



An APEX Accelerator

Emerging Issues:

Key questions and information needed to identify and understand your federal customers

May 23 | 11:00 am - Noon

Presented by:

Marc Violante, Wisconsin Procurement Institute



Webinar Etiquette

PLEASE

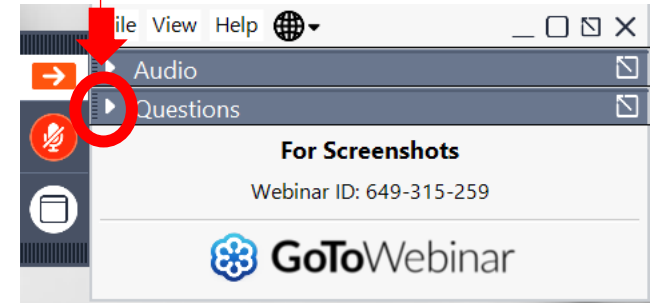
- Log into the GoToWebinar session with the name that you registered with online
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- Use the QUESTIONS option to ask your question(s).
 - We will share the questions with our guest speaker who will respond to the group

THANK YOU!



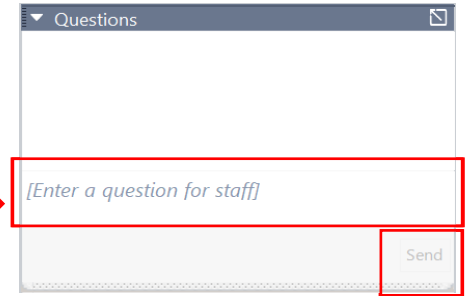
OPENING THE QUESTIONS BOX

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USING THE QUESTIONS BOX

Type questions
here at any time
during a
presentation



Click Send when ready to submit a question



Assisting Wisconsin businesses compete in the government marketplace.

WPI is Wisconsin's APEX ACCELERATOR

The APEX Accelerators program, under management of the Department of Defense (DOD) Office of Small Business Programs (OSBP), plays a critical role in the Department's efforts to identify and engage with a wide range of businesses entering and participating in the defense supply-chain. The program provides the education and training that all businesses need to participate to become capable of participating in DOD and other government contracts.

WPI provides services to all of Wisconsin's 72 counties

- Individual counseling at our offices, client's facility or virtually
- Small group training – webinars and workshops
- Conferences including one on one buyer meetings – Marketplace, The Contracting Academy, Small Business Academy, Wisconsin Federal Contractor Forum, Acquisition Hour, Cyber Fridays, DOD Roadmap series, Government Opportunities Business Conference, End of Year Federal Contractor Update, Annual DOD Contract Management Update, Evening FAR sessions and more.....

www.wispro.org

WPI OFFICE LOCATIONS

■ MILWAUKEE

- *Technology Innovation Center*

■ MADISON

- *FEED Kitchens*
- *Dane County Latino Chamber of Commerce*
- *Wisconsin Manufacturing Extension Partnership (WMEP)*
- *Madison Area Technical College (MATC)*

■ CAMP DOUGLAS

- *Juneau County Economic Development Corporation (JCEDC)*

■ EAU CLAIRE

- *Western Dairyland*

■ FOND DU LAC

- *Envision Greater Fond du Lac*

■ GREEN BAY

- *NWTC Startup Hub*

■ LACROSSE

- *Veterans in Professions*

■ MANITOWOC

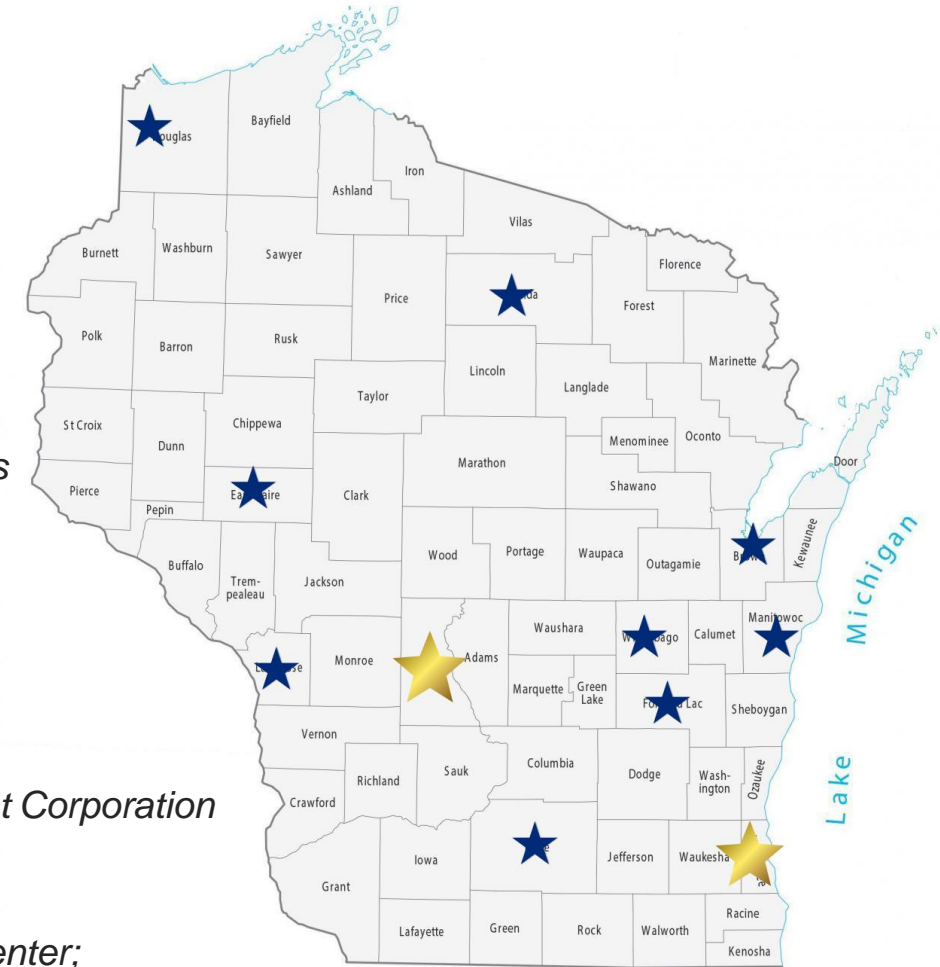
- *Progress Lakeshore*

■ OSHKOSH

- *Greater Oshkosh Economic Development Corporation*

■ SUPERIOR

- *Small Business Dev Center; UW Superior*



APEX ACCELERATORS

WISCONSIN APEX ACCELERATOR

UPCOMING EVENTS

- APR 1:00 pm - 2:00 pm
16 Acquisition Hour: SAM.gov – Tools for Contracting
- APR 9:00 am - 12:00 pm
24 Government Certification Workshop – State Certifications – Madison, WI
- APR 12:00 pm - 1:00 pm
24 Acquisition Hour: Overview of the Contractor Performance Assessment Reporting System (CPARS)
- APR April 30, 2024 - May 3, 2024
30 Lieutenant Governor's Small Business Academy
- MAY 8:00 am - 4:00 pm
16 10th Annual DoD Contract Management Update — Appleton, WI

Key questions and information needed to identify and understand your federal customers

Marc N. Violante

Wisconsin Procurement Institute

May 23, 2024



Topics

- Number of contracts
- Generalized customer model
- The Contracting Triangle
- The Contracting Equation
- Obfuscators
- IRM Factors
- The need for themes

What does your customer look like?

- What do they buy?
- How much do they buy?
- What contract vehicles do they use?
- What is the frequency of their purchases?
- What is the nominal dollar amount of their purchases?
- What drives their business?
- What is the competition like?
- Are there solidly in-place incumbents?

Identify & Understand prospective customers

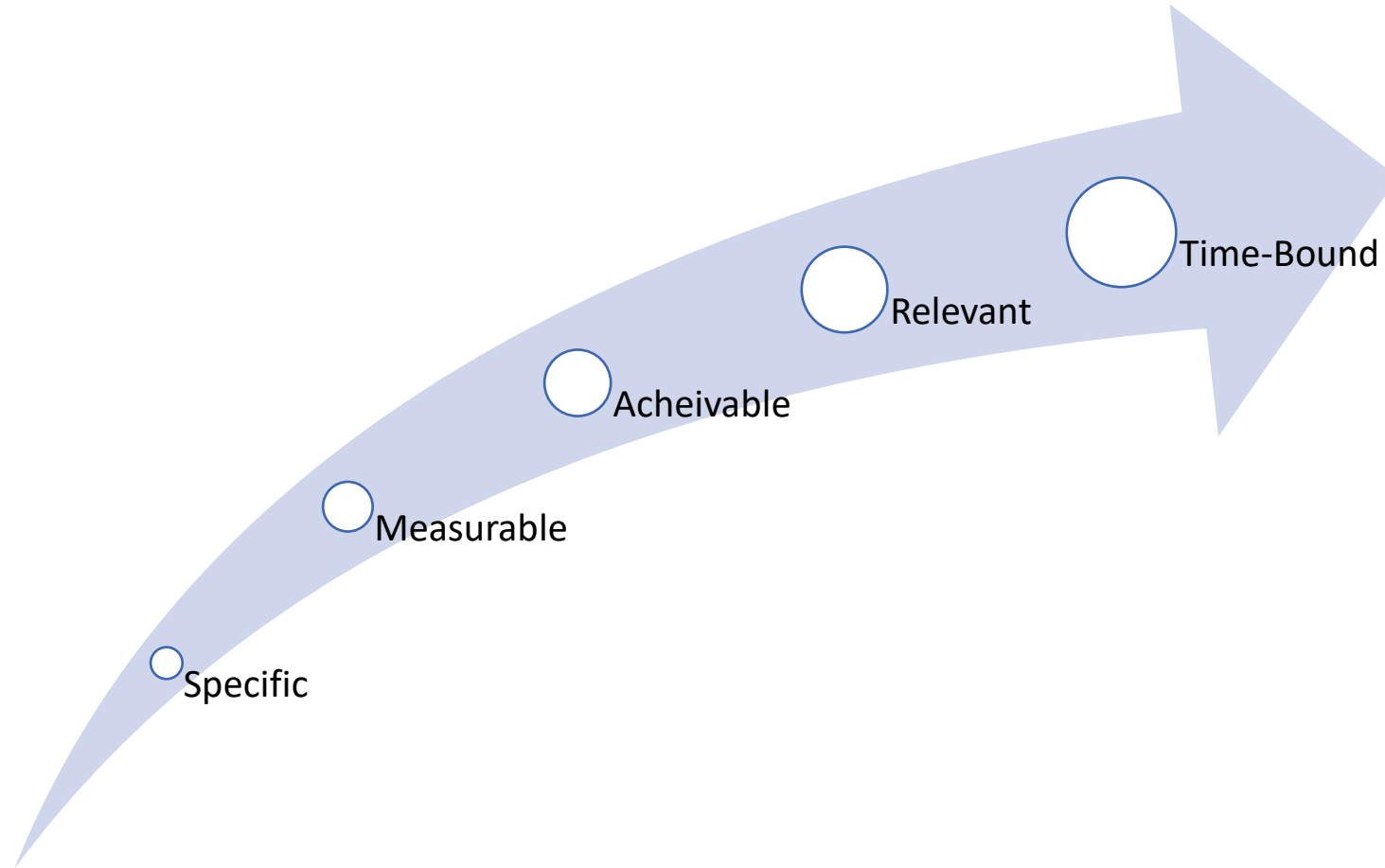
Row Labels	Count of Contracting Office Name
COMMANDING OFFICER	1
DCMA SOUTHEAST	138
DLA AVIATION	2244
DLA AVIATION - JACKSONVILLE, FL	4
DLA AVIATION AT CHERRY POINT, NC	48
DLA AVIATION AT PHILADELPHIA, PA	12
DLA LAND AND MARITIME	180
DLA TROOP SUPPORT	2
W4GG HQ US ARMY TACOM	1
Grand Total	2630

2-Jan-24	1	\$ 647.50
4-Jan-24	1	\$ 1,848.32
8-Jan-24	1	\$ -
9-Jan-24	2	\$ (2,287.35)
11-Jan-24	2	\$ 29,309.46
12-Jan-24	7	\$ 63,415.53
14-Jan-24	3	\$ (42,580.10)
16-Jan-24	1	\$ -
17-Jan-24	1	\$ 17,471.59
18-Jan-24	1	\$ -
19-Jan-24	1	\$ 5,698.35
22-Jan-24	1	\$ 1,279.68
23-Jan-24	3	\$ -
24-Jan-24	2	\$ 1,405.95
25-Jan-24	2	\$ (36,027.50)
29-Jan-24	1	\$ 239.60
30-Jan-24	3	\$ 10,148.08
31-Jan-24	2	\$ 2,740.64

Row Labels	Count of Award/IDV Type	Sum of Action Obligation (\$)
DCA Definitive Contract	11	\$ 1,014,746.00
DO Delivery Order	702	\$ 8,147,388.59
IDC Indefinite Delivery Contract	409	\$ -
PO Purchase Order	1508	\$ 8,497,732.47
Grand Total	2630	\$ 17,659,867.06

FPDS Don Industrial – Jan 22 – Feb 24

Establish SMART Goals



Understand, look for Drivers



Major changes



MRO



Budget



National Goals

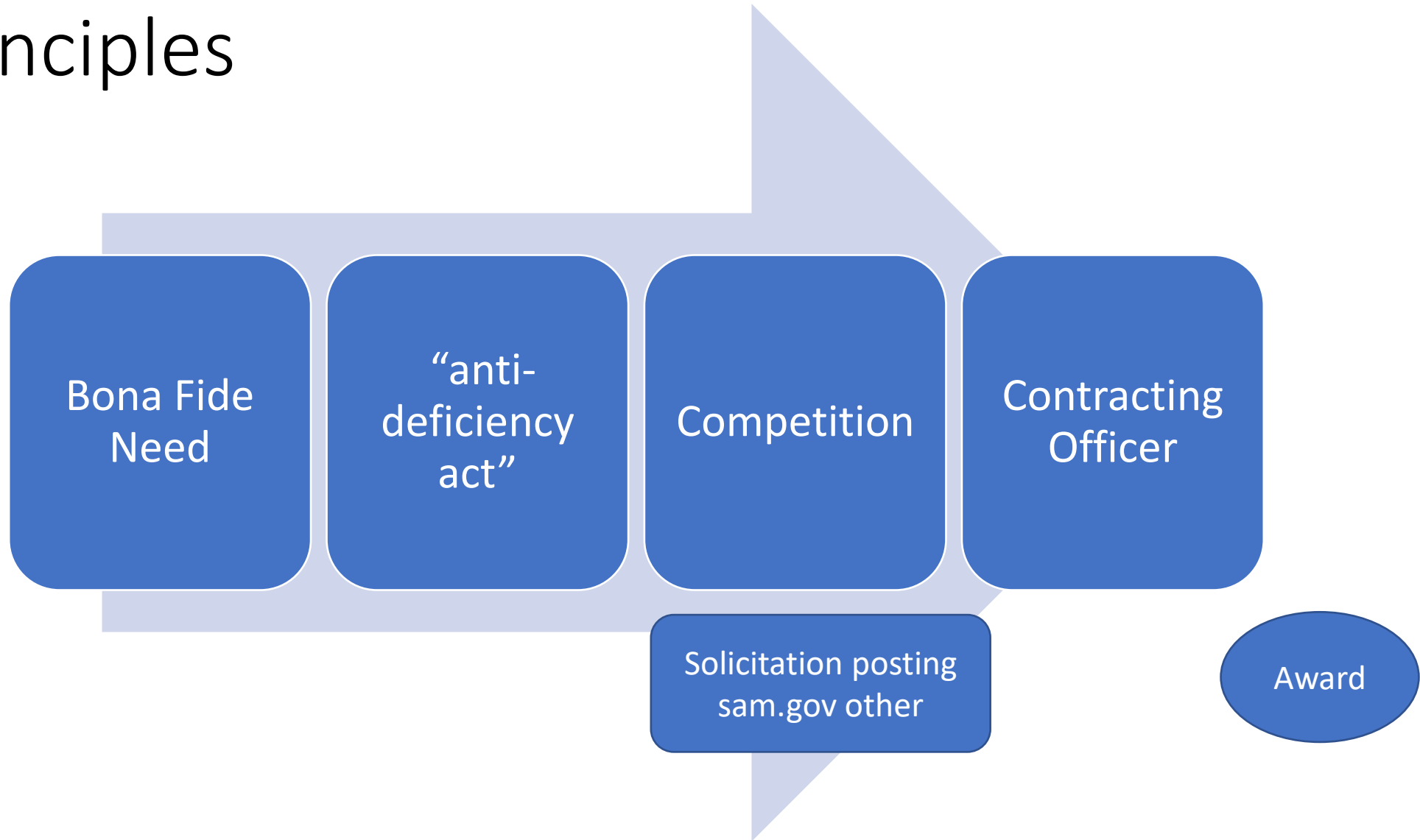


Technology



Research and
Development

4 principles



Estimate Number of Solicitations Required

- Establish – Revenue Goal
- Estimate – Average contract value
- Calculate # of contracts needed to achieve Revenue
- Select – Bid to Win Ratio
 - 1 :: 1 = all jobs bid end in contract award
 - 2 :: 1 = half of jobs bid end in contact award
 - 10 :: 1 = 10 bids yield 1 award
- For example, assume a B :: W = 10 :: 1

Worked Example

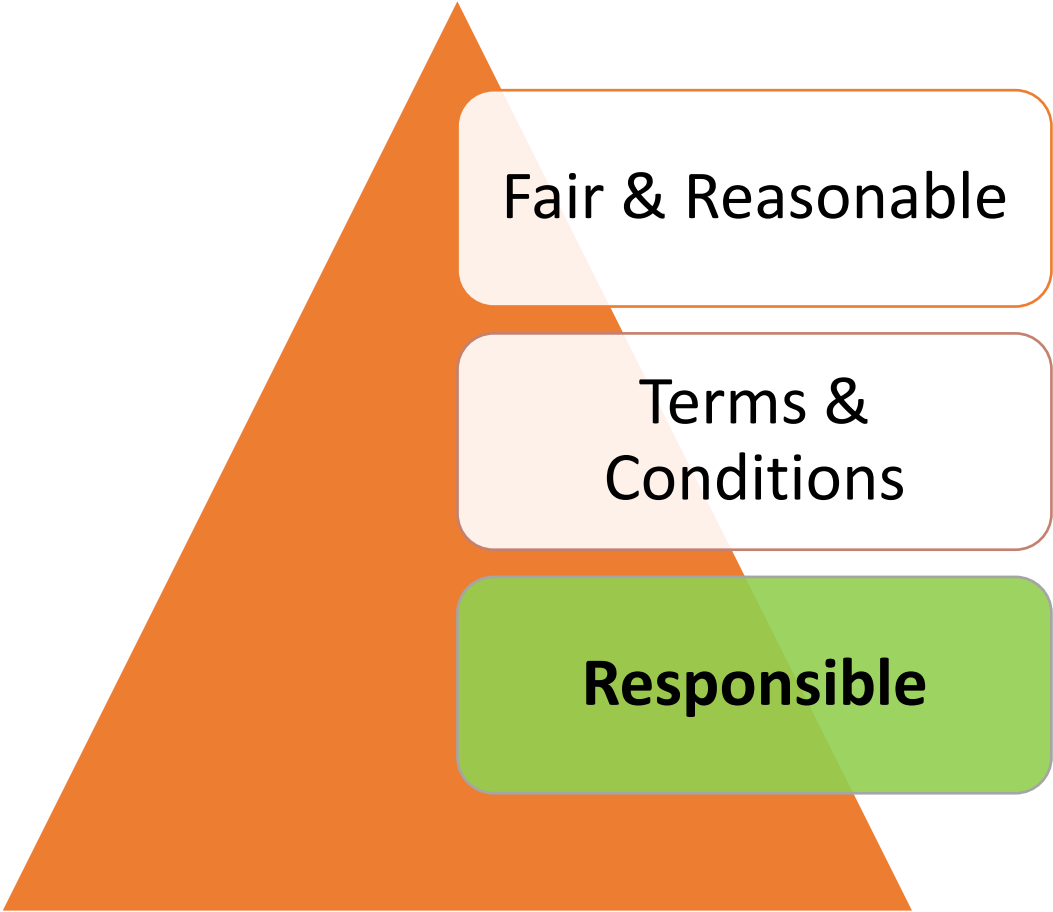
- Revenue goal: \$150,000
- Average contract value: \$5,000
- Number of contracts: 30
- Bid to Win ratio: 10::1
- Number of solicitations: $30 \times 10 = 300$ (about 1 per business day)
- Time to respond: 5 hours
- Total time: 1,500 hours
- Time left to perform 30 contracts - ~ 500 hours

Number of
solicitations needed –
300!

Generalized customer model

- NAICS
- PSCs
- Award Types
- Size – breakout
- Timing of awards
- Number of Awards
- Average value

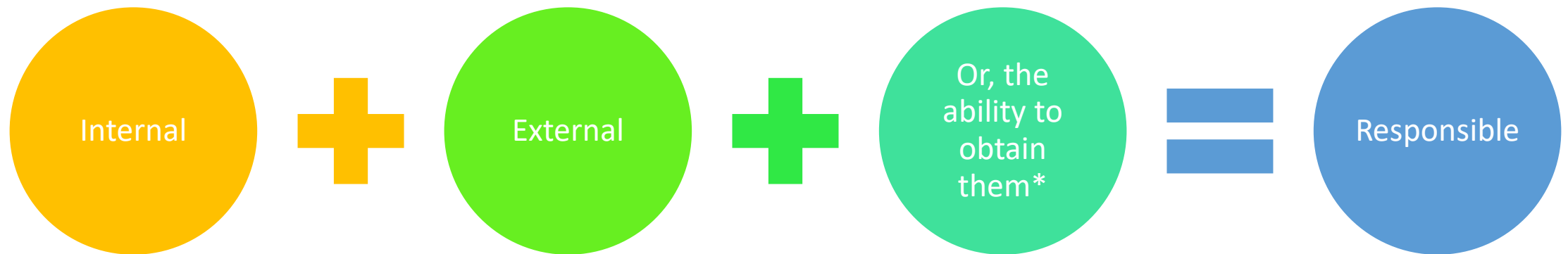
The Contracting Triangle



Responsibility

- Purchases shall be made from, and contracts shall be awarded to responsible prospective contractors only.
- No purchase or award *shall* be made unless the *contracting officer* makes an affirmative determination of responsibility.
- Why this is important:
- Responsibility determinations will also precede issuance of a BPA and will be conducted in accordance with FAR Part 9.104.
 - <https://sam.gov/opp/e7a70feacbc7444fb85c2265341e8740/view>

Responsibility – considerations



Responsibility - requirements

Meet Delivery or Performance Schedule

Adequate Finances

Satisfactory Performance Record

Necessary production, construction, & technical equipment & facilities

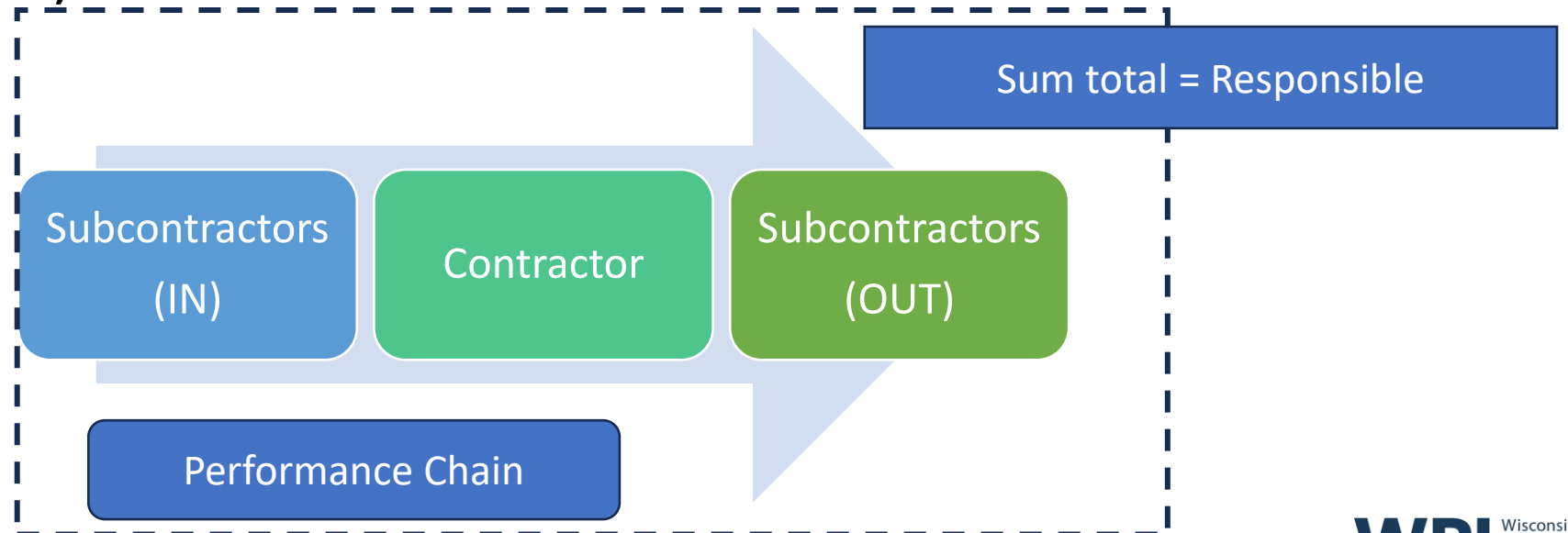
Otherwise qualified and eligible to receive an award

Organization, experience, accounting & operational controls

Satisfactory Record of Integrity & Business ethics

The Contracting Equation

- **9.104-4 Subcontractor responsibility.**
- (a) Generally, prospective prime contractors are responsible for determining the responsibility of their prospective subcontractors (but see [9.405](#) and [9.405-2](#) regarding debarred, *ineligible*, or suspended firms).



Obfuscators

NAICS codes

PSCs

Contracting Offices

Procurement Officials

Obfuscators

NAICS codes – 1,167

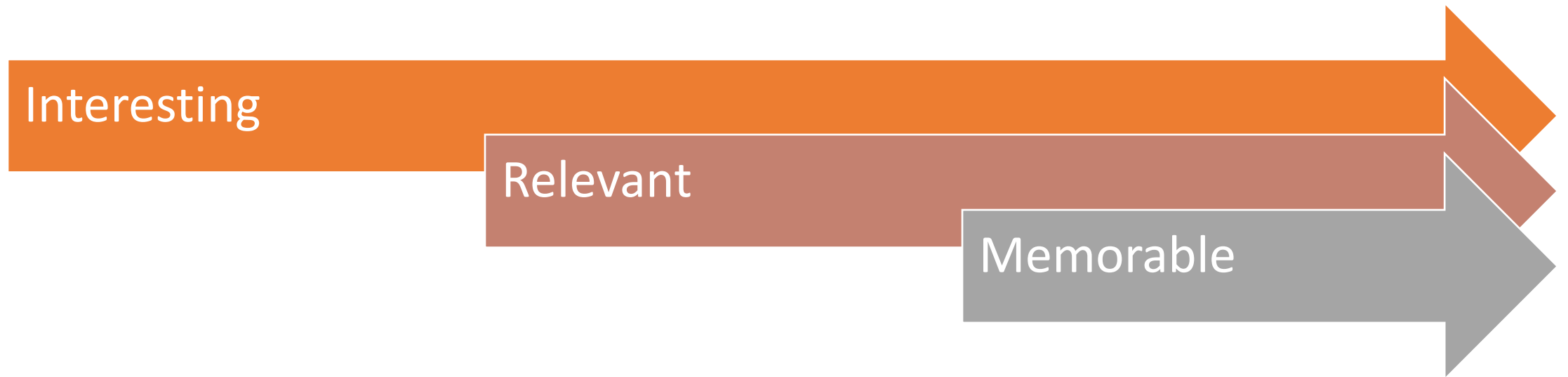
PSCs – 2,500

Contracting Offices – 2,693

Procurement Officials - ~40,000

NAICS, PSC & Contracting Offices – FY23

IRM Factors



Themes

- Noisy communication channels
- The last document review of the day, the week
 - Keeping track of proposals strength and weaknesses
 - Giving reasons to remember
- Being memorable
- Create themes and weave them into your communications –
 - Capability statements
 - Emails
 - Proposals
 - Other
 - Consistent with variations to specific setting

Information Sources - understanding

- SAM
- WPI Bidmatch
- SAM Databank
- GAO
- Strategic Plans
- Web sites
- Outreach events

Obstacles and Perspectives

- Bunny Hills v. Black Diamonds
- Gold Mining and Oil Explorations
- The Backpack problem

USACE – Chicago, top 5 NAICS by dollar

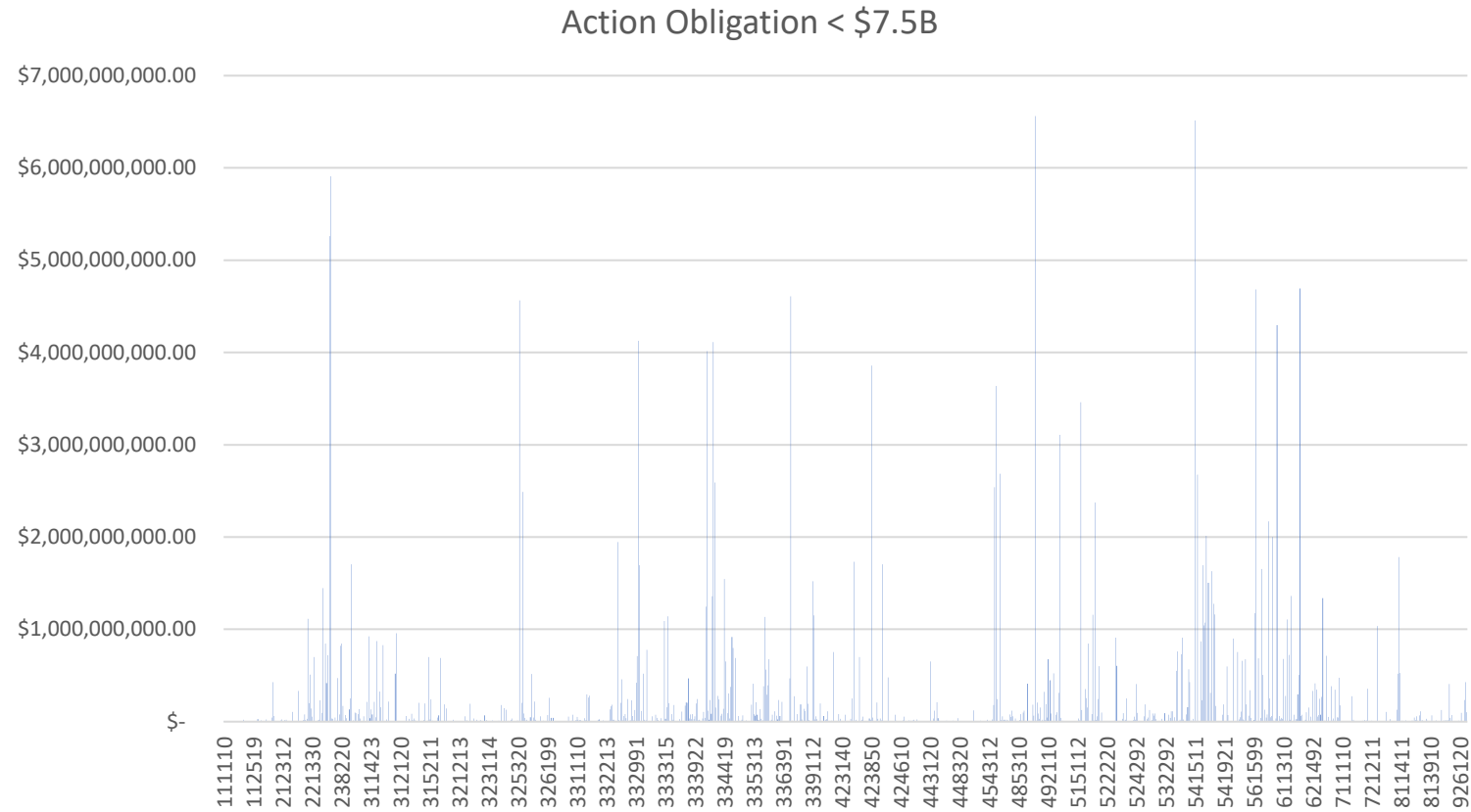
237990	OTHER HEAVY AND CIVIL ENGINEERING CONSTRUCTION
541330	ENGINEERING SERVICES
237110	WATER AND SEWER LINE AND RELATED STRUCTURES CONSTRUCTION
327991	CUT STONE AND STONE PRODUCT MANUFACTURING
484220	SPECIALIZED FREIGHT (EXCEPT USED GOODS) TRUCKING, LOCAL

Row Labels		Sum of Dollars Obligated
237990	\$	25,006,840.19
237110	\$	11,811,849.14
327991	\$	4,171,672.78
541330	\$	3,791,407.83
561210	\$	1,742,109.00
221112	\$	1,300,000.00
237310	\$	1,087,841.95
484220	\$	845,550.00
561730	\$	391,197.60
541620	\$	190,000.00
Grand Total	\$	50,338,468.49

<https://www.usace.army.mil/Business-With-Us/Small-Business/About-Us/>

Link: District Center Market Research Information

Filter data/information for clarity



NAICS dilution

NAICS Code	Product or Service Code	Product or Service Description	Sum of Dollars Obligated
237990	Y1KA	CONSTRUCTION OF DAMS	\$ 244,321.79
	Y1KB	CONSTRUCTION OF CANALS	\$ 5,521,269.27
	Y1KF	CONSTRUCTION OF DREDGING FACILITIES	\$ 2,180,452.74
	Y1KZ	CONSTRUCTION OF OTHER CONSERVATION AND DEVELOPMENT FACILITIES	\$ (78,242.50)
	Y1PZ	CONSTRUCTION OF OTHER NON-BUILDING FACILITIES	\$ 14,477,699.68
	Y1QA	CONSTRUCTION OF RESTORATION OF REAL PROPERTY (PUBLIC OR PRIVATE)	\$ (974.72)
	Z1KA	MAINTENANCE OF DAMS	\$ 438,023.20
	Z1KZ	MAINTENANCE OF OTHER CONSERVATION AND DEVELOPMENT FACILITIES	\$ (100.24)
	Z2KA	REPAIR OR ALTERATION OF DAMS	\$ (40,900.33)
	Z2PZ	REPAIR OR ALTERATION OF OTHER NON-BUILDING FACILITIES	\$ 2,265,291.30
237110	N043	INSTALLATION OF EQUIPMENT- PUMPS AND COMPRESSORS	\$ 44,350.70
	Y1ND	CONSTRUCTION OF SEWAGE AND WASTE FACILITIES	\$ 6,051,319.00
	Y1NE	CONSTRUCTION OF WATER SUPPLY FACILITIES	\$ 107,560.00
	Y1PZ	CONSTRUCTION OF OTHER NON-BUILDING FACILITIES	\$ 5,363,138.10
	Z2ND	REPAIR OR ALTERATION OF SEWAGE AND WASTE FACILITIES	\$ 245,481.34

SB breakout with % NAICS > SB

Sum of Dollars Obligated	Column Labels				
Row Labels	OTHER THAN SMALL BUSINESS	SMALL BUSINESS	Grand Total		% to SB
237990	\$ 16,854,328.23	\$ 8,152,511.96	\$ 25,006,840.19		33%
237110	\$ (10,000.90)	\$ 11,821,850.04	\$ 11,811,849.14		100%
327991	\$ 3,403,750.00	\$ 767,922.78	\$ 4,171,672.78		18%
541330	\$ 1,259,257.00	\$ 2,532,150.83	\$ 3,791,407.83		67%
561210		\$ 1,742,109.00	\$ 1,742,109.00		100%
221112	\$ 1,300,000.00		\$ 1,300,000.00		0%
237310		\$ 1,087,841.95	\$ 1,087,841.95		100%
484220		\$ 845,550.00	\$ 845,550.00		100%
561730		\$ 391,197.60	\$ 391,197.60		100%
541620	\$ 190,000.00		\$ 190,000.00		0%
Grand Total	\$ 22,997,334.33	\$ 27,341,134.16	\$ 50,338,468.49		54%

Similarity

- To what extent are capabilities transferable?
 - Size, scale, scope, process, materials
- Ranking one buying office to others.
 - Do they buy the same items?

Similarity v. Differences

- The same building; different geographic location
- Possible issues
 - Knowledge of labor market
 - Knowledge of suppliers
 - Ability to obtain supplier credit
 - Weather
 - Geology

PSC Competitiveness Index

- PSC / Number of Offers

Product or Service Code	Product or Service Description	Count of Product or Service Code	Sum of Number of Offers Received	Competitiveness
C211	ARCHITECT AND ENGINEERING- GENERAL: LANDSCAPING, I	1		?
J035	MAINT/REPAIR/REBUILD OF EQUIPMENT- SERVICE AND TRA	1		?
J038	MAINT/REPAIR/REBUILD OF EQUIPMENT- CONSTRUCTION/M	1		?
S112	UTILITIES- ELECTRIC	1		?
S211	HOUSEKEEPING- SURVEILLANCE	1		?
S201	HOUSEKEEPING- CUSTODIAL JANITORIAL	2	38	19
Z1KZ	MAINTENANCE OF OTHER CONSERVATION AND DEVELOPM	1	8	8
S222	HOUSEKEEPING- WASTE TREATMENT/STORAGE	1	7	7
Z2KA	REPAIR OR ALTERATION OF DAMS	1	7	7
Z2ND	REPAIR OR ALTERATION OF SEWAGE AND WASTE FACILIT	2	14	7
Y1NE	CONSTRUCTION OF WATER SUPPLY FACILITIES	1	6	6
N043	INSTALLATION OF EQUIPMENT- PUMPS AND COMPRESSOR	1	5	5
Y1GZ	CONSTRUCTION OF OTHER WAREHOUSE BUILDINGS	1	5	5
Y1LB	CONSTRUCTION OF HIGHWAYS, ROADS, STREETS, BRIDGE	1	5	5
Y1NA	CONSTRUCTION OF FUEL SUPPLY FACILITIES	1	5	5
Y1NZ	CONSTRUCTION OF OTHER UTILITIES	2	9	4.5
3990	MISCELLANEOUS MATERIALS HANDLING EQUIPMENT	1	4	4
Z2PZ	REPAIR OR ALTERATION OF OTHER NON-BUILDING FACILIT	3	11	3.666667
Y1PZ	CONSTRUCTION OF OTHER NON-BUILDING FACILITIES	12	43	3.583333

PSC Competitiveness Index – in contrast

- PSC / Number of Offers

Product or Service Code	Product or Service Description	Count of Product or Service Code	Sum of Number of Offers Received	Competitiveness
Z2QA	REPAIR OR ALTERATION OF RESTORATION OF REAL PROP	1	2	2
2420	TRACTORS, WHEELED	2	3	1.5
Y1JZ	CONSTRUCTION OF MISCELLANEOUS BUILDINGS	2	3	1.5
1940	SMALL CRAFT	1	1	1
2310	PASSENGER MOTOR VEHICLES	1	1	1
2920	ENGINE ELECTRICAL SYSTEM COMPONENTS, NONAIRCRAF	1	1	1
5610	MINERAL CONSTRUCTION MATERIALS, BULK	2	2	1
5999	MISCELLANEOUS ELECTRICAL AND ELECTRONIC COMPONE	1	1	1
6350	MISCELLANEOUS ALARM, SIGNAL, AND SECURITY DETECTI	2	2	1
7110	OFFICE FURNITURE	1	1	1
C213	ARCHITECT AND ENGINEERING- GENERAL: INSPECTION (NC	1	1	1
F114	ENVIRONMENTAL SYSTEMS PROTECTION- ENVIRONMENTA	1	1	1
J066	MAINT/REPAIR/REBUILD OF EQUIPMENT- INSTRUMENTS ANI	1	1	1
W070	LEASE OR RENTAL OF EQUIPMENT - INFORMATION TECHNC	1	1	1
X1LZ	LEASE/RENTAL OF PARKING FACILITIES	1	1	1
Z2JZ	REPAIR OR ALTERATION OF MISCELLANEOUS BUILDINGS	1	1	1
C219	ARCHITECT AND ENGINEERING- GENERAL: OTHER	3	2	0.666666667
9140	FUEL OILS	2	1	0.5
H146	QUALITY CONTROL- WATER PURIFICATION AND SEWAGE T	2	1	0.5

How does your customer purchase?

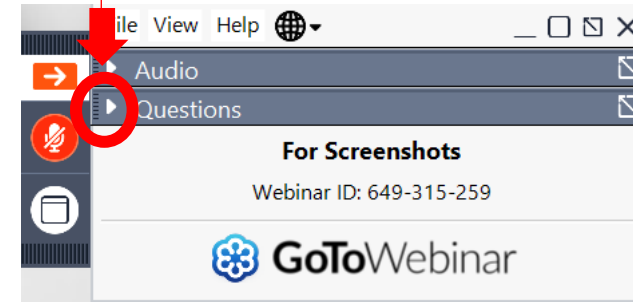
Row Labels	Column Labels				Total Count of Award or IDV Type	Total Sum of Dollars Obligated
	Count of Award or IDV Type		Sum of Dollars Obligated			
	OTHER THAN SMALL BUSINESS	SMALL BUSINESS	OTHER THAN SMALL BUSINESS	SMALL BUSINESS		
BPA		1		\$ -	1	\$ -
DEFINITIVE CONTRACT	5	39	\$ 7,302,517.29	\$ 19,846,426.41	44	\$ 27,148,943.70
DELIVERY ORDER	6	19	\$ 1,850,137.86	\$ 7,432,431.97	25	\$ 9,282,569.83
IDC		2		\$ -	2	\$ -
PURCHASE ORDER	5	16	\$ 278,634.67	\$ 1,104,453.38	21	\$ 1,383,088.05
Grand Total	16	77	\$ 9,431,289.82	\$ 28,383,311.76	93	\$ 37,814,601.58

QUESTIONS?



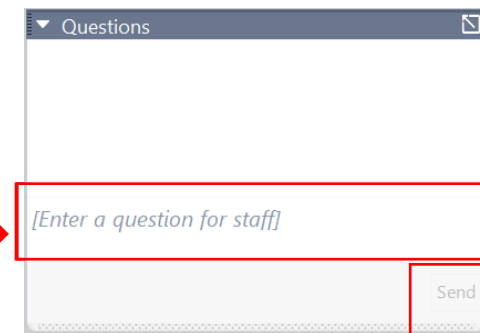
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UPCOMING TRAINING - EVENTS

CYBER FRIDAY LIVE WEBINAR SERIES

Cyber Friday is a series of one-hour webinars focusing on critical topics for DOD contractors and subcontractors in cyber security, data security, and CMMC. Attendees receive 1 CPE credit for attending.

- **June 21**, 3.1.2 Security Awareness Training, Role-Based Training, and Insider Threat Training
- **July 19**, 3.1.3 Audit and Accountability Policy, Log Review Procedure
- **August 23**, 3.1.4 Configuration Management Policy, Change Request Process, Baseline Configurations
- **September 20**, 3.1.6 Incident Response Policy, Incident Response Plan
- **October 18**, 3.1.7 System Maintenance Policy
- **November 22**, 3.1.8 Media Control Policy, Media Destruction Policy and Personnel Security
- **January 24**, 3.1.11 Risk Assessment Policy, Security Assessment Reports

EMERGING ISSUES WEBINAR SERIES

This series is intended as an information tool and resource for contract managers and those with a compliance function. Attendees receive 1 CPE credit for attending.

- **May 23** – Key Questions and Information Needed to Identify and Understand Your Federal Customers
- **June 20** – Vetting and Securing Your Supply Chain
- **July 25** – Beyond contracts: Conducting Business with the Federal Government
- **Aug 22** – Regulation Making – The Process and the Important Role Businesses Play
- **Sep 19** – Industry 4.0 – The Next Generation of the DIB
- **Oct 24** – Innovation – What Does Innovation Look Like from DoD’s Perspective?
- **Nov 21** – The Critical Role Your Accounting System Plays in SBIR/STTR Success



15th NDIA Great Lakes Chapter Annual Meeting

July 24, 2024

10:00 am – 5:00 pm
Itasca, IL

Guest Speaker: Matthew Travis, Ceo, Cyber-AB

- *Save the Date* -



December 10

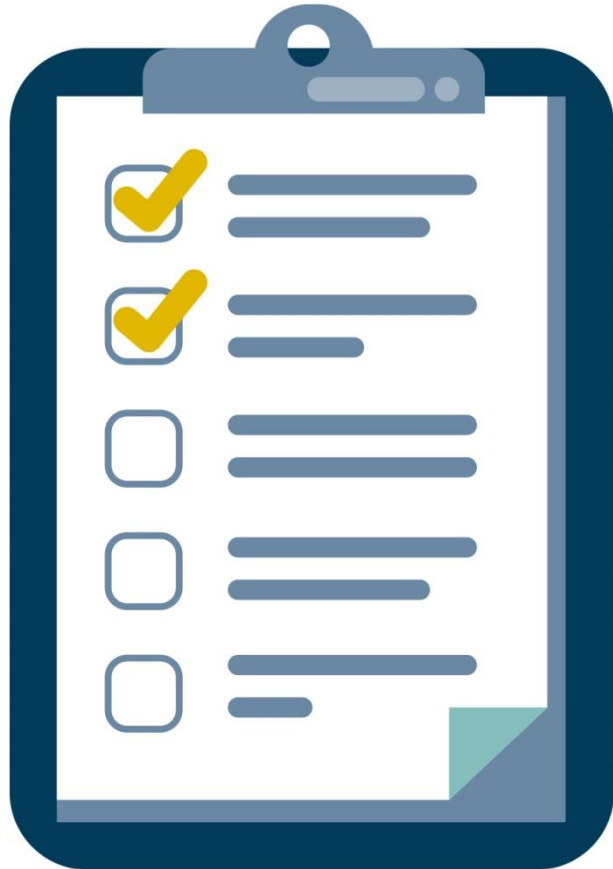
Virtual



December 11-12

In-Person

SURVEY



May 23, 2024

CONTINUING PROFESSIONAL EDUCATION



This webinar is eligible for 1 CPE credit.
For a certificate of this credit please contact:

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neelagangap@wispro.org

PRESENTED BY

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