



# ***The Stonewall Group, LLC***

**YOU CAN DO BU\$INE\$\$ WITH  
THE FEDERAL GOVERNMENT**

January 30, 2015

*“Helping organizations overcome obstacles and achieve their goals.”*



***“It was the best of times;  
it was the worst of times.”***

**Charles Dickens**  
***A Tale of Two Cities***  
**1859**

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# ***Why the Federal Government?***

- **Federal Government is the single largest procurer of goods and services in the world!**
- **When the infamous bank-robber, Willie Sutton, was asked why he robbed banks, he replied, *“cause that’s where the money is!”***
- **Federal Government is where the money is. Since 2011, it spent an average of**

**\$12.4 BILLION a year in Arizona!**



# ***Purpose***

- **Review current Federal Budget status**
- **Review challenges encountered in doing business with the Federal Sector**
- **Highlight opportunities in the Federal Sector**
- **Share how The Stonewall Group can help you overcome obstacles to the Federal market and achieve your business goals**



# ***Agenda***

- **A Little about Us**
- **A Little about You**
- **The Federal Budget**
- **The Bad News: Bureaucracies, Systems & Rules**
- **The Good News: Vast Opportunities & Tools**
- **Q&A**



# ***A Little about Us...***

## **The Stonewall Group:**

- **Arizona LLC in business for 7.5 years**
- **Service Disabled Veteran Owned Small Business**
- **Member of GPCC, NPCC, & SWVCC**
- **BBB Accredited Business with an “A” Rating**
- **Member of The SPECTRUM Group, a prestigious Alexandria, VA firm of 22 years**



# ***A Little about You***

- **Registered in the CCR or SAM?**
- **Don't know what CCR & SAM are?**
- **Have a DUNS number?**
- **Have a CAGE Code?**
- **Have products or services on a GSA Schedule?**
- **Certified by SBA as an 8a?**
- **Registered account with Fed Biz Opps?**



# ***A Little about You (Con't)***

- **Currently doing business with Federal Government?**
  - **As a Prime? As a Sub-contractor?**
- **Tried doing business with Federal Government but did not or have not yet succeeded?**
- **Thought about trying to do business with the Federal Government but chose not to pursue it?**
  - **Why not?**
- **Have a Federal Market revenue goal in your 2014 Budget or Business Plan?**





# ***The Federal Budget***

- Congress passed 2015 Appropriation bills except for Homeland Security
- February—President will propose the 2016 Budget (Oct 1, 2015-Sep 30, 2016)
- Despite debts & deficits, 2015 Federal budget again exceeds **ONE TRILLION DOLLARS !!!**
- Federal “cuts” usually aren’t reductions to spending; they are reductions from the amount the budget was planned to increase!!! (Only in DC is an increase a cut!)
- Annual “end of the fiscal year” spending binge (July, August, September).
- Now is the time to position yourself to compete for the 2015 year-end spending binge?



# ***The BAD News***

- **The Federal Acquisition Process**
- **The Federal Bureaucracies**
- **Identifying and Assessing the Market**
- **Identifying and building customer relationships**
- **The Competition**
- **Relevant Past Performance**
- **Small Company Resources**



# ***Federal Acquisition Process***

- **The Federal Acquisition Regulations (FAR)**
- **2000+ pages of Government processes and procedures; rules and regulations**
- **Large companies have lawyers, accountants, and government contracting specialists**
- **Small companies often lack personnel, resources, and will to understand, let alone contend with the whole process**
- **Human Nature: “What we don’t understand we fear—what we fear we avoid!”**



# ***The Federal Bureaucracies***

- **15 Federal Departments and 69 Independent Agencies, Boards, and Commissions**
- **Contracting bureaucracies within bureaucracies**
- **Defense Department Examples**
  - **Defense Contract Management Agency (DCMA)**
  - **Defense Contract Audit Agency (DCAA)**



# ***The Federal Market***

- **Decentralized across 84 Departments and Agencies**
- **Some “Department spending” is actually done by/through states and local governments**
  - FEMA
  - Department of Agriculture
- **“Hard to tell the players without a program”**
- **Who buys what, when, and in what quantities?**
- **Identifying “Gatekeepers, Influencers, and Decision-makers”**
- **Identifying and influencing the “Requirements”**

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# ***The Competition***

- **Vast competition due to volume and variety of the market**
- **Very difficult for small companies to compete against the giants**
- **Very difficult to win out over an incumbent who has performed well—even just acceptably**
- **Overcoming challenge of not being known**



# ***Relevant Past Performance***

- **Most Federal solicitations require “Relevant Past Performance”**
- **A real conundrum...**
- **“I can’t win a contract without Relevant Past Performance”**
- **“I can’t get Relevant Past Performance without getting a contract”**



# ***Small Company Resources***

- **Many small companies lack resources to:**
  - **Identify and track opportunities**
  - **Fund adequate business development activities**
  - **Identify and access key gatekeepers, influencers and decision makers—(influencing requirements)**
  - **Identify and team with large prime contractors**
  - **Prepare proposals**
  - **Manage administrative requirements**
  - **Adapt accounting systems to be DCAA Compliant**





# ***The Good News***

- **Volume and variety of Federal contracts**
- **Access to information**
- **“Set Aside” Programs**
- **Assistance Offices**
- **Partnering/Teaming Opportunities**
- **R&D Funding Programs**
- **Experimental Programs**
- **Success Stories**
- **The Stonewall Group**

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# *Volume & Variety*

- Surprising to most people and businesses
- The Federal Government has spent **\$49.7 BILLION** in Arizona from 2011 to 2014! (That's an average of **\$12.4 BILLION** a year)
- However, alarming decline for Arizona...
  - National contract spending: Down 12.4%
  - Arizona new spending rate: **Down 28.3% (2.3 x avg)**
  - Colorado: Up 11.3%
  - New Mexico: Up 9.1%



# ***Access to Information***

- **On-line resources of opportunities & histories**
- **Federal budgets “on line”**
- **Expos, Trade Shows and Industry Events**
- **RFI’s, Sources Sought, & Market Surveys**
- **Key Gatekeepers, Influencers and Decision-makers**



# ***Set Aside Programs***

- **Many contracts “set aside” for Small/Disadvantaged Businesses**
- **Others “Full & Open Competition” with a percentage “set aside”**
- **Categories include HUB Zone, Woman, Minority, Veteran, Service Disabled Veteran, Native American, Alaska Native-owned small businesses, Certified 8(a)**
- **In 2014 the Federal government achieved its Small Business contracting goal of 23% for first time in 8 years**



# *Assistance Offices*

- **Small Business Administration (SBA)**
- **General Services Administration (GSA)**
- **Procurement Technical Assistance Centers (PTAC)**
- **Department and Installation Small Business Assistance Offices**

***Note: Provide lots of information on processes and references; help with processes and registrations; but...they don't help you with your Business Development activities.***

***Don't have unrealistic expectations!***



# ***Partnering & Teaming***

- **Difficulty competing with large companies**
- ***“If you can’t beat them...join them!!!”***
- **Why large companies need small companies:**
  - **Qualify for percentage Set-Asides**
  - **Replace current Small Businesses outgrowing their status**
  - **Provide narrow or technical capabilities**
  - **Solicitation includes requirement outside their core competencies**
- **Can lead to opportunities for Exit or M&A**

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# ***R&D Funding Programs***

- **Broad Agency Announcements (BAA)**
- **DoD Rapid Innovation Fund (RIF)**
- **Small Business Innovative Research (SBIR)**
- **Small Business Technology Transfers (SBTT)**



# ***Experimental Programs***

- **Army Expeditionary Warrior Experiment (AEWE)**
- **USMC Expeditionary Forward Operating Base (EXFOB)**
- **US Special Operations Command TNT Program**
- **Naval Post-graduate school Joint Interagency Field Experimentation (JIFX) Program**
- **Not “acquisition programs” but opportunities to get your solutions in the hands of potential government users early in developmental process**





# ***Success Stories***

- **Pentagon emergency luminous tape replacement**
- **Playas, NM**
- **Phoenix LED Lighting Company**



# ***The Stonewall Group***

- **Introductory presentations**
- **No fee—no obligation initial consultation**
- **No fee Preliminary Assessment**
- **Workshops**
- **Consulting Services tailored to your individual needs**
- **Access to The SPECTRUM Group's resources**
- **How many of you be interested in attending a detailed follow-on workshop in the Show Low area?**



# Summary

- **Doing business with the Federal Government is a “Bad News—Good News Proposition”**
- **The BAD News:**
  - not for the faint of heart
  - numerous challenges and difficulties
  - crowded marketplace
  - needs to be a strategic, long-term decision with resources
- **The GOOD News:**
  - very large volume and variety of opportunities
  - potential for HUGE rewards
  - many others have learned how to win; so can you
  - Jul-Sep 2015 will be another Federal spending binge—will you be ready?
  - The Stonewall Group can help every step along the way

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# ***Your Next Steps***

- Register with [www.SAM.gov](http://www.SAM.gov) (no cost)
- Make or obtain objective assessment of an addressable market
- Obtain assistance from others who understand the system—and succeeded
- Develop a detailed Federal Business Development Plan that you can resource
- Execute your plan
- Remember, this is a “strategic decision”
- Avoid the biggest mistake--giving up too soon--



# ***Old Chinese Proverb...***

**The best time to have planted a  
tree was 20 years ago;  
the second best time is today!**



# ***Old Stonewall Group Proverb***

**The best time to have started doing  
business with the Federal  
Government was 20 years ago;  
the second best time is today!**



# *Questions*

**...and hopefully some helpful answers!!!**

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# ***Solicitation Documents***

- **Information documents:**
  - Sources Sought
  - Request for Information (RFI)
  - Market Survey
  - Market Research
  - Pre or Draft Solicitation
- ***Acquisition documents:***
  - Request for Proposals (RFP)
  - Request for Quote (RFQ)
  - Purchase Order (PO)
- **Unsolicited Proposals**



# ***Types of Awards***

- **Contracting documents & processes:**
  - **Single Award**
  - **Multiple Award**
  - **IDIQ (Indefinite Delivery Indefinite Quantity)**
  - **SATOC (Single Award Task Order Contract)**
  - **MATOC (Multiple Award Task Order Contract)**
  - **GSA (or other Federal Purchasing Schedule)**
  - **On-line reverse auctions**



# ***Strategies & Plans (Con't)***

- **On-line search engines:**
  - **Federal Business Opportunities (FedBizOpps)**
    - **Establish a Vendor Account**
    - **Search engines rather than manual searches**
    - **Sample daily report sent to my phone and email**
    - **“Watch Opportunities”**
    - **Sign up as “Interested Vendor”**
  - **FedBid**
  - **FedConnect**
  - **GPCC Bid Source**

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# ***Strategies & Plans (Con't)***

- **GSA Schedule (and other similar resources such as Responder Knowledge Base (RKB)):**
  - **Add products/services to another company's schedule**
  - **Obtain your own schedule**
  - **If you opt to obtain your own schedule, strongly urge you to hire a company to assist you, rather than doing it yourself**
  - **MUST give the government your best pricing (they check this)**



# ***Strategies & Plans (Con't)***

## **Trade Shows & Expositions:**

- **Important but be selective**
- **Can spend a lot of money and get little ROI**
- **Exhibit or attend**
- **Three phases: Planning, Execution, & Follow-up**
- **Key to success is Planning & Follow-up NOT the actual event itself**
- **Consider value of independent assistance**



# ***Strategies & Plans (Con't)***

- **Government Industry Days:**
  - Meet potential customers and contracting officials
  - Meet influencers and decision-makers
  - Meet potential teaming partners
  - Meet potential customers among the attendees
  - ID & track opportunities and specs early
  - Establish relationships
  - Build name recognition



# ***Strategies & Plans (Con't)***

- **Critical Issues to think about:**
  - **What “*requirement*” are you fulfilling?**
  - **Influencing the requirement/specs prior to solicitation being published**
  - **What differentiates your solution/service?**
  - **Pricing & Life Cycle Costs**
  - **One page “White Paper”**
  - **Capability Presentation (10-20-30 Rule)**
    - **No more than 10 slides**
    - **No more than 20 minutes**
    - **No font smaller than 30**