What is PTAP?

- The national **Procurement Technical Assistance Program (PTAP)** was authorized in 1985 by Congress and is administered by the Department of Defense and managed by the Defense Logistics Agency (DLA) [http://www.dla.mil/smallbusiness/pages/ptap.aspx](http://www.dla.mil/smallbusiness/pages/ptap.aspx)

- There are over 300 PTAC offices in the United States [http://www.aptac-us.org/](http://www.aptac-us.org/)

- 7 PTAC’s are located in Alabama [http://al-ptac.org/](http://al-ptac.org/)

- Matching funds are provided by host institutions in Alabama – seven state university systems
The Procurement Technical Assistance Program (PTAP)

The Procurement Technical Assistance Program was established to expand the number of business capable of participating in government contracts. The program is administered by DLA's Office of Small Business in cooperation with states, local governments and nonprofit organizations.

Under the program, Procurement Technical Assistance Centers (PTACs) help businesses pursue and perform under contracts with the Department of Defense, other federal agencies, state and local governments and with government prime contractors.

Most of the assistance the PTACs provide is free.

PTAC support to businesses includes registration in systems such as the System for Award Management (SAM), identification of contract opportunities, help in understanding requirements and in preparing and submitting bids. Read reviews from businesses about the support they received from the PTACs.

The PTACs have a local presence in all 50 states, Washington, D.C., Puerto Rico and Guam. Other PTACs specialize in assistance to federally recognized Indian tribes and Alaska Native entities, their members and reservations throughout the country.
Services

• **One-on-one counseling** at no cost with professionally certified procurement professionals
• Evaluate your firm’s potential to compete in diverse government markets
• SBA Goaling for Agencies and Large Prime requirement for Small Business Utilization
• **Identify SBA and VA certification program eligibility**
  – 8(a), HUBZone
  – WOSB/EDWOSB
  – SDVOSB and VOSB (SBA and VA)
  – All Small Mentor Protégé Program
• No Cost assistance with **SAM** (the System for Award Management)
• Contracting Opportunities in Beta.SAM.gov
• No Cost **Bid Match** service

*Growing Alabama’s Economy, One Small Business at a Time*
OTHER SERVICES

• UNDERSTANDING FEDERAL ACQUISITION REGULATIONS AND PROGRAM REQUIREMENTS – OPEN FAR CASES

• UNDERSTANDING HOW SMALL BUSINESS COMPETE
  – Prime / Subcontracting
  – Mentor/Protégé
  – Joint Ventures
  – SBIR/STTR

• **Assist with marketing research, analyzing competition, capability statements AND your differentiators, business development, and networking**
AND MORE SERVICES

• AFFILIATION RULES/SIZE DETERMINATIONS
• GOVERNMENT BUYING METHODS
• UNIFORM CONTRACT FORMAT
• SOLICITATION REVIEW
• CONTRACT MANAGEMENT
• GSA SCHEDULES
• GETTING PAID
TRAINING

https://www.uah.edu/sbdc

Cyber Security: CMMC Certification
Contract Types
Proposal Writing
DCAA Training
GSA Schedules
Contracting 101
SBA Certifications
Non Manufacturer Rule
Beta.SAM.gov
PTAC UPDATES

• CMMC REQUIREMENTS

• COVID 19 RESPONSES
  – CARES ACT SECTION 3610
  – SBDC Assistance SBA loans

• SBA LEGISLATIVE CHANGES TO SIZE, ASMPP, JOINT VENTURES, HUBZONE, WOSB/EDWOSB

• BETA.SAM.GOV
PTAC UPDATES

CYBER SECURITY MATURITY MODEL CERTIFICATION (CMMC)

- Multiple maturity levels ranging from Basic Cyber Security Hygiene to Advanced
- IMPACTS DOD SUPPLY CHAIN
- SECTIONS L AND M IN RFPS
PTAC UPDATES

• DOD COVID 19 RESPONSE TO CARES ACT SECTION 3610

CERTIFICATIONS

• SBA SIZE CERTIFICATION

  – EFFECTIVE JAN 2020-and before JAN 6, 2022
  – Companies may elect to choose 3 OR 5 YEAR AVERAGE “annual receipts”
  – Jan 6, 2022, companies will determine total receipts over it most recently completed 5 fiscal years divided by 5.
UPDATES ON SBA CERTIFICATIONS

• **WOSB/EDWOSB CERTIFICATION**
  
  — SBA EXCEPTS TO PUBLISH REGS JUNE 30 EFFECTIVE 30 DAYS LATER – Letters will be going out to WOSBs in certify.sba.gov

  — **NO SELF CERTIFICATION**

  — APPROVED THIRD PARTY OR

  — **FREE SBA CERTIFICATION**
BETA.SAM.GOV

- FBO.GOV TRANSITIONED NOV, 2019
- FPDS.GOV Reporting MOVES SPRING 2020
- ENTITY REGISTRATIONS (SAM.GOV)
- CPARS
HOW TO RESEARCH AND MARKET YOUR CAPABILITIES TO FEDERAL AGENCIES AND PRIMES

• GOVERNMENT MARKET RESEARCH
• SMALL BUSINESS MARKET RESEARCH
• MARKETING CAPABILITIES
  – DEVELOPING TRUSTED RELATIONSHIPS AND PERFORMING WELL ARE THE BEST MARKETING TIPS!
GOVERNMENT MARKET RESEARCH

• AGENCIES DO MARKET RESEARCH guided by the FAR

“Market research is a continuous process for gathering data on product characteristics, suppliers’ capabilities, and the business practices/trends that surround them — plus the analysis of that data to make smart acquisition decisions.” (FAR 2.1)
FAR 15.201

- Exchanges with Industry before receipt of Proposals
  - Industry or small business conferences
  - Public Hearings
  - Market Research (FAR PART 10)
  - One on One Meeting with Potential Offerors
  - Presolicitation Notices
  - Draft RFPs
  - RFI
  - Presolicitation or proposal conference
  - Site Visits
WHY SHOULD SMALL BUSINESSES DO MARKET RESEARCH?

• SYSTEMATIC APPROACH FOR ENTERING THE FEDERAL MARKETPLACE
• USE YOUR BUSINESS DEVELOPMENT TIME EFFECTIVELY
• INCREASES YOUR SUCCESS RATE

THANK YOU Dr. Gary Heard – SBA PCR, COC
SMALL BUSINESS MARKET RESEARCH

— FPDS.GOV
— AGENCY Websites “HOW TO DO BUSINESS WITH”
— LARGE PRIME CONTRACTOR WEBSITES
  • REGISTER AS A SUPPLIER
  • THEIR CUSTOMERS
  • ABOUT US, BIOS, NEWS
SMALL BUSINESS MARKET RESEARCH

- USA SPENDING
- BETA.SAM.GOVT FOR CURRENT SOLICITATIONS - RESEARCH SOW AND PWS – CUSTOMER LANGUAGE
- MONITOR TRENDS IN GOVERNMENT CONTRACTING AND LEGISLATIVE CHANGES
FEDERAL PROCUREMENT DATA SYSTEM

• FPDS.GOV
  — AWARDED CONTRACT INFORMATION HOW THE GOVERNMENT BUYS YOUR PRODUCTS AND SERVICES
  — EZ SEARCH BY NAICS AND KEYWORDS
    • KEYWORD SEARCH IS THE BEST
      — Refine search by an advance search
    • VIEW REQUIREMENTS, CONTRACT TYPE, SET ASIDE
    • NARROW SEARCH BY AGENCIES AND CONTRACTING OFFICES, LOCATION, PSC OR FSCs
    • CREATE AD HOC REPORTS (reports migrating to beta.sam.gov)
DOING BUSINESS WITH... Understand your customer’s mission!

RESEARCH AGENCY
SMALL BUSINESS OFFICE
WEBSITES FOR “HOW TO DO BUSINESS WITH” INCLUDING SMALL BUSINESS SPECIALISTS CONTACT INFORMATION & PROCUREMENT FORECASTS
MARKETING

– REFINING capability statement/elevator pitch/business cards/SBA PROFILE

– UNDERSTAND agency acquisition process

– RESEARCH contract vehicles: GSA MULTIPLE AWARD SCHEDULE, OAISIS, CHESS, SEWP, STARS II
MARKETING

• MONITOR SPECIAL NOTICES IN BETA.SAM.GOV
  – INDUSTRY DAYS
    • EXHIBIT
• CONFERENCES
  – EXHIBIT
  – OFFER TO BE A SPEAKER IF YOU ARE A SUBJECT MATTER EXPERT
• SCHEDULE BRIEFINGS WITH PRIMES AND AGENCIES
  – OSBPS, PEO OFFICES, TECHNICAL REPS, CONTRACTING OFFICES
• BUSINESS MATCHMAKERS
  – ONE-ON-ONES
• NETWORKING EVENTS
• TRAINING EVENTS
• BID, WIN OR LOSE, DEBRIEF
MJ’s Steps to Doing Business with the Government

- Assess your company’s Contract Readiness
- Identify Industrial codes
- Do Market Research
- Determine eligibility for SBA Set Aside Contracting Programs
- Capability Statement – a living document
- Register in SAM and optimize SBA profile
- Understand Acquisition Process (FAR) and Government Buying Methods
- **Business Development/CAPTURE
CONTRACTING READINESS
SBDC RESOURCES FOR BUSINESS
PTAC RESOURCES FOR CONTRACTING

• GOOD BUSINESS PRACTICES REDUCE RISK!

• BUSINESS PLAN
• MARKETING PLAN
• ADEQUATELY INSURED
• BUSINESS DEVELOPMENT, CAPTURE MANAGEMENT, PROJECT MANAGEMENT
• INFORMATION SECURITY STANDARDS (NIST 800-171 –FAR 52.204.21 and DFARS 252.204.7012) PTAC TRAINING CMMC
• PERSONNEL, FACILITIES, EQUIPMENT
• FINANCIALLY STABLE – ADEQUATELY CAPITALIZED
• COMPLIANT WITH DEPARTMENT OF LABOR and IRS LAWS
• SYSTEMS TO TRACK TIME, COSTS (adequate accounting system), AND PERFORMANCE (Important for all contracts including SBIR/STTR)
• SUCCESSFUL PAST PERFORMANCE
Join us OCTOBER 21, 2020 at the Von Braun Center for the Huntsville-Redstone Small Business Contracting Conference & Expo

https://www.contractready.org/redstone-arsenal
CONTACTS

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UAH.EDU/SBDC

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