





Welcome!

Making the Most of the Matchmaker

<https://www.nheconomy.com/apex>

govcontracting@livefree.nh.gov

The APEX Accelerator is funded in part through a cooperative agreement with the Department of Defense. We are also funded by the NH Department of Business and Economic Affairs, and we operate as a program within the Division of Economic Development.



“It is the policy of the Government to provide **maximum practicable opportunities** in its acquisitions to small business, veteran-owned small business, service-disabled veteran-owned small business, HUBZone small business, small disadvantaged business, and women-owned small business concerns. Such concerns must also have the maximum practicable opportunity to participate as subcontractors in the contracts awarded by any executive agency, consistent with efficient contract performance.”

FAR 19.201(a)



Small Business Contracting Goals - 2024



Small Business – 23% (13.75 – 70%)

**Small Disadvantaged Business –
15% (8.15 – 60.5%)**

**Women-owned Small Business –
5%**

**Service-disabled Veteran Small
Business – 5%**

HUBZone Small Business – 3%

**FY24 Final Small Business Goals
([sba.gov](https://www.sba.gov))**

Small Business Set-Asides



FAR 19.5 mandates contracts be set aside for small businesses, if appropriate:

Contract > \$10,000

Contract < \$250,000*

Adequate competition

Pricing fair to government



Much larger contracts are often set aside.

Subcontracting...

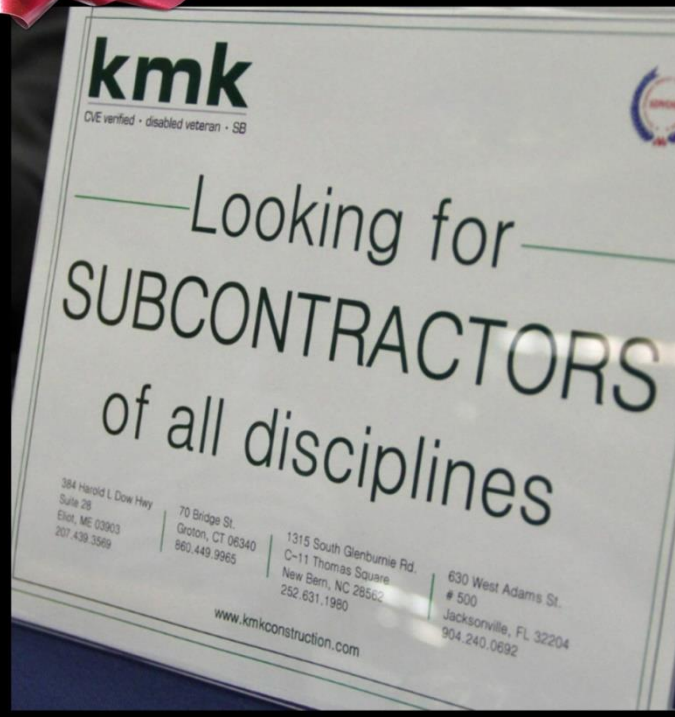
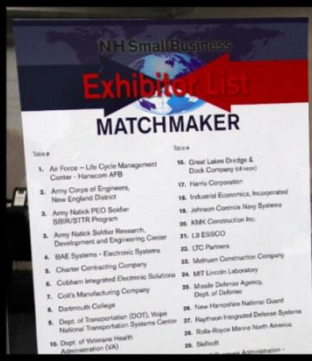
The Competition in Contracting Act - 1984

- ▶ For prime contracts \$750,000 (1.5 million for construction) or more, Federal government requires prime contractors to develop and include in their bid a **small business subcontracting plan** to help meet agency's small business goals.
- ▶ Small Business – varies by agency (15-60%)
- ▶ 5% Small Disadvantaged Businesses (SDB)
- ▶ 5% Women-owned Small Businesses (WOSB)
- ▶ **5% Service-Disabled Veteran-owned Small Businesses (SDVOSB)**
- ▶ 3% HUBZone companies.

What is a Matchmaker?

Your chance to meet the customers


It's about Building Relationships!



How Does It Work?

- Event is held in a large room filled with tables to be staffed by of prime contractors and federal agencies.
- You will have a list in advance.
- ~~■ Preschedule appointments.~~
- Watch, wait, find or *make an opportunity* to see the targets of interest to you.





Who's There?

Federal agency –Small
Business Points of Contact

SBLOs-Small Business Liaison
Officers (Prime contractors)

APEX, SBDC, SBA

Other Business Assistance
Groups

Legislative Offices

Media

Some businesses do very well.

Others, not so much.

2nd and 3rd time attendees
tend to be more successful.
Why is that?

Results?



Inside
Information

Insider Tips



Preparation -
**Do your
homework!**

Know who will
be there
Know who you
want to see
Know why you
want to see
them



Make a plan & do the
preparation



Dress the part-don't
know who you will
meet.



Touch base with NH
APEX Accelerator.



Personal Approach

- Determine who you are talking to.
- Ask pointed questions - Determine requirements
- It's about exploring relationship potential
- Strive to understand "next steps" - how should you follow up?



Small Business Etiquette

- ▶ When you're done - shake the hand and go. Take the time you need*, but **no more**. Others are waiting.
- ▶ Do your homework! Don't show off your ignorance!
- ▶ Polite "lurking" or "hovering" is acceptable, but at a distance.



Things to Bring/Do

Business Cards

- Current
- Professional
- Complete

Website (up to date)

UEID/CAGE Code on literature

CAPABILITIES STATEMENT – A **simple** brochure/one page handout –*avoid bulky materials.*

One (1) 8 1/2 x 11 Page, (may be double-sided)

PDF; file small enough to email

Header or footer Information:

Company Name	Website URL
Physical Address	Tag line (optional)
Phone(s)	
Contact email	

Capabilities Statement Basics



Core Content

Core competencies

What are you really good at *that your target cares about?*


Past performance

What have you done in the past *that your target would be interested in?*

Differentiators

What makes you different/better than your competitors?

How will this prospect benefit from your differences?



Company Data

Socio-economic factor(s)?

Special Facilities/Resources?

Special Equipment?

Certifications/Licenses?

Contract Vehicles?

Accept P-Cards?

Bonding/Insurance?

NAICS, FSC/PSC codes

Appearance



High quality stock



Crisp, legible printing



Balanced, functional layout



Ample white space



Attention-getting use of
color/graphics



Graphic elements reinforce
your story

Sample 1



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 2

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
143 Coffin Road, Epping, NH 03042
603 659-2795, 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."



Website

You must have one

It can be very, very simple

It should be:

- Current – Copyright this year
- Accurate
 - Spelling
 - Punctuation
 - Grammar
- Capabilities Statement content



Website

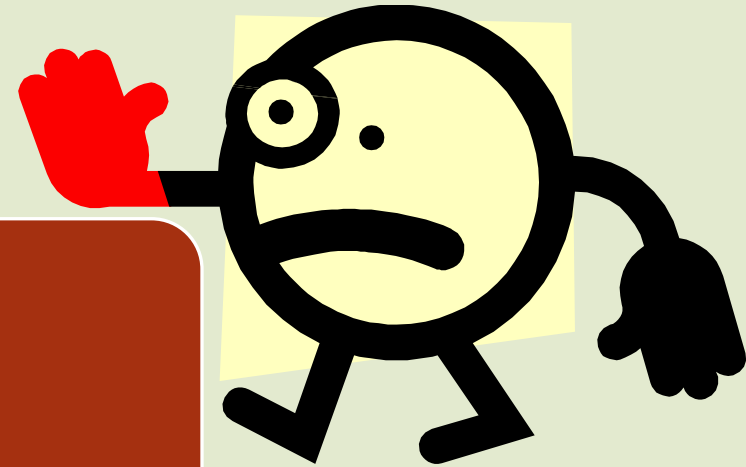
Not too busy

Not too technical

More information
than image

Confirm the reality of
your business!

No-No's



No gifts

No promotional items

Misplaced frustration – if you're feeling frustrated, see NH APEX – maybe they can help!

Don't Panic! Patience Pays Off!



What Do Primes Look For?

Technical capabilities

Capacity for
products/services

Financial strength

Adequate Pricing

Drive, determination,
& patience

Effective quality
system

Competitive
advantage

Bonding, insurance

Security clearance

Market Research Pre-Matchmaker



Preparation - About YOU:



What are you selling?



What is your value proposition?



How is business?
(No desperation)



Who needs your product/service?



Who wants your product/service?



Next - Conduct market research



Target Research - BASIC

- Make a plan & follow it (improvisation)
 - Select your targets - Set Priorities
 - Research them – know about them before you approach them
 - Know their products & services: use the internet
 - Know their contracting history: use public databases



Target Research – Next Level

- Research “awards” on SAM.gov Contract Opportunities and Contract Data and USASpending or FPDS
- Can you help them fulfill their SB goals...?
- Networking...persistence.



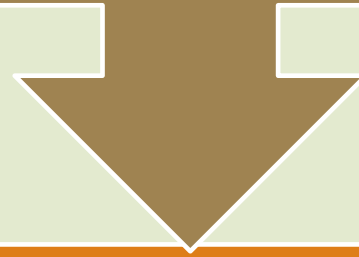
Other Resources

- ▶ SAM- contract opportunities [SAM.gov](https://sam.gov) | [Home](#)
- ▶ Federal Procurement Data System –procurement history
<https://www.FPDS.gov>
- ▶ USASpending.gov – historical <https://www.usaspending.gov>
- ▶ DIBBS Board – 3 defense supply centers
<https://www.dibbs.bsm.dla.mil/>




Keeping Track of Information


Create some sort of spreadsheet or database with names of primes and agencies. Keeping track of contacts, notes, etc.



Pay special attention to commitments you made to them and vice versa



You've been
to a great
matchmaker,
and....



You had an updated, vibrant and descriptive **capabilities statement**, both hard copy and electronic.



Your **website** was up-to-date and consistent with your capabilities statement.



You carefully **prepared** to maximize your contact opportunities.



You **took full advantage of unexpected contacts**.

So, what now?

- It's essential that you **follow up in an appropriate and timely way**. Prioritize:
 1. People you made a promise to.
 2. People who made a promise to you.
 3. Existing customers
 4. Companies that are your top priorities.
 5. Companies that you wanted to meet, but failed to connect with at the event.
 6. Companies that weren't on your radar.
 7. Potential teaming prospects.



Follow up – when?

First followup within 1 week of the matchmaker. Ten days, tops.

Second followup within 3 weeks.

Third followup in another 3 weeks.

Schedule follow-ups on a calendar.



How to follow up...

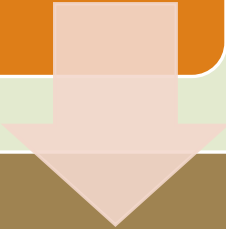
Email is usually best.

- Individual, not a “blast” to a list
- Individualize each note; include something personal or company-specific if you can.

LinkedIn can work for you to build & maintain a relationship..

How to follow up...

Telephone is ok.



Snail mail can be surprisingly effective. Handwrite the envelope in **blue ink** (better chance that it will be opened)



People you made a promise to:

- **Who asked you to get back to them?** Contact them within a few days, being sure to address their specific questions – even if it's to promise a more complete response soon.
- **If you're not sure what you promised, say so.** It's ok to say "I believe that this is what we spoke about, but if I'm missing anything, please don't hesitate to let me know, and I'll respond at once."

Follow up info collection:

Company Name:		Date met:		
<u>Contact Person/People</u>	<u>email</u>	<u>phone</u>	<u>location</u>	<u>title</u>
<u>Notes:</u>				
<u>Followup:</u>				
When?				
With whom?				
How?				
About:				




Dear Alina:

"I greatly appreciate the time that you spent with me and many other small businesses at the matchmaker last Friday. I am sure that you also have a great deal of followup to do, and I wanted to **promptly** provide the additional information **that I promised**.

My recollection is that **you had a particular interest in** our meerkat collection. I have attached a current price list, and detailed spec sheets for our most popular models. Please note that all of our products are non-corrosive and explosion-proof – suitable for use in your work environment. All these items are currently in stock, and available for overnight delivery. **We are eager to demonstrate our responsiveness, as well as our exceptional quality and fair pricing.**

Please don't hesitate to let me know if you require any **additional information**, or if there are **other points of contact** in your company that I should be reaching out to."



People who made a promise to you:

- Polite reminders are essential!
 - Who promised to refer you to someone else? Politely remind them, **by thanking them for their willingness to introduce you** to “so-and-so”, possibly asking when they can expect to meet with you.
 - Promised to send you something? Again, thank them in advance, and **make it easy for them to reply** by email, snail mail, or other means – maybe offer a quick visit?
 - Promised a bid opportunity? Let them know that you’re eager to have an opportunity to **understand their requirement(s) and to compete** for their business.



**Dear
Brian:**



“Thanks for taking time to speak with me at the Matchmaker in Manchester last Friday. I hope that it was as productive a day for you as it was for me. Your company certainly was popular with the small businesses.

I was particularly happy that **you offered to introduce me to William**, who I understand would be the best point of contact in your company regarding widget testing. It is highly likely that we can help you with your current widget challenges, and I’m confident that a **short conversation with William** will make it clear whether or not we should be doing business together.

I’ll look forward to receiving **William’s direct contact info**, and I have attached **our capabilities statement and** the widget testing **protocol** for you to pass on to him.

I look forward to hearing from you, and thanks once more for your time.”

Existing customers...

- Often, we make simple courtesy calls on our existing (or former) customers at a matchmaker. A quick “nice to see you – hope you had a successful day” note is always appropriate.
- If you have news about your business – a new capability, a major new contract – this is a great place to update them.



Priority Companies



- If you met with them, tell them how important it was to you and ask about next steps.
- If you didn't, tell them how important it was to you, and ask about next steps....



Companies that you missed...

- ➡ Send a note & a capabilities statement:

“While the matchmaker last week was a very satisfying event for us, we were disappointed that we were unable to find an opportunity to meet with you. Discovering whether or not there may be a possibility that we can provide solutions for Abt Associates, Inc. remains a top priority for us. I have attached a current capabilities statement for your review. We would welcome a chance to meet with you to briefly explore your requirements and our products (services). Please let me know if we can arrange a meeting.”

New finds...

Be careful...you don't know them & they don't know you.
They may not remember your meeting.


Incredibly important to do your **homework**. Learn all you can about them.

Approach them cautiously at first – don't show off all of your research results until you have a feel for the company culture.

Take baby steps; listen more than you talk.



Keep doing your research!

- It's farming, not hunting.
 - You're building relationships.
 - Some will lead somewhere, soon
 - Some never will
 - Some will take time
 - Don't worry too much about which is which.
 - Just keep farming!
- 

More Resources

- Some Supplier Registration Pages
- **General Dynamics:** <https://suppliers.gendyn.com/>
- **BAE Systems:** <https://baesystems.hicx.net/bae/hicxesm-portal/app/selfRegistrationFlow.html?execution=e1s1>
- **Elbit Systems:** [Suppliers - Doing business with Elbit Systems Of America \(elbitamerica.com\)](http://elbitamerica.com)
- Don't forget Linked In and Twitter.

Still More Resources

- Some Facebook Pages
- **Department of Veterans Affairs:** <https://www.facebook.com/VeteransAffairs/?fref=ts>
- **Electric Boat:** <https://www.facebook.com/pages/General-Dynamics-Electric-Boat/150822291615688?fref=ts>
- **Methuen Construction:** <https://www.facebook.com/Methuen-Construction-652456441494481/?fref=ts>
- **National Park Service:** <https://www.facebook.com/nationalparkservice/?fref=ts>
- **Environmental Protection Agency:** <https://www.facebook.com/EPA/?fref=ts>

Now, Let's Get Going!

- Get Registered
- Do Your Homework
- Update your Capabilities Statement
- Be Patient, be Flexible
- Invest your time well
- Don't Panic!
- Follow-up





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