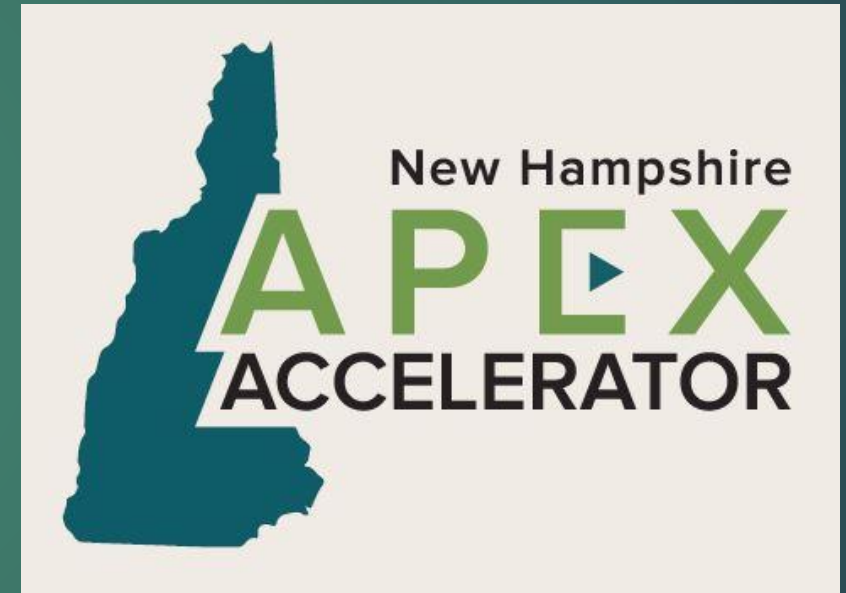


# Capabilities Statements

Danielle Ruest, Program Manager  
Dave Pease, Sr. Procurement Advisor  
Amanda Duquette, Procurement Advisor  
Sarah Murray, Advisor

▶ Please reach out to NH APEX at [govcontracting@livefree.nh.gov](mailto:govcontracting@livefree.nh.gov) or visit our website at [www.nheconomy.com/apex](http://www.nheconomy.com/apex).

▶ All of our services are free and confidential.



# Capabilities Statement-

*an important marketing tool for your business!!*

- ▶ Clear and concise document – PDF and hard copy – one page preferred\*
- ▶ Unique to your company's government-oriented products/services using “gov-speak” terminology
- ▶ Wide variety of formatting options - though a range of common format styles are available online
- ▶ Company Data expressed in context of government products/services, e.g. NAICS Codes, PSC/FSC, etc.
- ▶ Eye-catching color and graphics – but not overly so...

\* Two pages (front/back) acceptable in some cases though front page should be able to stand alone.

# Sample



STEFAN@NEARVIEW.NET



207-200-7879



WWW.NEARVIEW.NET

NEARVIEW, LLC  
P.O. BOX 4224  
PORTSMOUTH, NH 03802

## COMPANY DATA

DUNS:  
080538212  
NAICS:  
541370, 541922

## PAST PERFORMANCE

- Roof Inspection, South Church, National Register Property (Portsmouth, NH)
- Real Estate Listing Photography and Video, Keller Williams Coastal Realty (Portsmouth, NH)
- Landscape Cinematography, Documentary Film, York River Wild and Scenic Partnership (York, ME)



*change your world view*

## INTRODUCTION

Nearview provides government agencies and businesses with professional aerial drone survey and mapping solutions that are affordable, flexible, and with rapid mobilization and response times to meet project and client needs. Services include aerial photography, video, photogrammetry, multispectral and thermal imaging, and 3D topographic and landscape modeling for environmental, scientific, engineering, land-use planning, and emergency or disaster response applications.

## CORE COMPETENCIES

- Accurate and high-resolution aerial drone survey and mapping products
- Geographic Information Systems (GIS) and geospatial data management
- Federal and state environmental compliance
- Monitoring and inspection of infrastructure, utilities, and buildings
- Architectural and archaeological surveys
- Agricultural assessments (plant health and soil moisture)
- Volumetric measures for mining and aggregate industries
- Vegetation, habitat, and wetland delineation mapping
- Viewshed analysis and 3D modeling
- Forensic documentation (accident scene, damage assessment, insurance)

## DIFFERENTIATORS

Nearview's Principal, Stefan Claesson (Ph.D.), is a highly-regarded research scientist. He has:

- 25 years of experience in natural and cultural resource management
- Extensive knowledge of federal and state environmental regulations, policies, and compliance procedures including NEPA and NHPA
- Performed environmental consultation for DoD and numerous state and federal government agencies
- Worked with interdisciplinary teams of scientists and engineers from a variety of backgrounds from fisheries science to forestry

Key benefits of aerial drone solutions:

- Fractional cost of traditional aerial acquisition
- Rapid deployment and response times
- Flexible and scalable to project requirements
- Higher resolution and accuracy than fixed-wing aircraft or satellite imagery
- Performed by FAA certified pilots and qualified scientists
- Conveniently and centrally located in Portsmouth, NH. Rapid deployment anywhere in New England (ME, NH, VT, MA, RI, CT) in less than 4 hours



# Sample

## CAPABILITY STATEMENT



Binnacle Industrial Contractors  
*Riggers and Millwrights*  
John F Ramsay, P.E., President  
143 Coffin Road, Epping, NH 03042

*We Specialize in Difficult, Complex Projects*

### Competencies:

- Rigging
- Millwright
- Machinery Installations
- Transportation
- Concrete Machine Foundations
- Project Management
- Project Team Advisory Services

### Past Performance:

We recently placed 50,000# pharmaceutical skid containing (3) 20,000-liter tanks that we installed through a second floor wall opening (with 4" clearance in all directions). The skid was set in place, leveled, shimmed and anchored flawlessly.

We have been a trusted reliable contractor on many demanding industrial and pharmaceutical projects (Highliner Foods, Siemens Healthcare, Hitachi, Columbia, Decco, and more). Our clients trust us to do their work flawlessly, safely, timely and within budget.

### What Sets Us Apart:

- Collaboration and Coordination
- Responsiveness to customers' needs
- Lean, Skilled Teamwork
- Expertise and Experience (John Ramsay, P. E. has 45 years' experience in Rigging, and has Masters' Degrees in both civil and environmental engineering. Our Supervising Rigger: 35 years).
- *IS Network* Qualified
- We are experienced working in demanding environments including: Clean Room, Confined Spaces, and Pharma and Food Production environments.

### Company Data

Contact: Binnacle Industrial Contractors, Inc.  
John Ramsay: [John.Ramsay@binnacle.biz](mailto:John.Ramsay@binnacle.biz)  
143 Coffin Road, Epping, NH 03042  
603 659-2795, [www.binnacle.biz](http://www.binnacle.biz)  
DUNS: 143729478; CAGE: 6GN42; NAICS: 23920  
VETERAN-OWNED



### Our Accreditations:

Crane Rigging  
OSHA 30  
Confined Space  
Hydraulic Equipment

### John Ramsay, PE:

- Professional Civil Engineer
- Professional Industrial Engineer
- 45 years' experience
- Veteran

### Area Served:

- Primarily Northeast, but we travel nationwide to serve our clients' needs.

### Our Clients Comments:

#### Decco Construction:

*"Your company's cooperation with all the subcontractors on site, maintenance of schedules, planning effectiveness and quality of your crews' work has become a benchmark for all..."*

#### Columbia Construction:

*"Binnacle Industrial's performance was extremely professional, perfectly planned and executed. Your crews' concern for safety was evidenced in both the safety and well-being of your personnel and also for the equipment you handled."*

# One Part of your Government Marketing Plan

- ▶ Your Capabilities Statement is one of the key elements of a company's visibility in the government contracting sector
  - SAM registration – complete, accurate and up-to-date
  - SBA Dynamic Business Search (DSBS) with narrative
  - Company website to include dedicated “government” page
  - Business Cards with UEI, Cage Code and NAICS included
  - Capabilities Statement – Formal but also flexible
- ▶ It is a summary of your business, your products and/or services, and relevant contracting experience

# When, Where, & How to use this Marketing Tool

- One-on-One meetings with officials
- Government Conferences and Trade Shows/Events

Common Sense – Contracting Officers and other officials will be handed or sent many Capabilities Statements. Some will be retained/filed, or better still be copied to pass to colleagues (buyers). However, no guarantee or commitment to do so is implied.

# When, Where, & How to use this Marketing Tool

- Virtual meeting to include in follow-up communication
- As printable document link on your Website
- Included with an introduction email:
  - To a specific government employee such as a contracting officer listed on a Solicitation,
  - With a response to a Sources Sought notice or RFI.
  - Sent to the designated agency's Office of Small and Disadvantaged Business Utilization
  - Sent to Prime Contractors' Small Business Liaison Officer



# How to Develop a Capabilities Statement

- ▶ Commonly 4 required sections:
  - **Company Data** and contact information to include all govcon identifiers (NAICS, UEI, and CAGE Code)
  - **Core Competencies** – to be consistent with govcon codes (NAICS, PSC or FSC) in your registrations
  - **Differentiators** relating to experience and/or ability to perform government contracting
  - **Past Performance** – government (all-levels) but can be commercial if new to government contracting
  - A fifth section of a very brief company introduction is optional.



# Template

## CAPABILITY STATEMENT Guide

Title this document: Capability Statement

Show your logo and contact information, with a specific person's name, phone and email.

**TargetGov Tip:** This is a CONTENT guide, not a design guide. Add color & graphic elements!

### Use this section title: Core Competencies

Short introduction statement relating the company's core competencies to the **agency's specific needs** followed by **key-word heavy bullet points**

#### TargetGov Tips:

- No long paragraphs.
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency, prime or teaming opportunity
- Tailor each Capability Statement to the agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint or other format
- Keep the file format small, definitely under 1MB
- Use the whole page, keep page margins small

### Section Title: Past Performance

List past customers for whom you have done *similar work*. **Prioritize** by related agency, to all federal to other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list it.

**TargetGov Tip:** Ideally, include specific contract details and contact information for immediate references. Include name, title, email, phone.

### Section Title: Differentiators

Identify what makes you different from your competitors and how this benefits the targeted agency

**TargetGov Tip:** Relate your key differentiators to the specific needs of the agency, prime or teaming partner.

### COMPANY DATA

One very brief company description detailing *pertinent* data.

**TargetGov Tips:** Readers will visit your web site for additional information. Make sure your web site is constantly updated *and* government-focused. Use graphics if they help tell your story and describe your fit with the target.

### List Specific Pertinent Codes and Data:

- DUNS
- CAGE Code
- NAICS (a reasonable number, fewer than 15)
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, WOSB, etc.
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s) and SINS
- Other federal contract vehicles
- BPAs and other federal contract numbers
- Pertinent teaming agreements

Your logo, address, phone numbers (voice, mobile and fax) email, web site and other related contact information

# Section 1: Company Data

- ▶ Contact Info: Name, email, phone number and website  
Key identification

UEI Identifier          CAGE Code

NAICS Codes          PSC or FSC Codes

- ▶ *Special Designations go here! (certifications are not Differentiators)*

Licenses and Certifications

Bonding and Insurance

Accepting government Credit cards/P-cards

GSA Schedule or other MAS contract number (if applicable)

Your company contact information, to include Website, physical address, email, phone numbers, etc. can be included in this section, or it can appear on the header or footer of the document

## Section 2: Core Competencies

- ▶ What do you do well that your government customer cares about – research contracting history
- ▶ Use a bullet-point List of products/services
  - No long sentences
  - No phrases (generally)
  - No run-on lists
- ▶ All should be consistent with Product/Service Codes

Be Clear and Be Concise

## Section 3: Differentiators

- ▶ What makes you the best choice among the competitors *that your target customer cares about?*
  - Special Equipment
  - Location/Service Area
  - Capacity
  - Training, Experience
  - Specialized Service or Product
    - ▶ Shoemobile
    - ▶ Specialized Consulting Services –Cybersecurity, Environmental
  - Differentiator Tips will be sent to all!



## Section 4: Past Performance – Valuable!

- ▶ Successful Past Performance gives the Buyer confidence that you'll perform successfully on their contract.
- ▶ What have you done well that your target customer cares about?
  - Clear and Concise
  - Details for project size, scope of services, etc.
    - May use side 2 for photos and more details, descriptions, testimonials
  - Contact names & information where appropriate including on the back of the sheet if used

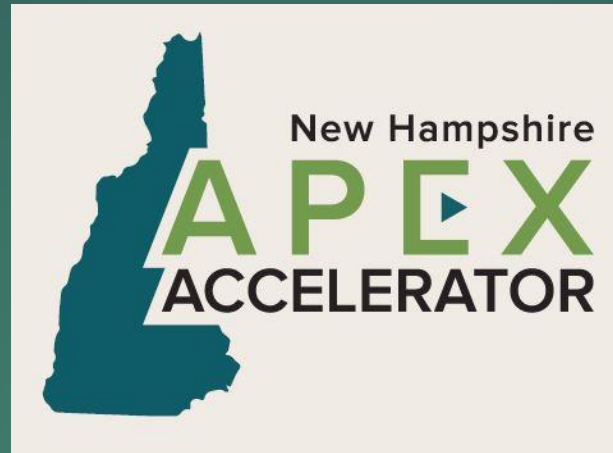
# Color and Graphics

.....enough but not too much

- ▶ Company logo, tagline
- ▶ Generic graphic
- ▶ Ample white space; not too crowded
- ▶ Photos
- ▶ Font
  - ▶ Many samples and templates can be found online.

# NH APEX Can Assist!

- ▶ Assistance with developing your Capabilities Statement
- ▶ Additional services for NH APEX Clients
  - ▶ On-on-one counseling for your business
    - ▶ Registrations and Certifications
    - ▶ Searching contract opportunities
    - ▶ Spending research
    - ▶ Bidmatch Service
- ▶ NH Small Business Matchmaker (fee applies)



Thanks for your attention!

New Hampshire APEX

[www.nheconomy.com/apex](http://www.nheconomy.com/apex)

Become a Client!

[govcontracting@livefree.nh.gov](mailto:govcontracting@livefree.nh.gov)