contract, month/year completed, a brief sentence describing work performed. **CRITICAL** – always ask permission to use this information from the past customer! ALSO – do not include any contact information or value of project. Also include if your projects or your work have received recognition.

3. **Differentiators**

Why should I pick YOU?

How is your company best suited for the needs of your potential customer?

What is it about your product / services that make you stand above the rest?

What is it about your people that give you the advantage over your competitors?

Why are your products / services a better solution than the others that are available?

Are you or your firm active members of business or philanthropic organizations or participate in community, STEM (Science, Technology, Engineering and Math), business or youth initiatives?

4. **Company Data**

Include one or two short sentences about your company. This is the section where you would include:

- *Socio-economic program certifications including Federal, State, Local and Corporate including 8(a), HUBZone, SDVOB, DBE, etc.*
- *NAICS / NIGP / PSC-FSC codes (all but limit to 12 or so) do not include code descriptions*
- *DUNS number / CAGE code (if you have one)*
- *Acceptance of Credit Cards for payment(if applicable)*
- *Current Federal GSA Schedule or IDIQ / long term contract / agreement number(s)*
- *State / Local long term contracts*

5. **Contact Information**

Your contact information should include a specific person(s) in your organization that could be contacted if there is interest in following up with your organization.

- *Full name of organization (include if division of a parent company)*
- *Individual contact and title*
- *Address (physical location as listed in your DUNS profile, not a PO Box)*
- *Telephone (main and cell)*
- *Email(s) of individuals listed*
- *Company web site*

***We would suggest that you have someone review prior to submission for
CLARITY – MESSAGE – APPEARANCE – FOCUS***

Email to: allisona@wispro.org Questions – 414-270-3600

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