



U.S. Small Business
Administration

8(a) Business Development Certification Program

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Set-Aside for Certification Programs and Socio-Economic Categories

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 \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

Wisconsin FY19 Small Business Contract Numbers



WI small businesses received approximately \$878.94 million with the U.S. Government



26 8(a) received contract actions



There were 591 contract actions totaling \$143.11 Million

8(a) Business Development Program Objectives



01 Assistance

Management and technical assistance to help companies compete for business opportunities

02 Government Contracting

Helps thousands of entrepreneurs understand and succeed in government contracting

03 Ability to Thrive

Assist and graduate firms to allow them to thrive competitively

8(a) Business Development Program



Access to business development support

Build capacity and grow through contracts

Nine-year program available once per lifetime

Business Development Assistance Available to Program Participants

Orientation

8(a) orientation upon approval into the program

Referrals and Training

- Resource Partner referrals
- 7(j) Program with one-on-one counseling

Marketing

Invitations to 8(a) business development events and other marketing assistance

Surety Bonds

Increased contract value eligibility and assistance

Getting the Most Out of Your 8(a) Certification



Qualify for set-aside or sole source contract awards – helping agencies achieve success



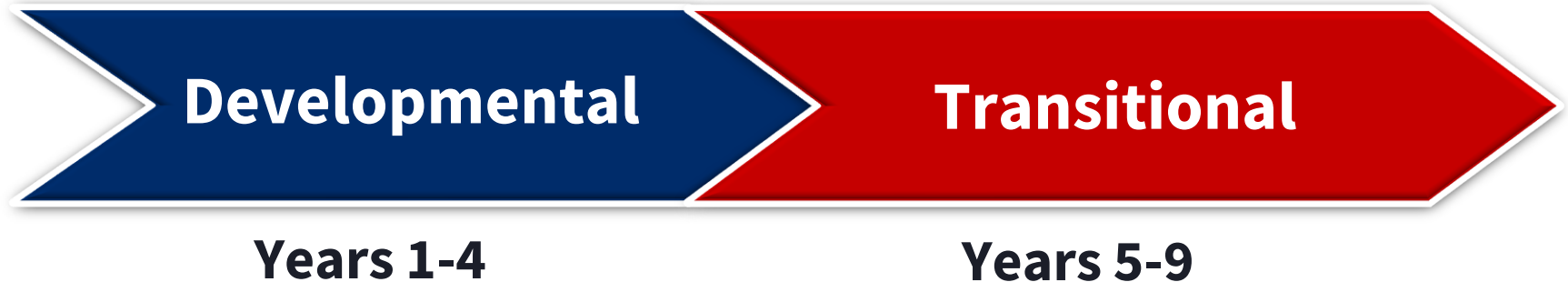
Opportunity to build capacity and grow by establishing Joint Ventures and participating in the Mentor-Protégé Program



Access to management and technical assistance programs, guaranteed loans and bonding assistance

Participation and Continued Eligibility

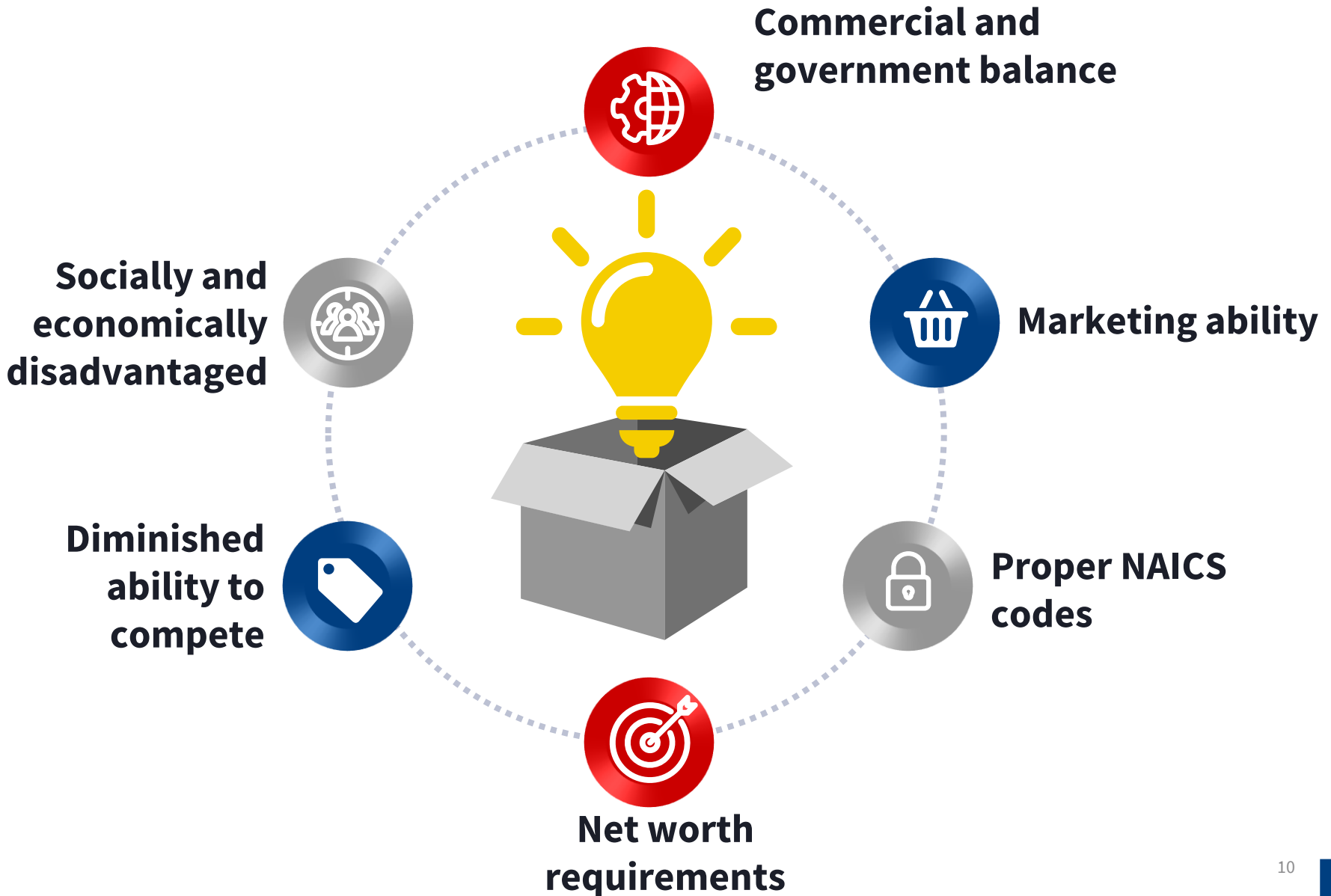
Participation Starts at Date of Approval



To maintain eligibility:

- Submit 8(a) annual update on time
- Inform SBA of all material and business changes (prior approval required)
- Maintain SAM and DSBS profiles

Is the 8(a) Certification Appropriate for You?



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



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

When Should You Apply?

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?

Yes
 No
 Don't know



Designated Socially Disadvantaged Criteria

Designated Groups

01

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

Non-Designated Group Criteria

02

- 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 \$250,000



Three year average income is \$250,000 or less



Fair market value of all assets is \$4 million or less

SBA Requirements for 8(a)

1

**Small Business
Size Standard**

4

**Business
Requirements**

2

Ownership

5

Character

3

**Control and
Management**

6

**Ineligibility
Criteria**

Waiver of the Two-Year Rule

SBA requires a business to be operating for 2 years in order to qualify for the 8(a) program.

SBA MAY **WAIVE** THE TWO-YEAR RULE IF:



Business management experience



Technical expertise



Adequate capital



Successful past performance



Ability to meet requirements

8(a) Application Process



BEFORE APPLICATION

- Register for a DUNS number
- Identify NAICS code(s)
- Register with SAM



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

certify.SBA.gov

SBA Certification Portal

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

Automatic Migration

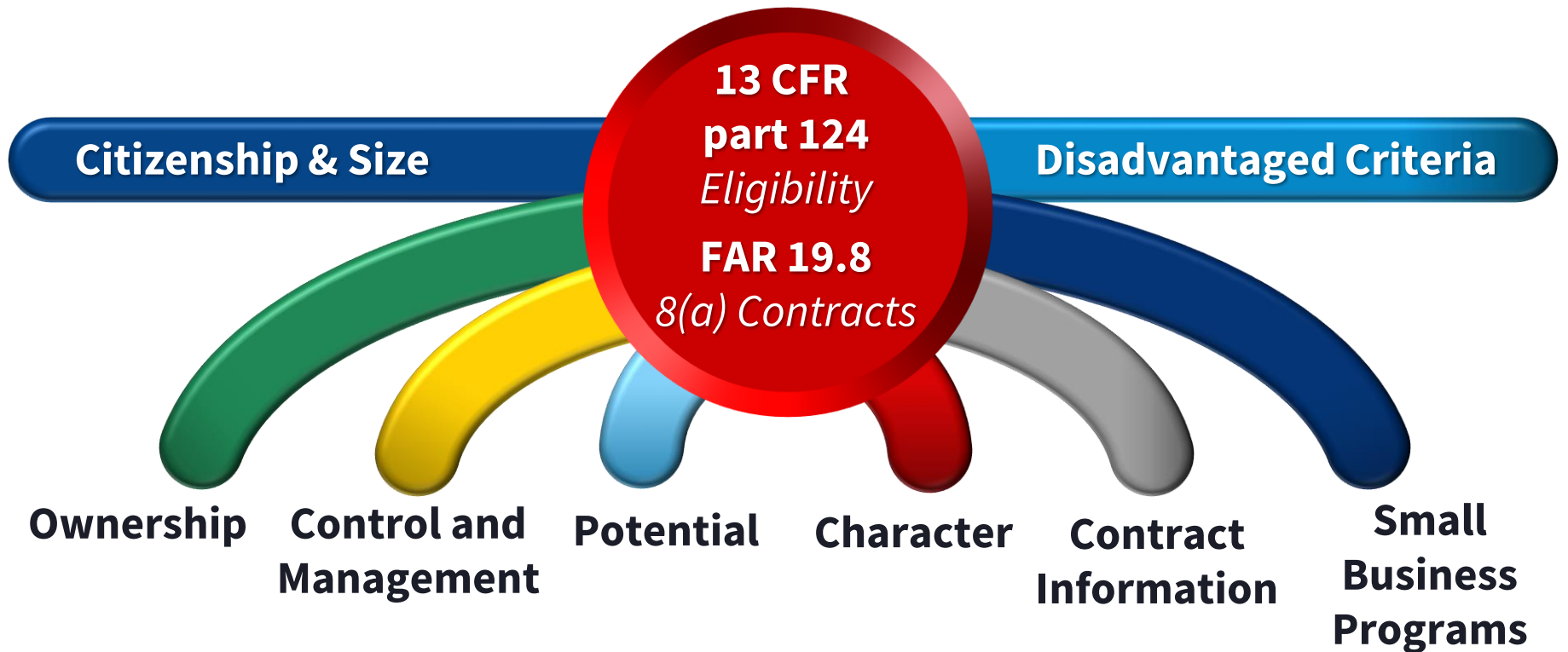
Pulls business information from SAM.gov

Online Forms

Forms are completed online. No longer required to upload certain SBA forms



Know the Rules for 8(a) Certification



SBA - Wisconsin Offices

Wisconsin District Office

310 West Wisconsin Ave.
Suite 580W
Milwaukee, WI

Wisconsin District Office

740 Regent Street
Suite 100
Madison, WI

www.sba.gov/wi

@SBA_Wisconsin

For Questions, Email:
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