

Acquisition Hour

Writing an Effective Capabilities Statement

August 6 | Noon – 1:00 pm

Presented by:

Jack Laufenberg, Wisconsin Procurement Institute





An APEX Accelerator

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 and training to all of Wisconsin's 72 counties

- Individual counseling at our offices, client's facility or virtually
- Small group training – webinars and workshops including Acquisition Hours, Cyber Fridays, Evening FAR sessions, Federal Market Insights and Local Government Sales Opportunities
- Conferences the Governors Marketplace, The Contracting Academy (TCA), WEDCs Small Business Academy, Wisconsin Federal Contractor Forum [DC and in-state], Government Opportunities Business Conference GOBC) with WI military bases, End of Year Federal Contractor Update, Annual DOD Contract Management Update, 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*

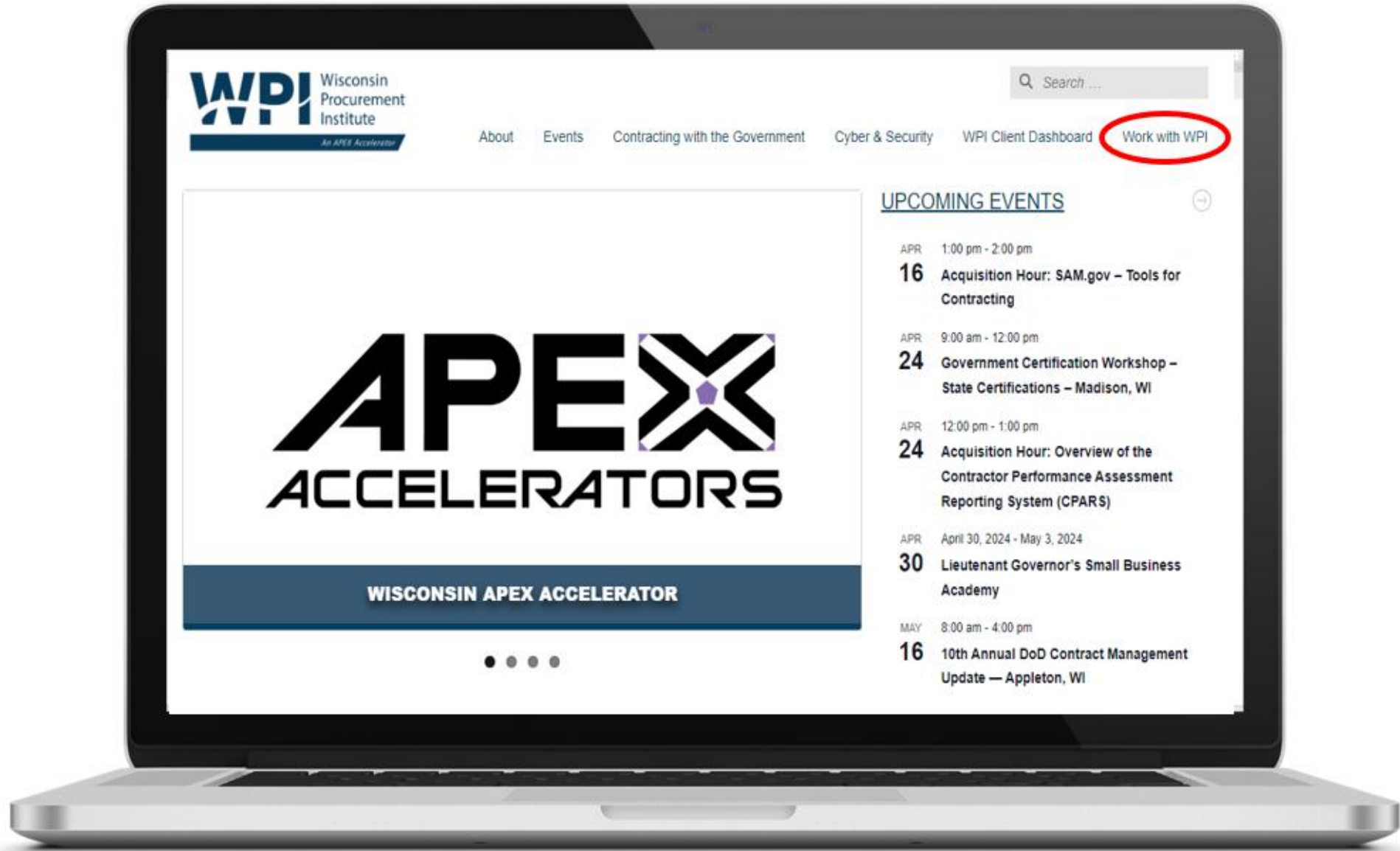
- **OSHKOSH**

- *Greater Oshkosh Economic Development Corporation*

- **SUPERIOR**

- *Small Business Dev Center; UW Superior*







Writing an Effective Capabilities Statement (and other Marketing Assets)



Writing an Effective Capabilities Statement


Capabilities Statements and other Marketing Assets

- **Capabilities Statements**
- Business Cards
- Business Emails
- Email Signatures
- Updating your website
- Updating your LinkedIn profile
- Updating your Google Business Profile
- Updating you Small Business Search profile (SAM.gov users only)

Writing an Effective Capabilities Statement


Capabilities statements – A resume for your business

Capabilities Statement



SMB Value Partners, Inc., a Woman-Owned Small Business, is a solutions provider for government and commercial clients. We provide enterprise-wide management solutions to support your business needs.

smbvaluepartners.com



Company Snapshot

SMB Value Partners, Inc.
 POC: Deb Dietz, President
 Phone: 847-414-3856 | FAX: 847-510-0535
 eMail: ddietz@smbvaluepartners.com
 Address: 2122 Warwick Lane, Glenview, IL 60026-5743
 Cage Code#: ----- | DUNS#: -----
 Work Area: Nationwide

NAICS Codes

- 541611 Administrative & General Management Consulting Services
- 518210 Data Processing Hosting & Related Activities
- 524298 All other Insurance Related Activities
- 541512 Computer Systems Design Services
- 541613 Marketing Consulting Services
- 541614 Process, Physical Dist., and Logistics Consulting Services
- 541618 Other Management Consulting Services
- 541690 Other Scientific and Technical Consulting Services
- 541910 Marketing Research and Public Opinion Polling
- 541990 All Other Professional, Scientific, and Technical Services
- 611430 Professional & Management Development Training

Differentiators

- Woman-Owned Small Business, focused on quality, reliability, savings and job creation. Senior executive leadership
- Full-service management consultants: Marketing, Communications, IT, Sales, Strategic Planning, Logistics, Operations, Cybersecurity, Training & Education
- Over 100 years of industry experience
- Focus on helping Government put small business people to work
- Outsourcing and Fractional Leadership
- Industry and software agnostic











PSC Codes


- 7030 Information Technology Software
- A026 R&D-Defense Other: Services (Management/Support)
- A096 R&D-Defense Other: Other (Management/Support)
- AE16 R&D-Economic Growth: Employment Growth/Productivity (Management/Support)
- A26 R&D-Economic Growth: Product/Service Improvement (m/S)
- A36 R&D-Economic Growth: Manufacturing Tech. (Mgmt/Support)
- A96 R&D-Economic Growth: Other (Management/Support)
- A716 R&D-Education: Educational (Management/Support)
- AN41 R&D-Medical Health Services- Basic Research
- B506 Special Studies/Analysis-Data (Other Than Scientific)
- B553 Special Studies/Analysis- Communications
- B599 Special Studies/Analysis
- D302 IT And Telecom-Systems Development
- D303 IT And Telecom-Data Entry
- D306 IT And Telecom-Systems Analysis
- D307 IT And Telecom-IT Strategy And Architecture
- D310 IT And Telecom-Cyber Security And Data Backup
- D318 IT And Telecom-Services Solutions
- D324 IT And Telecom-Business Continuity
- G009 Social-Non-Government Insurance Programs
- R405 Support-Prof.: Operations Research/Quantitative Analysis
- R406 Support-Professional: Policy Review/Development
- R408 Support-Professional: Program Management/Support
- R410 Support-Prof.: Program Evaluation / Review / Development
- R413 Support-Professional: Specifications Development
- R422 Support-Professional: Market Research/Public Opinion
- R426 Support-Professional: Communications
- R499 Professional Services Support
- R512 Support-Administrative: Information Retrieval
- R699 Other Administrative Support Services
- R701 Support-Management: Advertising
- R702 Data Collection
- R706 Logistics Support
- R799 Support Management
- U008 Education/Training: Training/Curriculum Development
- U009 Education/Training-General

Core Competencies

- Strategic Planning and Execution
- Marketing & Sales Management
- Project and Program Management
- Information Technology – IT
- Operational Efficiencies / Process Improvements


Past Performances

	Bass Pro Shops		Baxter
	Complia Health		Grainger
	Infor ERP		RRDonnelly
	World Kitchen		Cummins
	Zenith Electronics		Citi Group



SMB Value Partners, Inc.
 Helping Government Deliver Projects;
 High Quality, On-Time and On-Budget

Interested in learning more?
 Invest in the Capability, not the Product®
NASPOValuePoint@questsys.com
www.questsys.com • 800.326.4220



GOVERNMENT CAPABILITY STATEMENT

Government Capability Statement

Quest can help you navigate through all levels of government solutions.

Quest's Local, State, and Federal Government Solutions Help You To:

- Boost performance, efficiency, and governance by consolidating data centers via virtualization and cloud solutions
- Enable anywhere, anytime access to resources by both citizens and government workers with mobile computing and apps
- Provide the large-scale data storage and backup/recovery services that underpin "big data" behind improved, real-time decisions
- Ensure data, network, and access security capabilities scale seamlessly without adding unnecessary cost or complexity

Past Clients

- UC Davis Health System and UC Davis
- Davis Joint Unified School District
- University of Las Vegas
- California State Teacher's Retirement System
- California Prison Industry Authority
- California ISO
- City of Concord
- CA Department of Justice
- California Department of Corrections and Rehabilitation
- Covered California
- California Chamber of Commerce
- Woodland Joint Unified School District
- Health Plan of San Joaquin

"Quest never tries to persuade you that there's only one answer... they respect your input and incorporate it into their suggestions."
 - Bobkehr, Manager of Technological Support
 California Davis Joint Union Unified School District

Quick Facts

- Business: Fast growing technology management company providing customized and secure Cloud, Managed, and Professional Services and IT products
- Corporate HQ: Roseville, CA
- Type: Privately Owned Corporation
- Awards: CRN Triple Crown
- Expertise: Deep bench of IT professionals with key industry/ vendor certs.
- Tier III Delivery Service Centers: McClellan Park, CA and Roseville, CA with 25+ additional Service Delivery Centers in US, Europe, and Asia. Annual SOC report.
- Security-focus: Cybersecurity, physical security, and individual security clearance levels including Top Security as needed.
- Disaster Recovery, BCP, design, testing, compliance, and facilities

UNSPSC Codes

80101907, 43210000, 43212200, 43000000, 43200000, 43230000, 46170000, 46515000, 81120004, 80111700, 80111716

NIGP Codes

20800, 91800, 95800, 96200, 20400, 92000, 99000, 99048, 83800, 91800, 95800

SIC Codes

7373, 7379, 7372, 4899, 7375, 7374, 7379, 7389, 7371, 8711, 8748

USA Codes/NAICS

Primary - 541512 - Computer Systems Design Services/ Information Technology
 512210 - Software Publishers
 517939 - All Other Telecommunications
 518210 - Data Processing, Hosting, and Related Services
 541330 - Engineering Services
 541490 - Other Specialized Design Services
 541511 - Custom Computer Programming Services
 541513 - Computer Facilities Management Services
 541519 - Other Computer Related Services
 541611 - Administrative Management and General Management Consulting Services

Government Codes:

CAGE Code: 0U0D2 DUNS: 10-7550055 Federal ID: 94-2838096

Contracts:

- NASPO ValuePoint: Cloud Solutions
- NASPO Reseller for Cisco, Dell/EMC, HPE, Palo Alto, Pure Storage
- California: Multiple CMAS IT Contracts
- California: Various Software Licensing Program (SLP) contracts
- California: Information Technology Consulting Services MSA
- E-Rate: SPIN 14300814
- Federal: Promark GSA Reseller

Capabilities

- Assessment Services
- Application Development
- Managed Services
- Service Delivery Centers
- Business Resumption Center
- Cloud Services
- BCP/Disaster Recovery
- Managed Security Services
- Application Development
- Network Health
- Professional Services
- QuestFlex® SLA
- Maintenance Contract Management
- Infrastructure Services
- Data/Voice Circuits
- Technical Staffing
- E-signature Solutions




HIGHER ECHELON™

TRUSTED PARTNER IN ORGANIZATIONAL EXCELLENCE



CAPABILITIES STATEMENT

HigherEchelon, Inc. is an organizational performance consulting & training firm founded in 2009 that guides clients through the rapidly changing & complex requirements of today's working environment by:

- Developing **Resilient and Adaptable** Leaders and Teams
- Leading Digital Transformations with **Culture & Change Management**
- Implementing **Cutting-Edge** Technology Solutions

"[HigherEchelon] did an exceptional job in terms of dedication, reliability, creativity, project management, diligence, scientific rigor, integrity and going the extra mile... I wholeheartedly recommend them."
 - Program Manager, Veterans Affairs

KEY SERVICES

HUMAN CAPITAL

- Executive Coaching
- Applied High Performance
- Corporate Team Building
- Culture & Change Management
- Training and Education
- Strategic Planning
- Assessments & Diagnostics

TECHNOLOGY

- Gaming and Simulation
- Salesforce Implementation
- Cross-platform Design and Development
- Cyber Operations and Training
- Enterprise Technology
- Information / Cyber Security at the agency level



TRUSTED BY "They provided us with amazing service." - California National Guard















"...among the most trusted leaders in organizational excellence. -- InsideNOVA.com"

Writing an Effective Capabilities Statement

Overview of Today's Presentation

- I. When and Why Capabilities Statements are Important: Introducing Your Business
- II. Capabilities Statements
- III. Other Marketing Assets

I. When and Why Capabilities Statements are Important: Introducing Your Business

A. One-on-one buyer meetings

- i. Introduction to buyer meetings
- ii. Who are your customers?

B. Other times to use your capabilities statement

C. Marketing: dynamic, not static



I. When and Why Capabilities Statements are Important

A. *One-on-one buyer meetings*

- Buyer meetings might also be called:
 - Matchmaking sessions
 - One-on-one buyer meetings
 - Buyer-supplier meetings
 - One-on-one buyer-supplier meetings

I. When and Why Capabilities Statements are Important

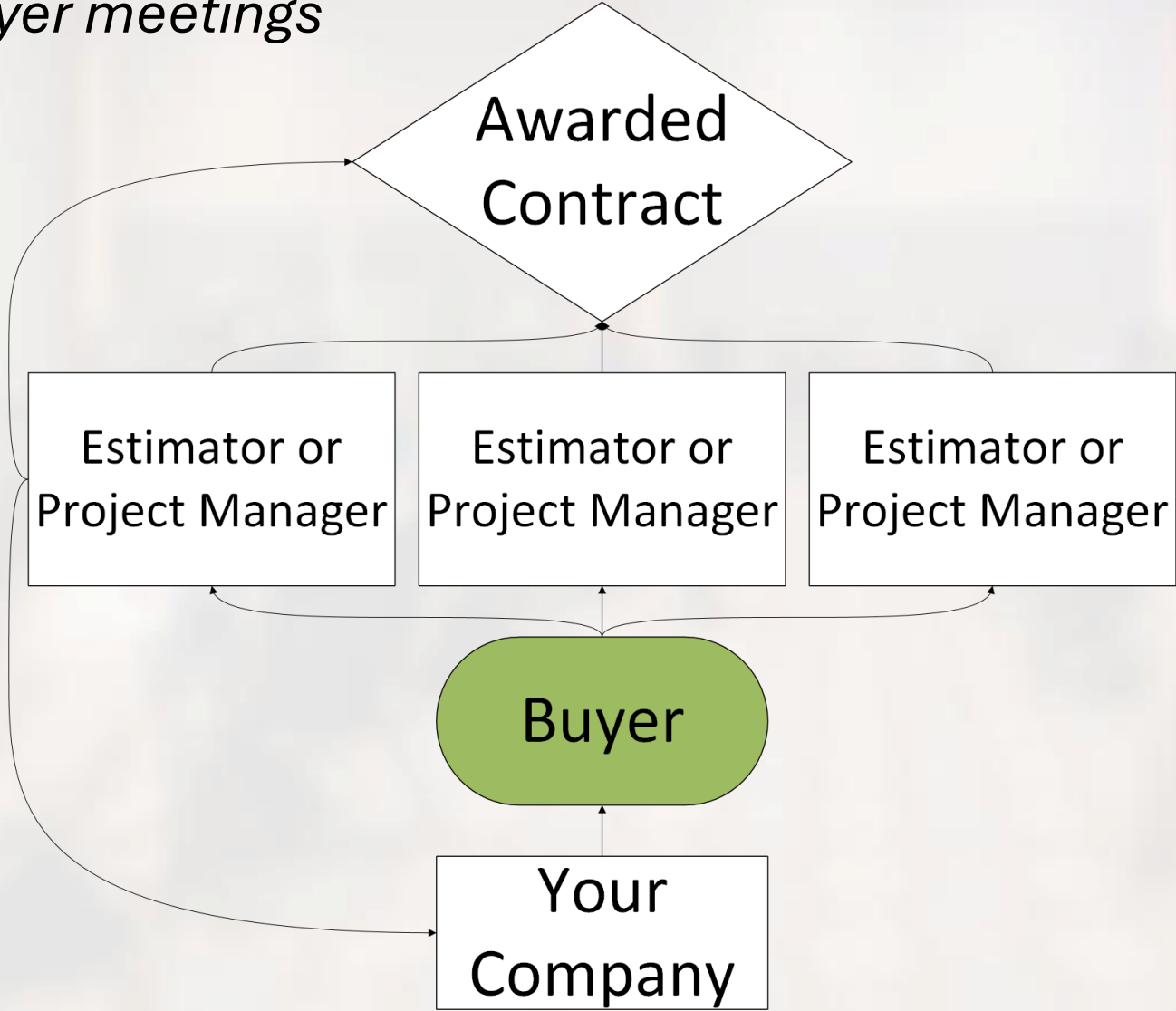
A. One-on-one buyer meetings

- One-on-one buyer meetings are 5–10 minute meetings between a **potential supplier (your business)** and a **government agency or large business/corporate representative (a buyer)**
- Government agencies may include:
 - Federal – Department of Defense (DoD) and non-DoD
 - State (e.g. Department of Natural Resources, Department of Motor Vehicles)
 - Local municipalities
- Corporations may include any corporation that is looking for suppliers, especially small business suppliers and diverse-owned small business suppliers

I. When and Why Capabilities Statements are Important

A. One-on-one buyer meetings

Exact structure depends on organization with which you are meeting

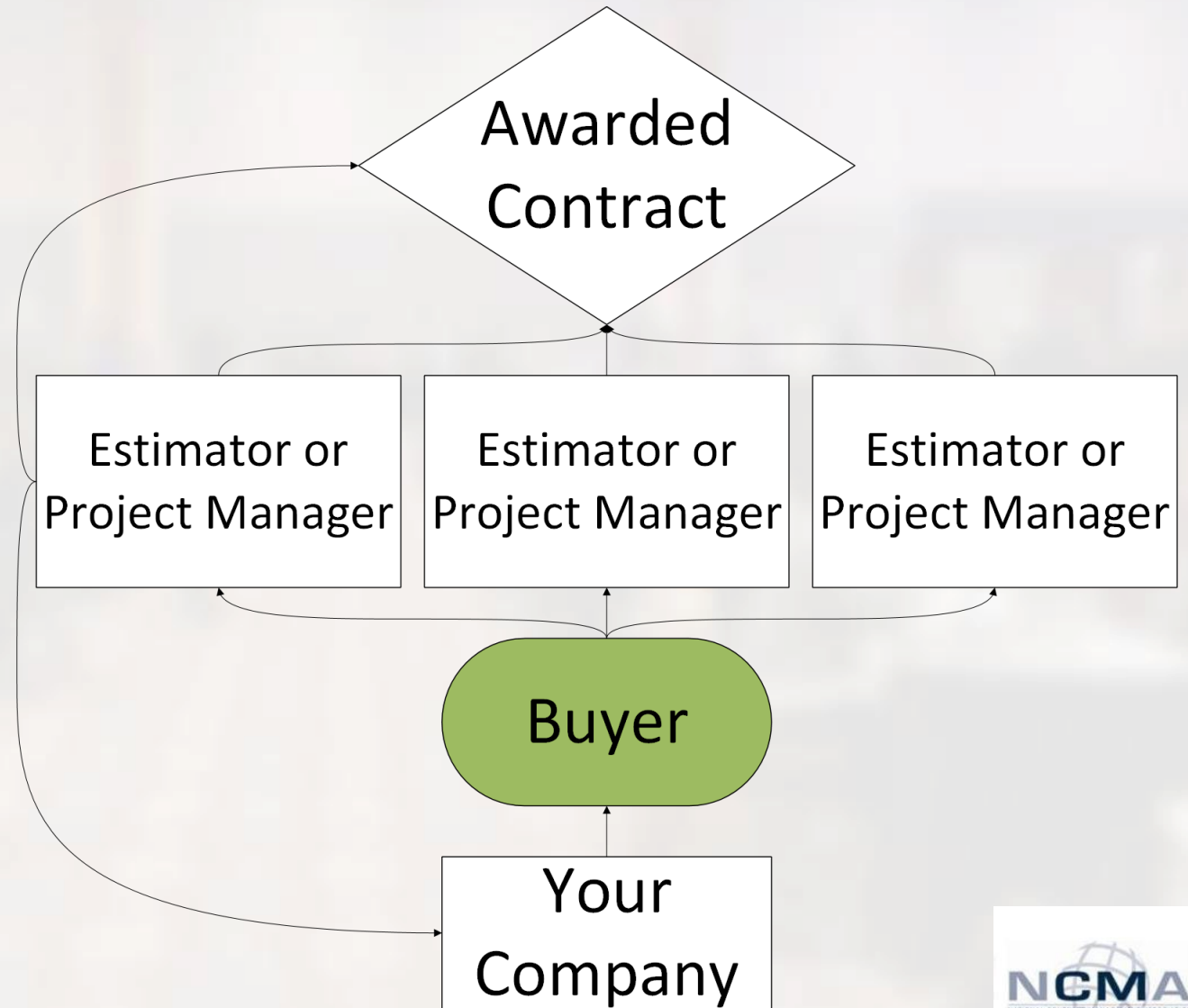


October 15, 2024

I. When and Why Capabilities Statements are Important

A. One-on-one buyer meetings

- Buyers are responsible for sourcing and giving the initial evaluation of suppliers who can meet the government or corporation's needs
- They are the initial point of contact, the gatekeeper



I. When and Why Capabilities Statements are Important

A. *One-on-one buyer meetings*

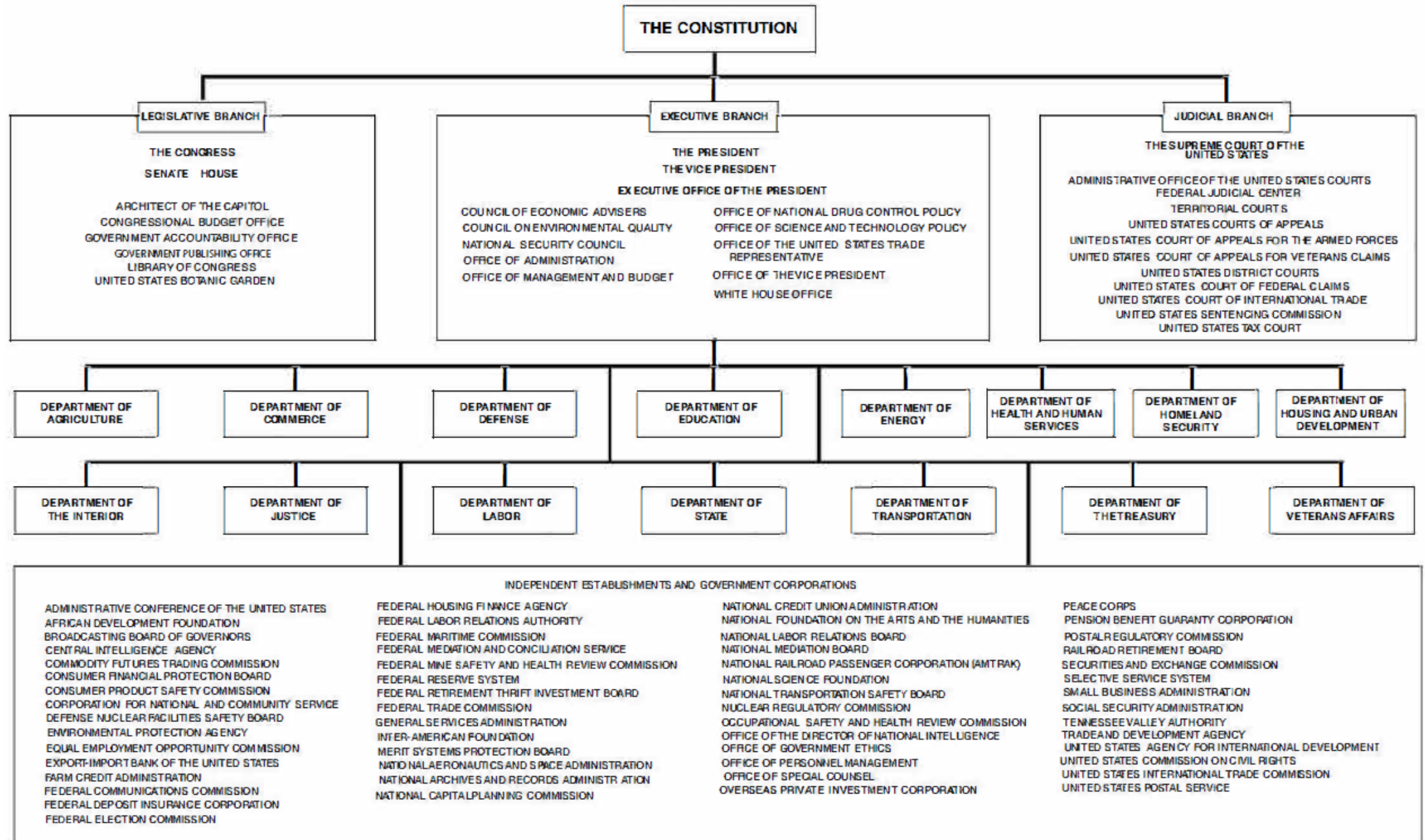
- Topics of discussion for buyer meetings includes:
 - Prime contracts
 - Subcontracts for government prime contractors
 - Contracts with corporations

I. When and Why Capabilities Statements are Important: Introducing Your Business

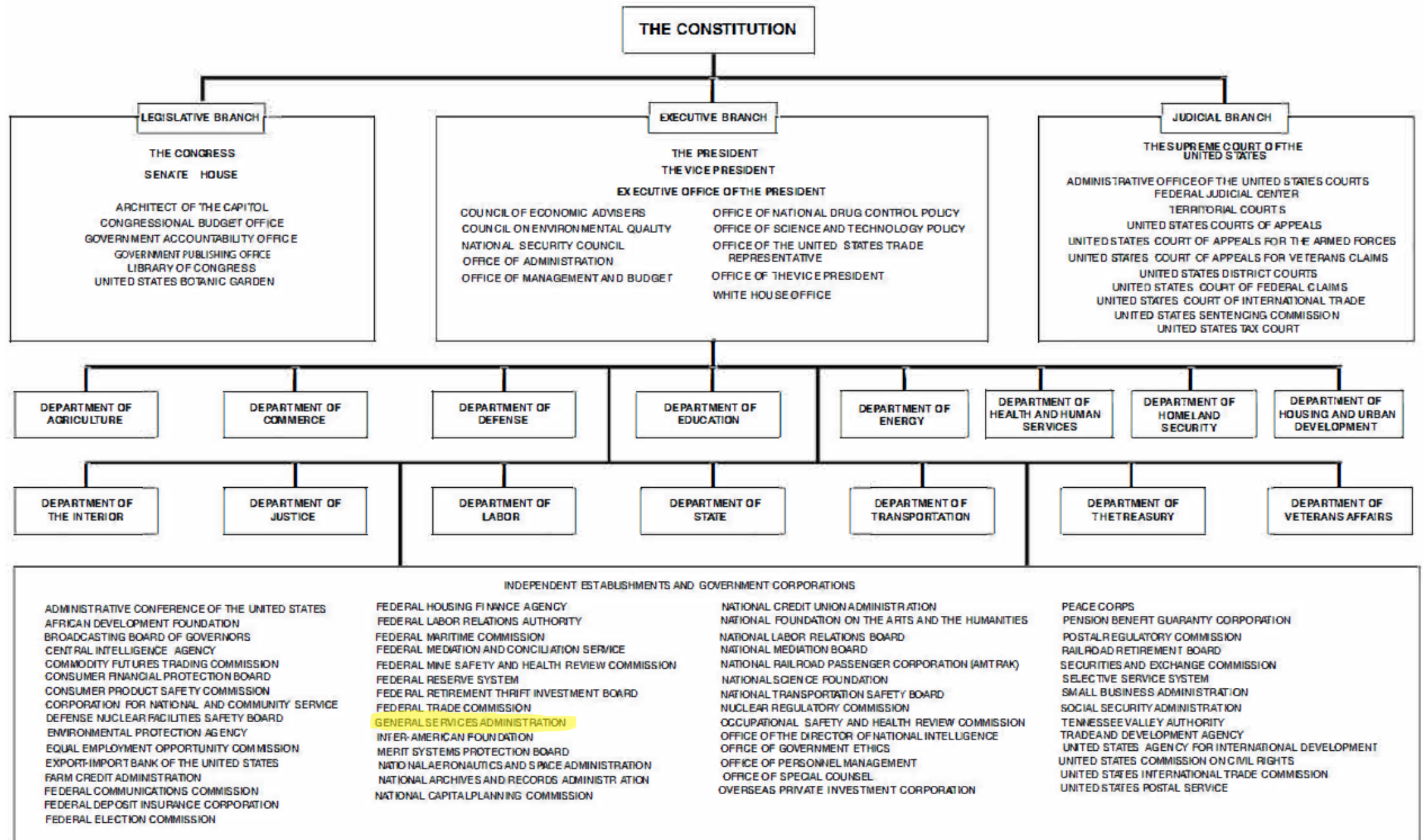
- A. One-on-one buyer meetings
 - i. Introduction to buyer meetings
 - ii. **Who are your customers?**
- B. Other times to use your capabilities statement
 - i. Marketing outreach



THE GOVERNMENT OF THE UNITED STATES

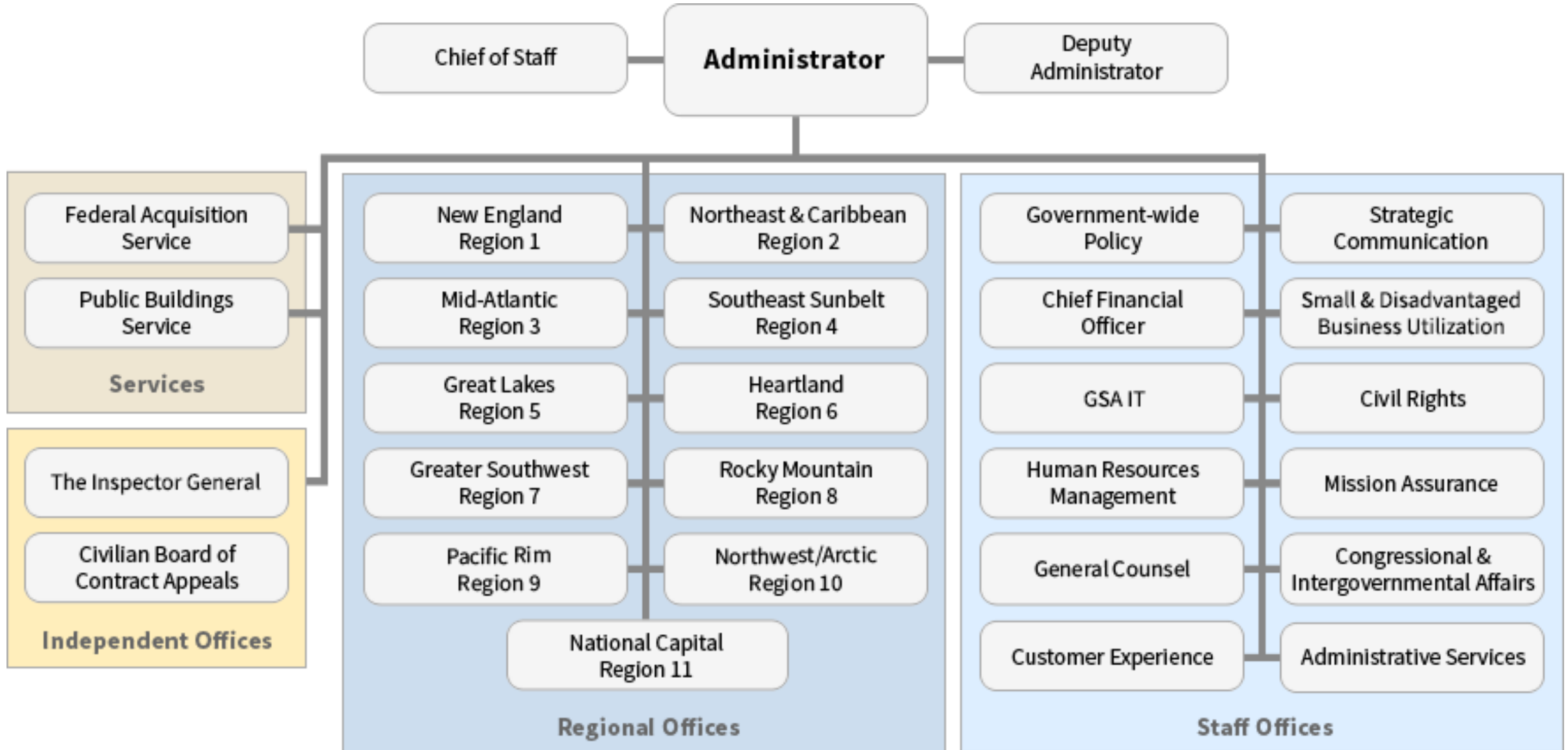


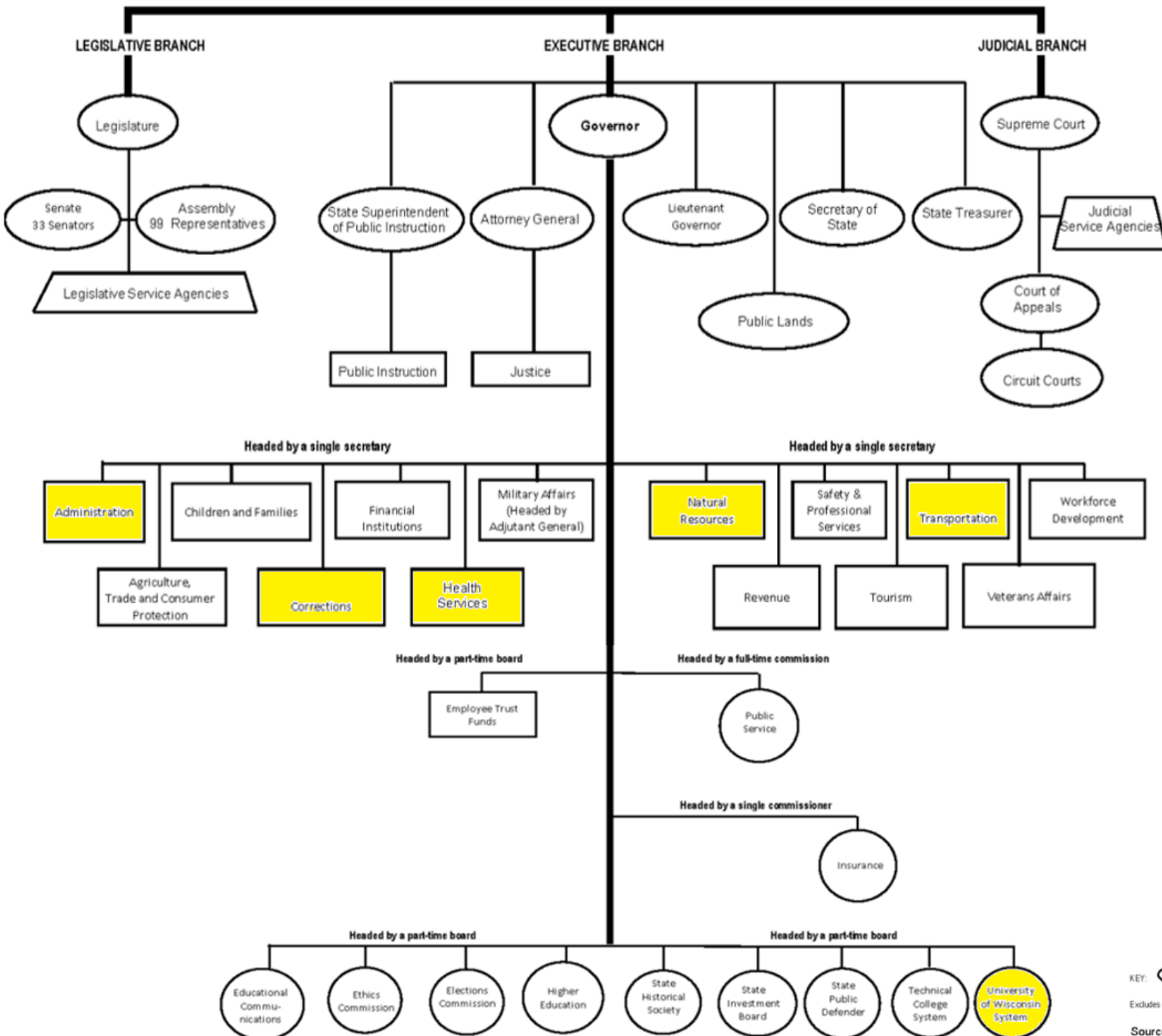
THE GOVERNMENT OF THE UNITED STATES



General Services Administration (GSA) Organization

Chart – [Over \\$110 Billion Spent Annually](#)





- AUTHORITIES**
- Wisconsin Aerospace
 - Fox River Navigational
 - Health and Educational Facilities
 - WI Economic Development Corporation
 - Housing and Economic Development
 - UW Hospitals and Clinics
 - Lower Fox River Remediation

State of Wisconsin

KEY: ○ Constitutional Officer □ Administrative Department ○ Independent Agency ⬡ Authority ⬠ Service Agency ▲ Nonprofit Corporation

Excludes various units of State government (certain boards, commissions, councils, divisions, and offices), which are attached to agencies for administrative purposes.

Source: Wisconsin Legislative Reference Bureau

I. When and Why Capabilities Statements are Important

A. One-on-one buyer meetings

Municipalities

- “‘Municipality’ means any of the following which is authorized to levy a tax: a county, city, village, town, school district, board of park commissioners, technical college district, metropolitan sewerage district...town sanitary district...public inland lake protection and rehabilitation district...and any other public body empowered to borrow money and issue obligations to repay the money out of public funds or revenues. ‘Municipality’ does not include the state.” [Wisconsin State Statutes 67.01.5](#)
- Examples: [City of Franklin](#) departments include: administration, assessor, city attorney, city clerk, economic development, finance, fire, health, human resources, information technologies, inspection services, library, municipal court, parks & recreation, planning, policy, public works, water utility
- Resources to locate your customers within your service area
 - List of counties: <https://wisconsindot.gov/Pages/travel/road/hwy-maps/county-maps/default.aspx#map>
 - List of cities, villages, and towns by county: <https://www.revenue.wi.gov/DOR%20Publications/muninbrs.pdf>
 - List of fire departments: <https://apps.usfa.fema.gov/registry/results?FdStateCode=112&>
 - List of police departments: https://wilenet.widoj.gov/sites/default/files/public_files-2021-01/Law%20Enforcement%20Directory%2020200803.pdf
 - List of schools (including districts, public schools, and private schools): <https://apps6.dpi.wi.gov/SchDirPublic/home>

I. When and Why Capabilities Statements are Important

A. One-on-one buyer meetings

Large Businesses and Corporations

- Federal government contractors:
 - Prime contractors any size: [USASpending.gov](https://www.usaspending.gov)
 - Federal government prime contractors with small business subcontracting plans: <https://www.sba.gov/document/support-directory-federal-government-prime-contractors-subcontracting-plans>
- State of Wisconsin contractors:
 - [eSupplier – Wisconsin’s Bidding Portal](#)
 - [OpenBook Wisconsin](#)
- General business search
 - Wisconsin Economic Development Corporation’s “[SizeUpWI](#)” market research tool
- Contact WPI for assistance

I. When and Why Capabilities Statements are Important

A. One-on-one buyer meetings

Buyers from Marketplace 2024

Colleges and Universities

- Marquette University
- UW Madison
- UW Milwaukee
- UW System of Administration

Corporations/Government Prime Contractors

- CG Schmidt, Inc.
- Enbridge
- Findorff
- Oshkosh Defense
- PNC Bank
- U.S. Bank
- And more

Local Government Agencies

- City of Madison
- City of Milwaukee
- City of Wauwatosa
- Milwaukee County
- Kenosha County Dept. of Human Services
- Milwaukee Metropolitan Sewerage District
- WE Energies
- And more

State Government Agencies

- WI Dept. of Administration
- WI Dept. of Financial Institutions
- WI Dept. of Health Services
- WI Dept. of Public Instruction
- WI Department of Transportation

- WI Dept. of Public Instruction – School Nutrition Team
- And more

Federal Government Agencies

- Amtrak
- Federal Aviation Administration
- U.S. Army Corps of Engineers, Chicago and St. Paul District
- U.S. Dept. of Veterans Affairs – Great Lakes Acquisition Center
- U.S. General Services Administration, Public Buildings Center, Great Lakes Region
- And more

I. When and Why Capabilities Statements are Important

A. One-on-one buyer meetings

- Buyer meetings can be stand-alone events or part of conferences hosted by industry associations, governments, or non-profit organizations like WPI

Upcoming Buyer Meetings

- Annual WEDC’s “Marketplace Wisconsin 2025: The Governor’s Conference on Diverse Business Development” (*in-person events*)
- [Sign-up for WPI’s newsletter to stay up-to-date](#)
- If you need assistance identifying relevant industry associations, contact WPI

I. When and Why Capabilities Statements are Important: Introducing Your Business

- A. One-on-one buyer meetings
 - i. Introduction to buyer meetings
 - ii. Who are your customers?
- B. **Other times to use your capabilities statement**
- C. Marketing: dynamic, not static



I. When and Why Capabilities Statements are Important

B. Other times to use your capabilities statement

- Emails to government procurement professionals or corporate Small Business Liaison Officers (SBLOs)
- Site visits
- Networking events
- If you need assistance developing a sales list, please contact WPI

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I. When and Why Capabilities Statements are Important

C. Marketing: dynamic, not static

iii. Creating opportunities for your business: dynamic vs static marketing

- Word of mouth marketing
- Having a basic website
- Having an email address

I. When and Why Capabilities Statements are Important

C. Marketing: dynamic, not static

iii. Creating opportunities for your business: dynamic vs static marketing

- What is your service area?
- Who are my customers in my service area?
- Are they purchasing what you sell?
- How can you connect with buyers?
- Does your website and other marketing materials offer content tailored to your customer, including potential government customers?

Writing an Effective Capabilities Statement

Overview of Today's Presentation

- I. When and Why Capabilities Statements are Important: Introducing Your Business
- II. Capabilities Statements**
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Writing an Effective Capabilities Statement

Overview of Today's Presentation

II. Capabilities Statements

- A. Overview
- B. Sections to include
 - i. Company Overview/Capabilities Narrative
 - ii. Industries Served
 - iii. Core Competencies/Scope of Work
 - iv. Company Data
 - v. Differentiators
 - vi. Past Performance
 - vii. Industry Codes
 - viii. Certifications
- C. Notes about design

II. Capabilities Statements

A. Overview

A Business Resume

A concise one-page document that clearly and effectively communicates your capabilities to potential government customers: what you do, who you do it for, why you're different, and your past experience.

A GOOD (GREAT) CAPABILITIES STATEMENT IS CRITICAL

- Provides a concise summary for review and initial decision
- Identifies key points of interest and focus – example past experience, certifications
- Highlights your strengths and successes
- Reflects your “preparedness” and business maturity
- Provides an outline for you during initial discussions

A BAD CAPABILITIES STATEMENT – CAN QUICKLY CLOSE DOORS

Capabilities Statements

Overview

- Capabilities statements – A resume for your business

Capabilities Statement

smbvaluepartners.com



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 R408 Support-Professional: Program Management/Support
 R410 Support-Prof.: Program Evaluation / Review / Development
 R413 Support-Professional: Specifications Development
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- Disaster Recovery, BCP, design, testing, compliance, and facilities

UNSPSC Codes

8010197, 4310000, 4321220, 4300000, 4320000, 4323000, 4617000, 4615100, 8112004, 8011700, 8011716

NIGP Codes

20800, 91800, 95800, 96200, 20400, 92000, 99900, 99904, 83800, 91800, 95800

SIC Codes

7373, 7379, 7377, 4899, 7375, 7374, 7378, 7389, 7371, 971, 8948

USA Codes/NAICS

Primary - 54512 - Computer Systems Design Services/
 Information Technology
 51220 - Software Publishers
 57299 - All Other Telecommunications
 51820 - Data Processing, Hosting, and Related Services
 54130 - Engineering Services
 54140 - Other Specialized Design Services
 54151 - Custom Computer Programming Services
 54159 - Computer Facilities Management Services
 54159 - Other Computer Related Services
 54161 - Administrative Management and General Management Consulting Services

Government Codes:

CAGE Code: U0UD2 DUNS: 10-7550055 Federal ID: 94-2838096

Contracts:

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- California: Multiple CMAS IT Contracts
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Capabilities

- Assessment Services
- Application Development
- Managed Services
- Service Delivery Centers
- Business Resumption Center
- Other Services
- BCP/Disaster Recovery
- Logistics Support
- Support Management
- Education/Training: General
- Network Health
- Professional Services
- QuestFlex® SLA
- Maintenance Contract Management
- Infrastructure Services
- Data/Voice Circuits
- Technical Staffing
- E-signature Solutions

Interested in learning more?

Invest in the Capability, not the Product®
 NASPOValuePoint@questsys.com
www.questsys.com • 800.326.4220




HIGHER ECHELON™
 TRUSTED PARTNER IN ORGANIZATIONAL EXCELLENCE

CAPABILITIES STATEMENT

HigherEchelon, Inc. is an organizational performance consulting & training firm founded in 2009 that guides clients through the rapidly changing & complex requirements of today's working environment by:

- Developing Resilient and Adaptable Leaders and Teams
- Leading Digital Transformations with Culture & Change Management
- Implementing Cutting-Edge Technology Solutions



“

[HigherEchelon] did an exceptional job in terms of dedication, reliability, creativity, project management, diligence, scientific rigor, integrity and going the extra mile... I wholeheartedly recommend them.”

- Program Manager, Veterans Affairs

KEY SERVICES

HUMAN CAPITAL

- Executive Coaching
- Applied High Performance
- Corporate Team Building
- Culture & Change Management
- Training and Education
- Strategic Planning
- Assessments & Diagnostics

TECHNOLOGY

- Gaming and Simulation
- Salesforce Implementation
- Cross-platform Design and Development
- Cyber Operations and Training
- Enterprise Technology
- Information / Cyber Security at the agency level
- Embedded, Systems and Software Engineering
- Weapons Systems Design and Architecture Analysis
- Verification and Validation
- Software Design to meet DoD Safety Standards
- Data Management

TRUSTED BY "They provided us with amazing service." - California National Guard















"...among the most trusted leaders in organizational excellence. -- InsideNOVA.com”

Writing an Effective Capabilities Statement

Overview of Today's Presentation

II. Capabilities Statements

A. Overview

B. Sections to include

- i. Company Overview/Capabilities Narrative
- ii. Industries Served
- iii. Core Competencies/Scope of Work
- iv. Company Data
- v. Differentiators
- vi. Past Performance
- vii. Industry Codes
- viii. Certifications

C. Notes about design



Capabilities Statement

Core Competencies

- Full service janitorial solutions for commercial, industrial facilities
- Routine custodial maintenance, deep cleaning, and sanitation services
- Biohazard remediation and hazardous material cleanup
- Specialized cleaning protocols for secure and sensitive environments
- Customized service plans for high-security environments

Differentiators

- 10+ years experience working with Dept. of Defense prime contractors
- JCP, ITAR compliant staff
- 24/7 Rapid response times for emergency cleaning, decontamination needs
- Optional NDA's included in contracts

Past Performance

<u>Commercial</u>	<u>Medical Industrial</u>	<u>Government</u>
<ul style="list-style-type: none"> • Company 1: 10,000 Sq. Ft, \$1 million annually 	<ul style="list-style-type: none"> • Company 2: 50,000 Sq. Ft, \$5 million annually • Company 3: XXX 	<ul style="list-style-type: none"> • Agency 1: 25,000 Sq. Ft, \$2.5 million annually

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Industries Served

- Commercial
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Company Data

Company Name: SecuraClean Janitorial Services
Established: 2003
Number of Employees: 36
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UEI: NHF1TL24EM25
CAGE Code: 1GFM0
Government POC: Melanie Rodriguez, CEO
Phone: 414-412-1103
Email: Melanie@SecuraClean.com
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Certifications

Business Ownerships	Technical
<ul style="list-style-type: none"> • Small Business • City of Milwaukee Small Business Enterprise • Federal Woman Owned Small Business 	<ul style="list-style-type: none"> • CMMC Level 2 • ITAR Compliant • GreenClean Sustainability Level 2 • ISAM - Biohazard Remediation



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II. Capabilities Statements

B. Sections to include

Capabilities Narrative

- A short, concise, no more than 3-4 sentence paragraph describing your company
- Meat and potatoes – no unnecessary marketing language
- Formulaic:
 - 1st sentence: company name, location, general industry of operation area, and years in business, years of experience
 - 2nd sentence: specializations within your general industry
 - 3rd sentence: customers, previous experience
 - 4th sentence: additional information

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B. Sections to include

Industries Served

- Keep to broad, recognized categories
 - Broad: “K-12 educational institutions,” not “Milwaukee Public School District”
 - Recognized: don’t try and be too clever. Your communication is guided by what your buyer will recognize.
- Keys to picking industries served
 - Consider past clients. Do they cluster around particular industries? Higher education? Defense manufacturing? Transportation?
 - Suggested industries classification types: [the North American Industry Classification System codes manual](#) or use AI tools

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B. Sections to include

COMPANY DATA

- General information
 - Company's legal business name
 - Year established
 - Number of employees – communicates capacity to potential buyer
 - Business structure, if applicable to buyer
- Government specific data:
 - UEI, CAGE code if registered in SAM.gov for federal contracting
 - Contact information: person's name, title, personal (not company's general) phone number, personal email
 - Government POC
 - Long term government agreements – such as GSA Schedule (include numbers)

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----- *Government Data* -----

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II. Capabilities Statements

B. Sections to include

Core Competencies/Scope of Work

- Use bullet points to highlight the **CORE COMPETENCIES** that fit the **CUSTOMER**
- A concise, informative list of your products and service
- Ensure that you have proper groupings/headers when appropriate
 - Example: If a food manufacturing company produces bulk sauces for use in large institutional kitchens and also individual cans sold at grocery stores, the products and service should be grouped under a “Institutional Food Service” and “Commercial Retail” categories

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Differentiators

- What makes what you do in your industry different than your competition?
- Location: Sometimes in the narrative, spread out within the capabilities statement, sometimes a separate section
- Example differentiators: this janitorial company can clean facilities that are government required to have enhanced security requirements to safeguard sensitive information

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Past Performance

- Goal: communicate quality and capacity
- Should mirror your industries served section, if possible
- Select past performance that is relevant to your customer
- When appropriate, include information relevant to your customer
- Do not include logos

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- Goal: communicate your products and services using standardized classification systems
- Classifications systems include:
 - [North American Industry Classification System \(NAICS\)](#) - federal, corporate, some municipal governments
 - [Product and Service Codes \(PSC\)](#): federal
 - [National Institute of Governmental Purchasing Codes \(NIGP\)](#) – State of Wisconsin
 - [Standard Industrial Classification](#) (less common)
- Indicate which code in each system is your primary code
- Some include UEI, CAGE codes here; better as contact information within “Company Data”

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Industry Codes

- Goal: communicate legitimacy, competitive advantages primary code
- Technical certifications
 - Technical certifications communicate that you're certified by a 3rd party that you have the knowledge and quality to perform
 - Vary by industry
- Business Ownerships certification
 - If you are a small business by the U.S. Small Business Administration standards, list this here or under "Company Data"
 - When listing business ownership certifications, include government and 3rd party
 - Make clear who your certifier is. Spell out the full name of the certification, not just the acronym. You may be certified as a woman owned small business in several states. Example: "State of Wisconsin Minority Owned Business Enterprise (MBE)"

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B. Sections to include

- i. Company Overview/Capabilities Narrative
- ii. Industries Served
- iii. Core Competencies/Scope of Work
- iv. Company Data
- v. Differentiators
- vi. Past Performance
- vii. Industry Codes
- viii. Certifications

C. Notes about design

II. Capabilities Statements

C. Notes about Design

- Format:
 - Clear blocks of information help guide the buyer to the relevant information quickly and concisely. Do not get too clever with section headings
 - White space is important so a buyer can take notes if necessary. It's also considered design best-practice
 - May need multiple statements for different use cases
- Programs for self-design
 - Canva (recommended)
 - Microsoft Word
 - Apple Pages
- Professional Assistance – internal or external designers
 - Package the materials clearly
 - Since these documents can be modified on as needed basis, having some control over the document is important if responses times are slow

II. Capabilities Statements

C. Notes about design

iii. Capabilities Statements

Content	Standard Statement	IT Statement	Manufacturing	Construction
Logo	X	X	X	X
Company Name	X	X	X	X
Company Tagline	X	X	X	X
Contact Info- name and title	X	X	X	X
Email address – with business email	X	X	X	X
Street Address – Not PO Box • Other facilities?	X	X	X	X
Website and social media	X	X	X	x
Company Data • Size of firm, • Revenue • Available Resources • Insurance and Bonding	X	• Cyber security insurance • NIST	X	• Insurance • Bonding
Certifications • Small business program designations (fed, state, local, corporate) • Security Clearances	X	X	• ISO • Welding • AS9100	x

Content	Standard Statement	IT Statement	Manufacturing	Construction
Relevant codes - NAICS, NIGP, PSC-FSC, DUNS, CAGE	X	X	X	X
Systems used to run business • ERP • MRP	X	X	X	X
Past Performance • Target to customer • Most current govt. work • Or primes if no prior govt. work	X	X	X	X
Memberships in professional organizations	X	X	X	X

Capabilities Statement

smbvaluepartners.com



SMB Value Partners, Inc., a Woman-Owned Small Business, is a solutions provider for government and commercial clients. We provide enterprise-wide management solutions to support your business needs.



Company Snapshot

SMB Value Partners, Inc.
 POC: Deb Dietz, President
 Phone: 847-414-3856 | FAX: 847-510-0535
 eMail: ddietz@smbvaluepartners.com
 Address: 2122 Warwick Lane, Glenview, IL 60026-5743
 Cage Code#: ----- | DUNS#: -----
 Work Area: Nationwide

NAICS Codes

541611 Administrative & General Management Consulting Services
 518210 Data Processing Hosting & Related Activities
 524298 All other Insurance Related Activities
 541512 Computer Systems Design Services
 541613 Marketing Consulting Services
 541614 Process, Physical Dist., and Logistics Consulting Services
 541618 Other Management Consulting Services
 541690 Other Scientific and Technical Consulting Services
 541910 Marketing Research and Public Opinion Polling
 541990 All Other Professional, Scientific, and Technical Services
 611430 Professional & Management Development Training

Differentiators

- Woman-Owned Small Business, focused on quality, reliability, savings and job creation. Senior executive leadership
- Full-service management consultants: Marketing, Communications, IT, Sales, Strategic Planning, Logistics, Operations, Cybersecurity, Training & Education
- Over 100 years of industry experience
- Focus on helping Government put small business people to work
- Outsourcing and Fractional Leadership
- Industry and software agnostic

Core Competencies

- Strategic Planning and Execution
- Marketing & Sales Management
- Project and Program Management
- Information Technology – IT
- Operational Efficiencies / Process Improvements

Past Performances

	Bass Pro Shops		Baxter
	Compla Health		Grainger
	Infor ERP		RRDonnelly
	World Kitchen		Cummins
	Zenith Electronics		Citi Group

PSC Codes

7030 Information Technology Software
 A026 R&D-Defense Other: Services (Management/Support)
 A096 R&D-Defense Other: Other (Management/Support)
 AE16 R&D-Economic Growth: Employment Growth/Productivity (Management/Support)
 AE26 R&D-Economic Growth: Product/Service Improvement (M / S)
 AE36 R&D-Economic Growth: Manufacturing Tech. (Mgmt./Support)
 AE96 R&D-Economic Growth: Other (Management/Support)
 AF16 R&D-Education: Educational (Management/Support)
 AN41 R&D-Medical Health Services – Basic Research
 B506 Special Studies/Analysis- Data (Other Than Scientific)
 B553 Special Studies/Analysis- Communications
 B599 Special Studies/Analysis
 D302 IT And Telecom- Systems Development
 D303 IT And Telecom- Data Entry
 D306 IT And Telecom- Systems Analysis
 D307 IT And Telecom- IT Strategy And Architecture
 D310 IT And Telecom- Cyber Security And Data Backup
 D318 IT And Telecom- Services Solutions
 D324 IT And Telecom- Business Continuity
 G009 Social- Non-Government Insurance Programs
 R405 Support- Prof.: Operations Research / Quantitative Analysis
 R406 Support- Professional: Policy Review/Development
 R408 Support- Professional: Program Management/Support
 R410 Support- Prof.: Program Evaluation / Review / Development
 R413 Support- Professional: Specifications Development
 R422 Support- Professional: Market Research/Public Opinion
 R426 Support- Professional: Communications
 R499 Professional Service Support
 R612 Support- Administrative: Information Retrieval
 R699 Other Administrative Support Services
 R701 Support- Management: Advertising
 R702 Data Collection
 R706 Logistics Support
 R799 Support Management
 U008 Education/Training- Training/Curriculum Development
 U009 Education/Training- General

SMB Value Partners, Inc.
 Helping Government Deliver Projects:
 High Quality, On-Time and On-Budget



GOVERNMENT CAPABILITY STATEMENT

Government Capability Statement

Quest can help you navigate through all levels of government solutions.

Quest's Local, State, and Federal Government Solutions Help You To:

- Boost performance, efficiency, and governance by consolidating data centers via virtualization and cloud solutions
- Enable anywhere, anytime access to resources by both citizens and government workers with mobile computing and apps
- Provide the large-scale data storage and backup/recovery services that underpin "big data" behind improved, real-time decisions
- Ensure data, network, and access security capabilities scale seamlessly without adding unnecessary cost or complexity

Quick Facts

- Business: Fast growing technology management company providing customized and secure Cloud, Managed, and Professional Services and IT products

• Corporate HQ: Roseville, CA

• Type: Privately Owned Corporation

• Awards: CRN Triple Crown

• Expertise: Deep bench of IT professionals with key industry/vendor certs.
 • Tier III Delivery Service Centers: McClellan Park, CA and Roseville, CA with 25+ additional Service Delivery Centers in US, Europe, and Asia. Annual SOC report.

• Security-focus: Cybersecurity, physical security, and individual security clearance levels including Top Security as needed.

• Disaster Recovery, BCP: design, testing, compliance, and facilities

Capabilities

- Assessment Services
- Application Development
- Managed Services
- Service Delivery Centers
- Business Resumption Center
- Cloud Services
- BCP/Disaster Recovery
- Managed Security Services
- Application Development
- Network Health
- Professional Services
- QuestFlex® SLA
- Maintenance Contract Management
- Infrastructure Services
- Data/Voice Circuits
- Technical Staffing
- E-signature Solutions

Interested in learning more?

Invest in the Capability, not the Product®
 NASPOValuePoint@questsys.com
 www.questsys.com • 800.326.4220

Past Clients

- UC Davis Health System and UC Davis
- Davis Joint Unified School District
- University of Las Vegas
- California State Teacher's Retirement System
- California Prison Industry Authority
- California ISO
- City of Concord
- CA Department of Justice
- California Department of Corrections and Rehabilitation
- Covered California
- California Chamber of Commerce
- Woodland Joint Unified School District
- Health Plan of San Joaquin

"Quest never tries to persuade you that there's only one answer... they respect your input and incorporate it into their suggestions."

— Bob Kehr, Manager of Technological Support
 California Davis Joint Unified School District

UNSPSC Codes

80101507, 43210000, 43212200, 43000000, 43200000, 43230000, 46170000, 46151600, 81122004, 80113700, 8011716

NIGP Codes

20800, 91800, 95800, 96200, 20400, 92000, 99000, 99048, 83800, 91800, 95800

SIC Codes

7373, 7379, 7372, 4899, 7375, 7374, 7379, 7389, 7371, 8711, 8748

USA Codes/NAICS

Primary - 541512 - Computer Systems Design Services/ Information Technology
 511210 - Software Publishers
 517959 - All Other Telecommunications
 518210 - Data Processing, Hosting, and Related Services
 541330 - Engineering Services
 541490 - Other Specialized Design Services
 541511 - Custom Computer Programming Services
 541513 - Computer Facilities Management Services
 541519 - Other Computer Related Services
 541611 - Administrative Management and General Management Consulting Services

Government Codes:

CAGE Code: U0002 DUNS: 10-7550055 Federal ID: 94-2838096

Contracts:

- NASPO ValuePoint: Cloud Solutions
- NASPO Reseller for Cisco, Dell/EMC, HPE, Palo Alto, Pure Storage
- California: Multiple CMAS IT Contracts
- California: Various Software Licensing Program (SLP) contracts
- California: Information Technology Consulting Services MSA
- E-Rate: SPIN 143005814
- Federal: Promark GSA Reseller

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HIGHER ECHELON™
 TRUSTED PARTNER IN ORGANIZATIONAL EXCELLENCE

CAPABILITIES STATEMENT

HigherEchelon, Inc. is an organizational performance consulting & training firm founded in 2009 that guides clients through the rapidly changing & complex requirements of today's working environment by:

- Developing Resilient and Adaptable Leaders and Teams
- Leading Digital Transformations with Culture & Change Management
- Implementing Cutting-Edge Technology Solutions



"[HigherEchelon] did an exceptional job in terms of dedication, reliability, creativity, project management, diligence, scientific rigor, integrity and going the extra mile... I wholeheartedly recommend them." — Program Manager, Veterans Affairs

KEY SERVICES

★★★★★ - 4.8 Average CPARs since 2018

HUMAN CAPITAL

- Executive Coaching
- Applied High Performance
- Corporate Team Building
- Culture & Change Management
- Training and Education
- Strategic Planning
- Assessments & Diagnostics

TECHNOLOGY

- Gaming and Simulation
- Salesforce Implementation
- Cross-platform Design and Development
- Cyber Operations and Training
- Enterprise Technology
- Information / Cyber Security at the agency level



- Embedded, Systems and Software Engineering
- Weapons Systems Design and Architecture Analysis
- Verification and Validation
- Software Design to meet DoD Safety Standards
- Data Management

TRUSTED BY "They provided us with amazing service." - California National Guard



"...among the most trusted leaders in organizational excellence. -- InsideNOVA.com"

II. Capabilities Statements

C. Other considerations

A FEW MORE THINGS

- **HAVE SOMEONE REVIEW BEFORE USING** – check for spelling, grammar, general appearance and overall accuracy
 - Include your logo – really need one
 - Include some select graphics of product or past work that supports your message
 - Keep it business
 - **DO NOT INCLUDE ANY** competitive information
- CLARITY – MESSAGE – APPEARANCE – FOCUS** and is consistent with your website, business card and verbal message



CAPABILITIES STATEMENT

DUNS# 14313754
CAGE# 472WS

CERTIFICATIONS
SDVOSB (CVE Verified)
WOB
HUBZone (SBA)
DBE: Virginia, Texas, Louisiana, Maryland

NAICS CODES
PRIMARY
236220 Commercial Construction
218590 Rough Carpentry
218190 Doors, Fixtures, Hardware
218390 Furniture
218310 Drywall
218330 Flooring

BONDING
\$10m per/\$40m aggregate

OFFICE LOCATIONS
Dumfries, Virginia
New Orleans, Louisiana
San Antonio, Texas

KEY PERSONNEL
Amber Peebles, President
Melissa Schneider, VP
Clay Frook, COO
Sheila Henderson, CAO

CONTACT INFO
Athena Construction Group, Inc.
18031 Dumfries Shopping Plaza
Dumfries, Virginia 22026
703.221.7151 office
703.221.7929 fax
www.athenacostgroup.com
info@athenacostgroup.com

COMPANY SUMMARY
Athena Construction Group is the oldest, largest and most respected SDVOSB, WOB, HUBZone construction company in America. We specialize in General Contracting and self-performing the installation of Doors, Frames and Hardware and Drywall. Widely acknowledged for our integrity and ability to complete complex difficult projects, Athena is the company of choice for federal agencies, large General Contractors and private clients.
With significant federal experience our staff has in excess of 100 years of construction expertise. Combined, our professionals speak six different languages, have multiple degrees in engineering, and have OSHA 30, USACE CQM, ASHE, ICRA and LEED certifications.
We are proud to have Hensel Phelps as our Mentor in the DoD Mentor Protégé program.

CORE COMPETENCIES
Rough Carpentry
Interior Build-out
Furniture Supply & Installation
Painting
Doors, Frames, Hardware & Installation
Light Commercial Construction
Highway Work

CORPORATE EXPERTISE
Following is a list highlighting some of our accomplishments to date:

FEDERAL CLIENTS	PRIVATE CLIENTS
<ul style="list-style-type: none">• Walter Reed Medical Center• VA Healthcare, VA Cemetery• DHS, St. Elizabeth's• ICC-B• Ft. Belvoir Community Hospital• Pax River	<ul style="list-style-type: none">• VA Audie Murphy• POFF Federal Building• Canon House Office Building• Camp Pendleton Naval Hospital• WWII Memorial• National Museum of the Marine Corps
	<ul style="list-style-type: none">• Baker Daniels• Blank Rome LLP• Epstein Becker Green• Frederick Community College• George Mason University• Raytheon

Writing an Effective Capabilities Statement

Overview of Today's Presentation

- I. When and Why Capabilities Statements are Important: Introducing Your Business
- II. Capabilities Statements
- III. Other Marketing Assets**

Writing an Effective Capabilities Statement

Overview of Today's Presentation

- I. When and Why Capabilities Statements are Important: Introducing Your Business
- II. Capabilities Statements – Key Informational Elements
- III. Other Marketing Assets**
 - A. Targeted business cards
 - B. Business email
 - C. Email signature
 - D. Updating your website
 - E. Updating your LinkedIn profile
 - F. Updating your Google Business profile
 - G. Updating your Dynamic Small Business Profile (SAM.gov users only)

III. Other Marketing Assets

A. Targeted business cards

- **CLEARLY** states what your business DOES – use a tag line if necessary
- **COMPLETE** contact information including street address, telephone and email
- **NAICS** codes – **NIGP** codes – UEI – CAGE CODE
- Website
- Small business designations – small, HUBZone, SDVOSB, MBE.....
- Quality level, ITAR, other technical and professional certifications of value to market
- ALSO
 - Professional in appearance – include logo
 - Light colored background - non glossy paper
 - If recent “award recipient” – would need to be recognizable



Sunrise Marketing Corp.

Brand Marketing & Consulting Services

Maria Smith, CEO

15 West Horizon Blvd
Suite 100
East Brighton, WI 53000
414-598-5555
maria@sunrisemarketing.com
www.sunrisemarketing.com

GSA Schedule Contract Holder

Woman Owned
DBE Certified
Small Business



DUNS - 1234567890

CAGE Code – 2F6A7

NAICS codes – 541613, 541613, 541870, 541910

NIGP codes – 91500, 91800

Recognition: 2016 In Business Small Business Awards –
Woman Small Business Award Winner



III. Other Marketing Assets

B. Business email

- Email handles should reflect your company name – JackL@Wispro.org, or Info@Wispro.org
 - Avoid gmail, outlook, icloud, Hotmail, or any other email address that's typically used by individuals rather than businesses.
 - Cybersecurity may block personal email addresses
- Professional emails increase credibility and signal that you are a genuine business that knows how to position itself to potential clients

III. Other Marketing Assets

C. Email signature

- Signatures should be included in every email; never sign off an email with just your name
- Signatures should include separate lines for:
 - Title
 - Company name
 - Phone number
 - Email
 - Address
 - Logo, if possible

III. Other Marketing Assets

C. Email signature

Executive Assistant and Small Business Advisor

Wisconsin Procurement Institute (WPI) – Wisconsin’s APEX Accelerator

Assisting Wisconsin Businesses Compete in the Government Marketplace!

10437 Innovation Drive, Ste 320, Milwaukee, WI 53226

Office: 414-270-3600 | **Cell:** 414-412-1103

Website: WisPro.org | **Email:** JackL@Wispro.org

DOD OSBP webpage for Apex feedback: <https://www.apexaccelerators.us/#/feedback>

[Sign up for newsletter](#)



III. Other Marketing Assets

D. Updating your website

- Having a website that contains a “Government Solutions” tab and relevant information like:
 - UEI and CAGE code
 - Any technical or ownership certifications
 - Capabilities Statement
 - Awards won from a buyer – example “Johnson Controls Supplier of the Year 2022”

III. Other Marketing Assets

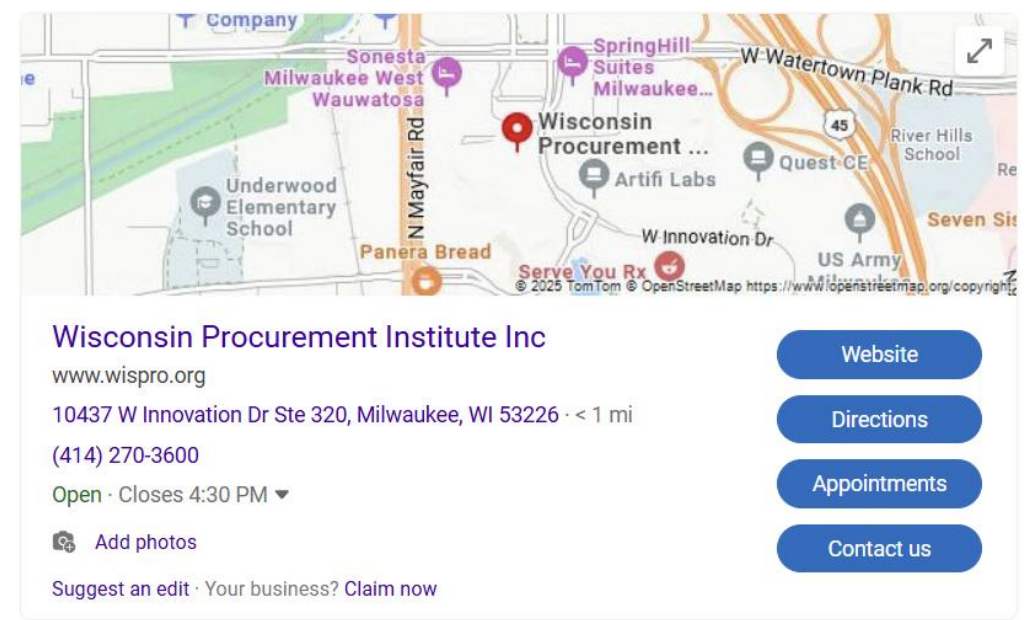
E. Updating your LinkedIn profile

- Create a LinkedIn if you don't have one – both a personal and business page
- Ensure that the “Experience” section is updated with detailed information
- An updated LinkedIn is especially important for small businesses when:
 - The business is new, but you or your team has extensive industry experience
 - Your personal brand is important to your business (ex. consultants)

III. Other Marketing Assets

F. Updating your Google Business profile

- Your Google Business profile can be automatically created for you by Google. If it's not, you can manually add your business
- Claiming/creating your business and updating its information is free
- Ensure that all details are correct
- Profile updater:
<https://business.google.com/us/business-profile/?ppsrc=GPDA2>



Wisconsin Procurement Institute Inc
www.wispro.org
10437 W Innovation Dr Ste 320, Milwaukee, WI 53226 · < 1 mi
(414) 270-3600
Open · Closes 4:30 PM ▼
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Technology Innovation Center, LLC ...

III. Other Marketing Assets

G. Updating your Small Business Search profile

- Small businesses that register in SAM.gov receive a [Small Business Search](#) (SBS) profile hosted by the U.S. Small Business Administration
- SBS profile updates occur on <https://search.certifications.sba.gov/> by creating an account and claiming your business. Contact WPI for assistance if needed.
- Key sections to update:
 - Keywords
 - Capabilities Narrative
 - Link to capabilities statement
 - References/past performance
 - Certifications

CONTACT INFORMATION

Wisconsin Procurement Institute (WPI)

www.wispro.org

Jack Laufenberg – 414-270-3600

10437 Innovation Drive, Suite 320
Milwaukee, WI 53226
414-270-3600

Upcoming Events

Acquisition Hour

The Acquisition Hour webinar series covers a range of topics from market entry, sales growth, small business certifications, compliance, and more. Attendees receive 1 CPE credit for attending.

- ~~July 23~~ – ~~Federal Invoicing: PIII / Wide Area Workflow~~
- **August 6** – Writing an Effective Capabilities Statement
- **August 20** – End of the Federal Fiscal Year Spending: Are You Ready?

...More information and registrations at wispro.org/events



Cyber Thursday

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 26 – FAR 52.204-21: The Forgotten Baseline of Federal Cybersecurity~~
- ~~July 31 – CMMC 2.0: What Contractors Must Know in 2025~~
- **August 28** – The Federal Cybersecurity Horizon: Zero Trust, FedRAMP, & Supply Chain Risk

...More information and registrations at wispro.org/events

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