



SBDC

*Small Business
Development Center*



Is your business ready for corporate or government contracting?



**SBDC
Business Lab**
Grow Your Business Here.



About the Wisconsin SBDC

The [Wisconsin Small Business Development Center \(SBDC\) Network](#) is a nationally accredited member of America's SBDC, the most comprehensive small business assistance network in the U.S.

- [14 centers](#) across the state, many based on Universities campuses
- Helping businesses start and grow since 1980



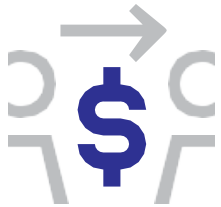
What we help with



Business planning
and startup



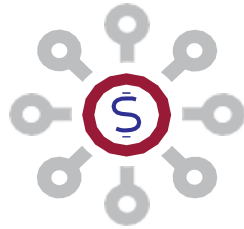
Marketing and
sales growth



Finance and
capital access



Financial
management



Management and
strategic planning

How we help

The Wisconsin SBDC offers:

- No-cost, confidential [consulting](#)
- Business [education](#) –
[online](#) and in person
- Research and data services
- Access to a wide network of regional expertise

Get the back end of your business in order

- Accounting & Banking
- Insurance
- Bonding
- Human Resources
- Legal support
- Technology and Cybersecurity
- Certification
- Building Relationships
- Marketing
- Market Adaptability

Accounting & Banking– Get your books in order and know your numbers

- Working capital – need strong bank relationship and often short turn around time for a loan or line of credit.
- Relationship with bankers and loan officers who understand government compliance
- Streamline processes and procedures (invoices, payroll, taxes...)
- Accessible historical documents
- Financial stability to respond to market fluctuation
- Understand your books
- Use an approved accounting system, estimating system, and purchasing system

Insurance- Safe guard your business and prove your value

Functions like a contract between the person or business being insured and the insurance company. The insurance policy guarantees that the insurance company will compensate the insured when a covered loss occurs.

- Many purchasers require strong insurance portfolios to cover potential costs
- Mitigate risk to client or public safety
- Cybersecurity



Bonding- Contractual Compliance

A contract between three parties: the person doing the work (principal), the person requiring the work (obligee), and the company providing the bond (surety). The bond guarantees that the principal will fulfill the terms of the contract and, if they don't, the obligee can file a claim against the bond to recover losses

- Not all businesses need to be bonded. It depends on industry

HR- your team, your reputation

- Ability to increase workforce
- Supplies and tools to support staff
- Decide if some tasks will take place in house vs. off site (HR, payroll, in house marketing team, subcontracting...)
- Ability to hire at market fluctuation
- Skilled workforce (international visas?)

Legal- Protect your business

- Expert review of contracts, understand terms
- Compliance with federal/state laws, data protection, taxes
- Evaluate Dispute Resolution Clauses: Check whether arbitration, mediation, or litigation is mandated
- Confirm Intellectual Property (IP) Ownership
- Understand Indemnity Clauses: These allocate financial responsibility in the event of legal claims or third-party losses



Technology and Cybersecurity- be prepared to meet expectations.

- Many purchasers have rigorous expectations around securing data.
- You must be prepared to be vetted in advance.
- Ensure you have the technical capabilities to be adaptable to contracts.

Certifications- working for you

- Learn which certifications you qualify for
- Research which purchasers require specific certifications (this varies greatly)
- Maintain detailed and timely records before applying for certifications
- Know that certifications can work in your favor as a subcontractor



Building Relationships- position your business for success

- Do your research – does that buyer need your product or service?
- It takes time
- Don't make promises you can't keep
- Start small
- Consider a subcontracting role



Marketing- Tell your story

- What makes your company special?
- Be sure you have brand assets in place and updated (website, social media, responsive communication plan)
- Highlight industry experience and custom solutions
- Include past work and case studies
- Make communication easy for buyers



How can the SBDC help?

- Make connections with Wisconsin Procurement Institute and the Milwaukee Anchor Collaborative
- Help with getting the back end of your business on track (website, financial literacy, developing workforce, legal support...)
- Grow your network



UPCOMING EVENTS:

**Improve your Website and Social
Media Channels**

**In collaboration with the City of
West Allis**

**Wednesday, August 20th
8:30-10:30 AM**



Understanding how the government marketplace works - Some very basics


August 5, 2025 - Milwaukee

The government market



-
- Local government
 - State government
 - Federal government
 - Department of Defense
 - Government Prime Contractors

The government buys everything



CATERING	CONSTRUCTION	MEDICAL SUPPLIES
DISASTER RELIEF	VEHICLES	MANUFACTURED PARTS
PROFESSIONAL SERVICES	TECHNOLOGY	TRAINING
COMMODITIES	TRANSPORTATION	LANDSCAPING
AND ON	AND ON	AND ON

BUT – it is **VERY HARD** and they **don't have to buy it from YOU**. **IT IS COMPETITIVE!**
They will purchase based on their specific requirements, their method of purchasing and their regulations – and available funds. It is the **government way or no way**.

Some differences between the government and non-government markets



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- Government can be intrusive
 - The government can only buy if it needs something and it has the money
 - Government opportunities are public – bids are public – outcomes are public
 - Some of your information is public
 - Government can be demanding
 - Need to be business capable, security aware, financially sound and compliance strong
 - Need to be able to do business without much “paper”

So how to you best position yourself to succeed in the government marketplace

- **Get Business Ready – with emphasis on**
 - Back room support
 - Financial resources
 - Ability to build your capacity and capability
- **Gain some business wisdom and experience FIRST**
- **Marketing - basics**
 - Website
 - Capabilities Statement
 - Business Cards
 - Pitch – short and long
 - Social media
 - Government registrations and certifications

LOW RISK

Government registrations and certifications



- **Local government**

- Certifications City / County of Milwaukee, Dane County, City of Madison and several others including DBE

- **State of Wisconsin**

- Minority, Woman, Service-Disabled Veteran certifications
- eSupplier – VendorNet – eBuilder
- WisDOT DBE

- **Federal**

- US SBA Small Business Certifications
- www.SAM.GOV
- US SBA Small Business Search

Networking / relationship development in the Marketplace is critical



- **Know your competitors**
 - TODAY'S COMPETITORS MAY BE YOUR FUTURE PARTNERS
- **ATTEND and PARTICIPATE – THIS IS AN INVESTMENT NOT AN EXPENSE**
 - In state such as MARKETPLACE
 - Market focus specific events
 - Participate as a speaker or subject matter expert
- **Build relationships**
 - Business
 - Government – Primes – **more on this next week**

A couple more things



- READ and be AWARE of what is going on
- Watch for opportunities – more on this next week
- Understand what you are really getting into – requirements, contracts, obligations
- Market Research is a critical element of success
- Develop AI skills and capabilities



<https://www.wispro.org/>

UPCOMING EVENTS



- AUG 8:00 am - 10:00 am
5 **Session 1: Understanding How the Government Marketplace Works**
- AUG 12:30 pm - 1:00 pm
5 **Federal Market Insights: Innovation – Artificial Intelligence and its Role in DLA Contracting: What contractors need to know**
- AUG 12:00 pm - 1:00 pm
6 **Acquisition Hour: Writing an Effective Capabilities Statement**
- AUG 7:30 am - 10:00 am
12 **Session 2: Understanding How the Government Marketplace Works**
- AUG 12:30 pm - 1:00 pm
12 **Federal Market Insights: DLA’s QPLs, QMLs, and QBLs AND DLA Warehouse Logistics – what they are and how they apply to your work with DLA**

[View Calendar](#)

CURRENT OPPORTUNITIES (10)



CONTACT INFO



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