



U.S. Small Business
Administration



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Small Business Federal Government Contracting Certifications



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Course Objectives

- **Introduction to Set Aside for Certification Programs**
- **Woman-Owned Small Business (WOSB) Certification**
- **8(a) Business Development Program**
- **HUBZone Certification**
- **Service Disable Small Business Owner**

Set-Aside for Certification Programs and Socio-Economic Categories

Targeted set-asides and acquisition goals:

**Women-Owned Small Businesses
(5%)**

**Small Disadvantaged Businesses
(including 8(a) certified) (5%)**

HUBZone Businesses (3%)

**Service-Disabled Veteran-Owned
Small Businesses (3%)**



Set-asides are reserved for small business between \$10,000 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

Three Questions to Ask Yourself

- **Are you a small business?**
 - Visit www.sba.gov
- **What is the size standard for your business?**
 - Visit www.sba.gov/size
- **Do you fall under a specific certification?**
 - WOSB/EDWOSB
 - 8(a) Program
 - HUBZONE
 - SDVSBO

8(a) Business Development Program

8(a) Business Development Program



Access to business development support

Build capacity and grow through contracts

Nine-year program available once per lifetime

Business Development Assistance Available to Program Participants

Orientation

8(a) orientation upon approval into the program

Referrals and Training

- Resource Partner referrals
- 7(j) Program with one-on-one counseling

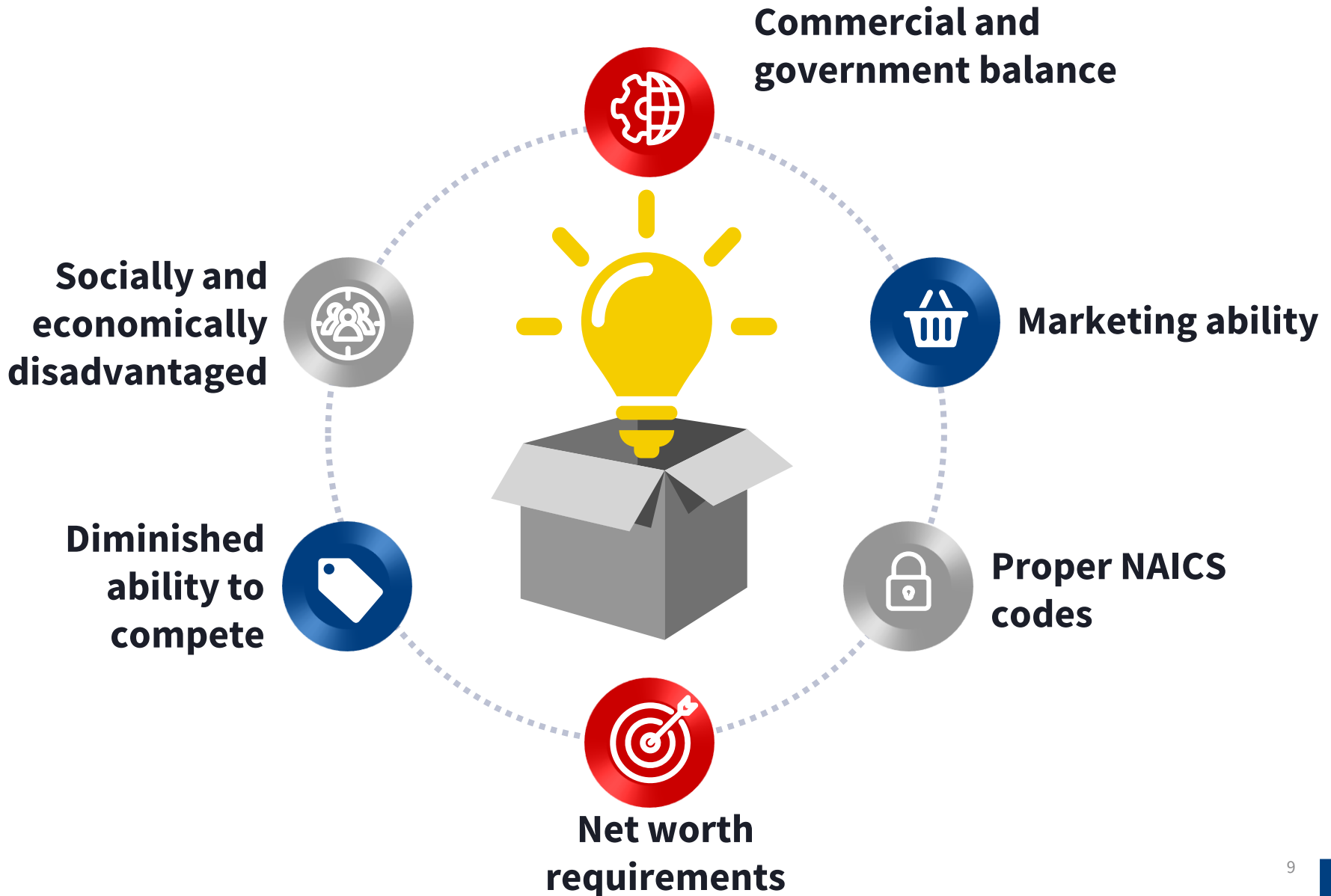
Marketing

Invitations to 8(a) business development events and other marketing assistance

Surety Bonds

Increased contract value eligibility and assistance

Is the 8(a) Certification Appropriate for You?



When Should You Apply?

Are You Ready...

8(a) Is One-time Only

01

Do you have the **CAPACITY** to deliver on federal contracts?

02

Do you have sufficient **CASH FLOW?**

03

Do you have demonstrated **CAPABILITY** (past performance)?

04

Can you demonstrate successful **PAST PERFORMANCE?**

05

Are you open to **ADVICE** on growing your business?

Yes
 No
 Don't know



Designated Socially Disadvantaged Criteria

Designated Groups

01

- Black American
- Asian Pacific American
- Hispanic American
- Native American
- Subcontinent Asian American

Non-Designated Group Criteria

02

- Preponderance of evidence
- Race, ethnicity, gender, physical handicap, long-term environmental issues
- Chronic and substantial
- Negative impact to business advancement

Economically Disadvantaged Requirements to Qualify



Personal net worth (assets minus liabilities) less than \$750,000



Three year average income is \$350,000 or less



Fair market value of all assets is \$6 million or less

SBA Requirements for 8(a)

1

**Small Business
Size Standard**

4

**Business
Requirements**

2

Ownership

5

Character

3

**Control and
Management**

6

**Ineligibility
Criteria**

Waiver of the Two-Year Rule

SBA requires a business to be operating for 2 years in order to qualify for the 8(a) program.

SBA MAY **WAIVE** THE TWO-YEAR RULE IF:



Business management experience



Technical expertise



Adequate capital



Successful past performance



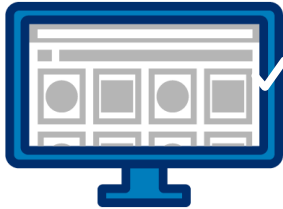
Ability to meet requirements

8(a) Application Process



BEFORE APPLICATION

- Register for a DUNS number
- Identify NAICS code(s)
- Register with SAM



APPLY FOR CERTIFICATION

- Review application guide
- Gather supporting documentation
- Apply online at certify.SBA.gov



RESOURCES

- Access resources on the Knowledge Base
- For assistance, contact certify.SBA.gov

certify.SBA.gov



SBA Certification Portal

SBA's certification portal where businesses can submit documents to seek SBA certifications

Automatic Migration

Pulls business information from SAM.gov

Online Forms

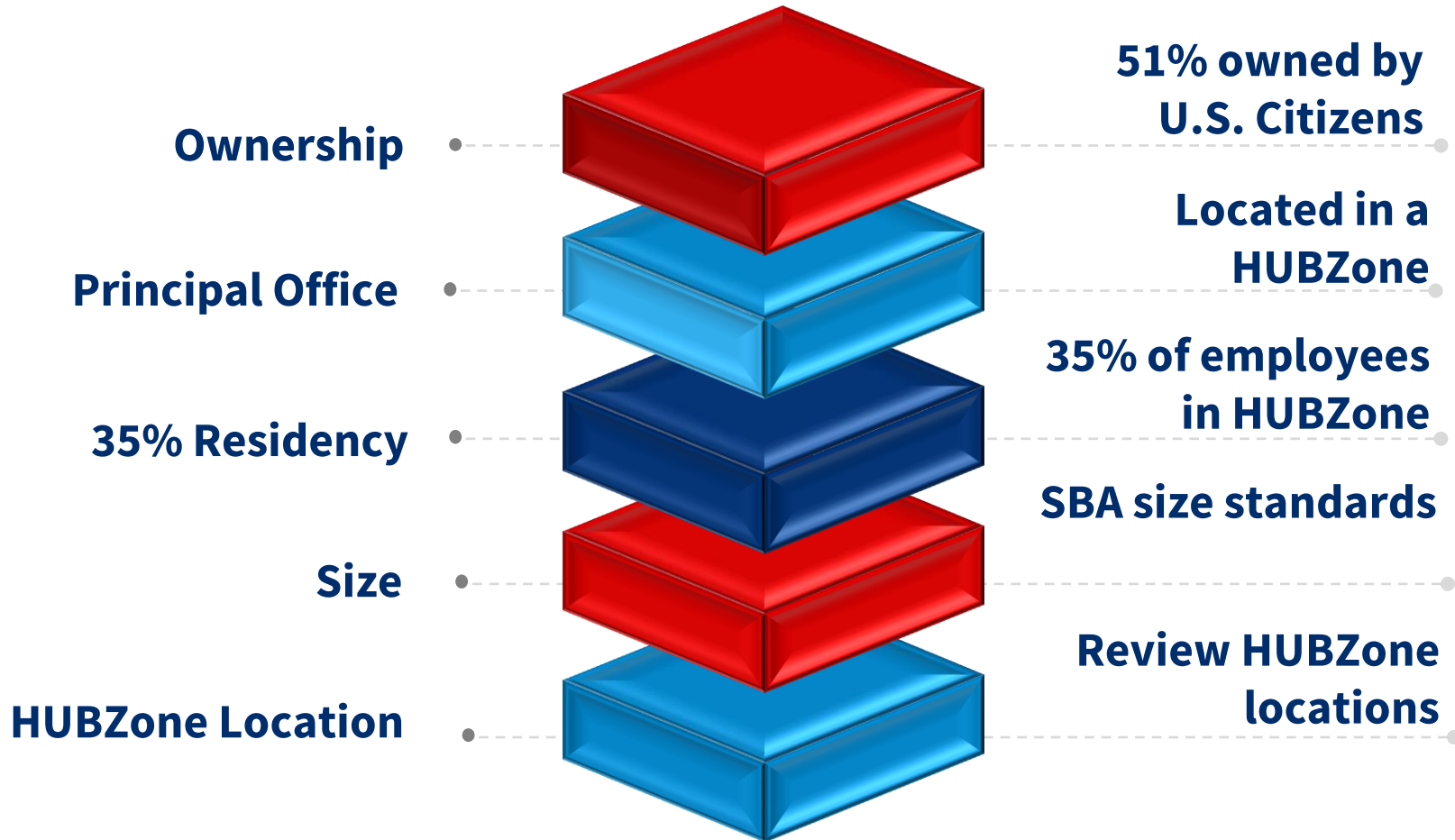
Forms are completed online. No longer required to upload certain SBA forms

HUBZone Certification

HUBZone Program Purpose



HUBZone Eligibility and Requirements



HUBZone Application Process



BEFORE APPLICATION

- View the HUBZone Primer
- Register for a DUNS number
- Identify NAICS code(s)
- Register with SAM



APPLY FOR CERTIFICATION

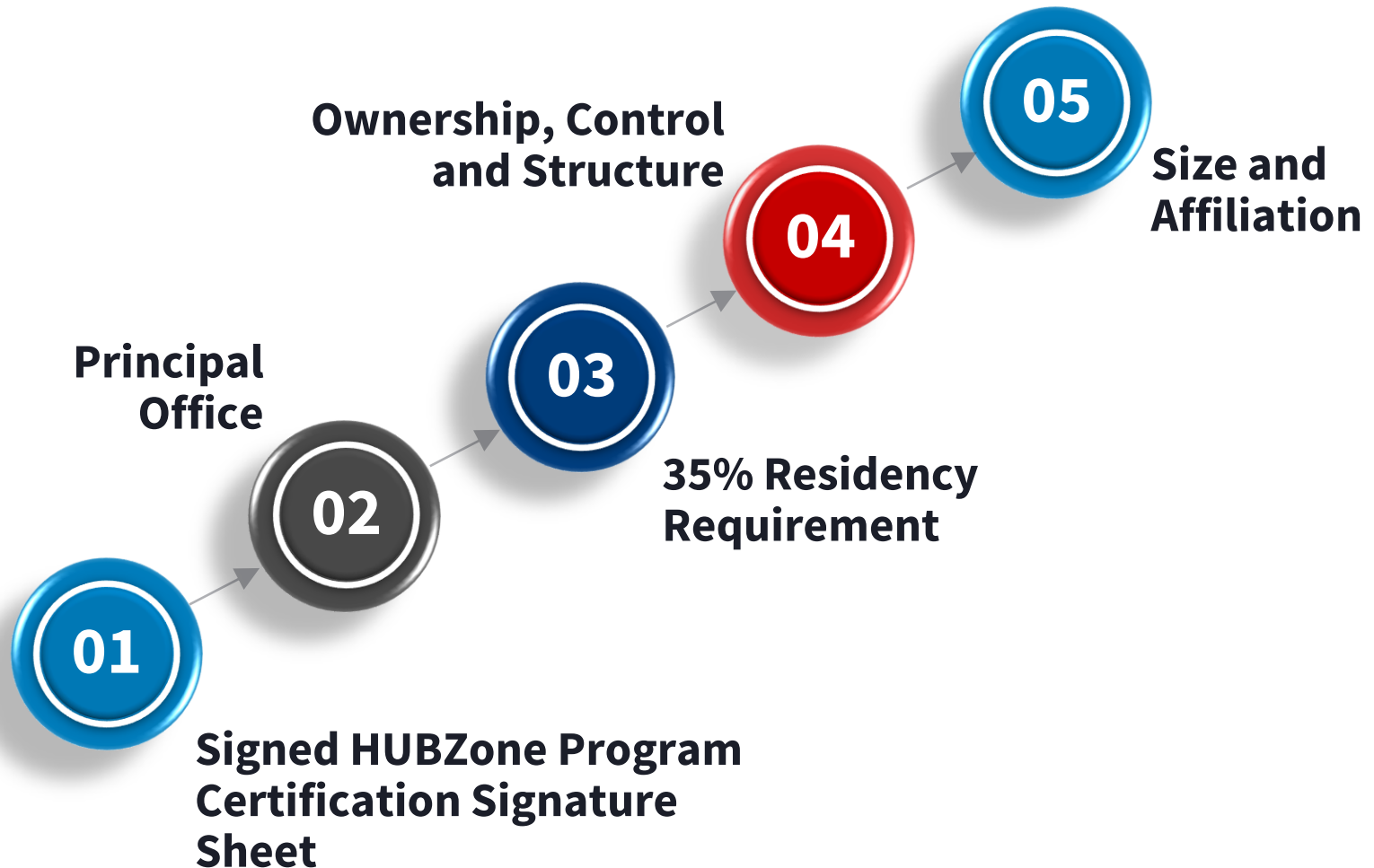
- Review application guide
- Gather supporting documentation
- Apply using the General Login System



DOCUMENTATION

- Verify requested information
- Submit supporting documentation
- Update SAM profile once approved

Supporting Documentation Requirements



HUBZone Site Visits and Re-certification



- Participate in site visits
- Meet HUBZone criteria
- Maintain SBA standards
- Re-certification

Woman-Owned Small Business (WOSB) Certification

Overview of the WOSB Federal Contract Program

- The WOSB Federal Contracting Program permits certified WOSBs and EDWOSBs in eligible industries to compete for contracts that are set aside for them, as well as receive preferential pricing evaluation. It also allows contracting officers to make sole-source awards to WOSBs (including EDWOSBs) under specific circumstances.
- The WOSB Federal Contract Program allows Contracting Officers (COs) to **set aside contracts** for WOSBs or EDWOSBs under certain conditions

PLEASE NOTE:

- Businesses that have certified as WOSBs or EDWOSBs are still eligible to win contracts outside of the set-aside program
- However, *only WOSBs and EDWOSBs* may win contracts through the program

WOSB Federal Contracting Program



Take advantage of annual prime contracting goals

Build capacity and grow

Access set-asides for WOSBs and EDWOSBs

Is the WOSB Certification Appropriate for You?



Managerial experience



Highest officer position



Proper NAICS codes



51% ownership requirements



Management of daily operations



No minimum time in business

Economically Disadvantaged Requirements to Qualify



Personal net worth (assets minus liabilities) less than \$750,000



Three-year average income is \$350,000 or less



Fair market value of all assets is \$6 million or less

WOSB and EDWOSB Set-Aside Contracts

Industry

WOSB

NAICS code assigned to contract is in an industry where WOSBs are **substantially underrepresented**.

EDWOSB

NAICS code assigned to contract is in an industry where WOSBs are **underrepresented**.

Rule of Two

Contracting officer has reasonable expectation that 2 or more WOSBs will submit an offer.

Award Price

Contract must be awarded at fair market price.

WOSB and EDWOSB Sole-Source Contracts

1



Eligible NAICS Code

WOSB/EDWOSB-eligible
NAICS code

2



Fair and Reasonable Price

Awarded at a fair and
reasonable price

3



Contract Value

\$6.5M for manufacturing
or \$4M for all others

4



Sole-Source

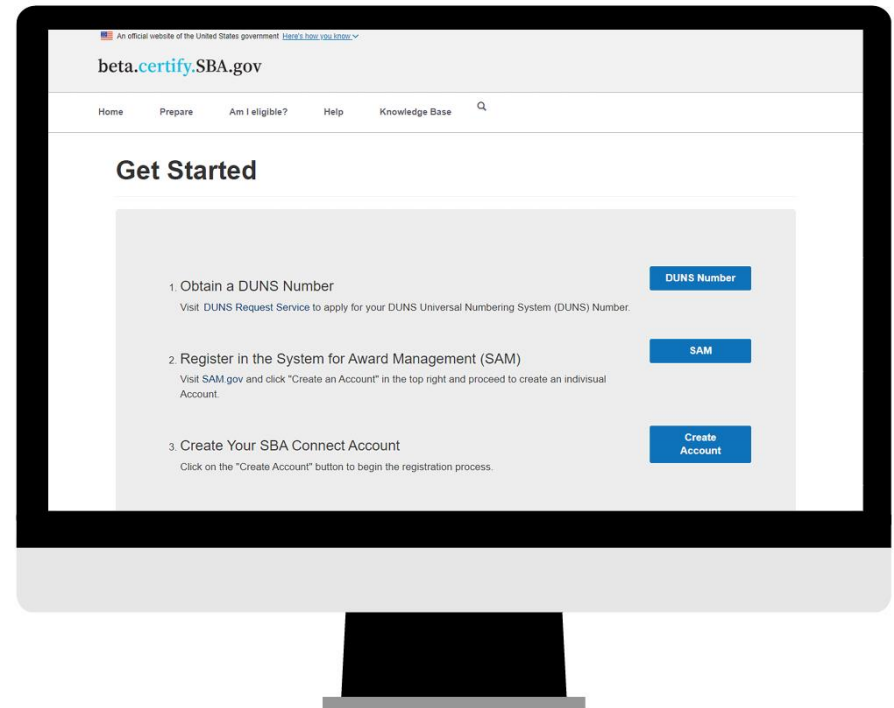
Only 1 WOSB/EDWOSB
that can perform

beta.certify.SBA.gov

Getting started

Once you have determined your eligibility and gathered the required documents, this page allows you to:

- ✓ Obtain a DUNS number
- ✓ Register in the System for Award Management
- ✓ Create your SBA account

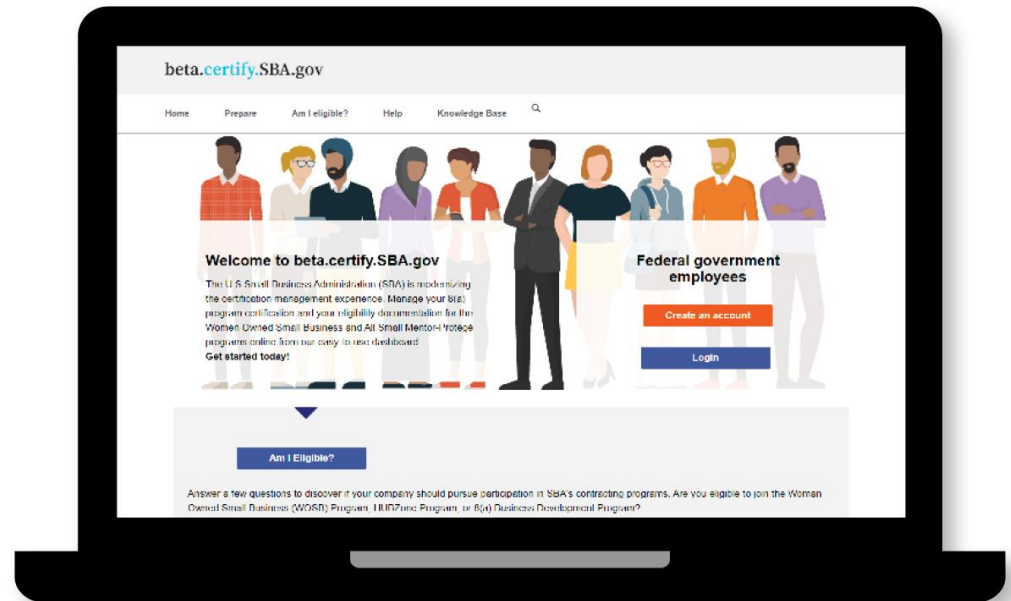


WOSB READY

beta.certify.SBA.gov

On the **homepage**, you can:

- ✓ Access checklists that provide guidance prior to applying
- ✓ Verify eligibility
- ✓ Find answers to questions regarding your firm's ability to participate in a program
- ✓ Request information from SBA by submitting the Help form
- ✓ Create an account and proceed with your application
- ✓ Access the [beta.certify.sba.gov knowledge base](https://beta.certify.sba.gov/knowledge-base) including training videos, user guides, and more.



WOSB **READY**

Service Disable Veteran Own Small Business

Service-Disabled Veteran-Owned Small Business Program (SDVOSB)

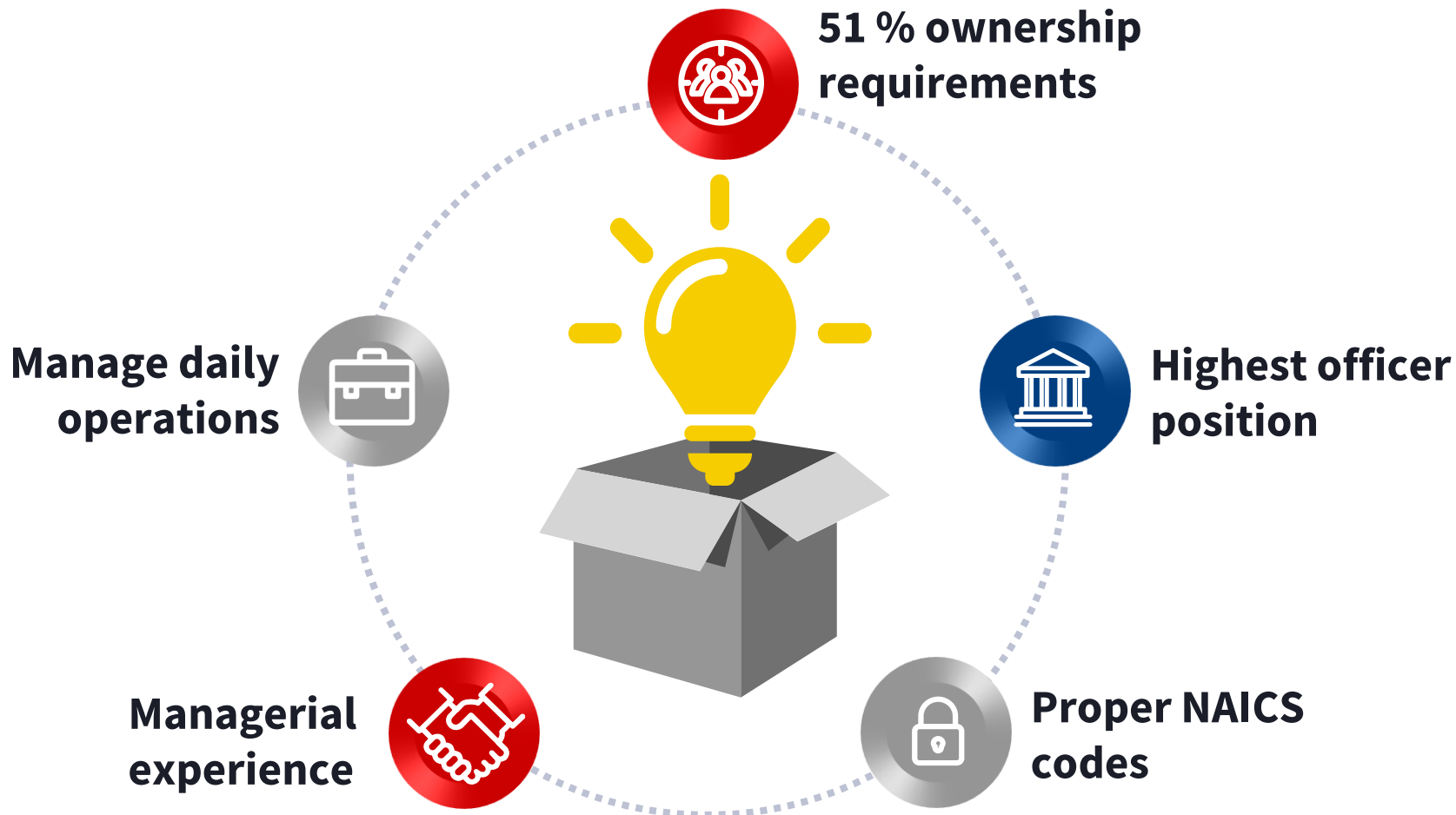


Qualify for set-aside opportunities

Build capacity and grow

Establish joint ventures

Is the SDVOSB Certification Appropriate for You?



Notes

Proactive Self-Marketing



Identify federal **buyers** and get to know them.



Identify the agency contracting **procedures** and those who make buying decisions.



Focus on areas in your **niche** and prioritize.



Make **contacts** through small business events and network your business.

Getting the Most Out of the Federal Contracting Program



Ability to qualify for set-aside or sole-source contract awards—increasing prime and subcontracting opportunities



Opportunity to build capacity and grow by establishing joint ventures and participating in the All Small Mentor-Protégé Program



Access to training, management, and technical assistance programs, as well as guaranteed loans and bonding assistance

Useful Links

- ▶ <https://sam.gov/content/home> To register your entity, find contracts opportunities and more...
- ▶ <https://fedgov.dnb.com/webform/> To obtain a free DUNS number.
- ▶ <https://www.census.gov/eos/www/naics/> To identify your business NAICS Codes.
- ▶ <https://www.sba.gov/document/support--table-size-standards> To verify if your business qualifies as small.
- ▶ <https://www.acquisition.gov/browse/index/far> Rules and regulations in federal acquisition.

Marketing and Contracts Opportunities

- ▶ <https://www.usaspending.gov/#/search> To search products and services purchased by the government.
- ▶ <https://sam.gov/content/opportunities> To search pre-solicitations, solicitations, awards and sole source notices
- ▶ <https://www.acquisition.gov/procurement-forecasts> For recurring procurement forecast.

Subcontracting opportunities are posted in the following directories:

[SBA SubNet](#)

[Subcontracting and Other Partnerships | GSA](#)

[Subcontracting For Small Business \(defense.gov\)](#)

[Directory of federal government prime contractors with subcontracting plans \(sba.gov\)](#)

Useful Links.....continuation

Contracting Programs

Visit the SBA's website: <https://www.sba.gov/federal-contracting> for more information and updates.

WOSB Contracting Program: <https://www.sba.gov/federal-contracting/contracting-assistance-programs/women-owned-small-business-federal-contracting-program>

WOSB/EDWOSB application guide beta.certify.sba.gov to submit your initial application.

List of qualified NAICS for WOSB/EDWOSB

[Qualifying NAICS for the Women-Owned Small Business Federal Contracting program \(sba.gov\)](https://www.sba.gov/federal-contracting/contracting-assistance-programs/women-owned-small-business-federal-contracting-program)

Veterans Assistance Programs: <https://www.sba.gov/federal-contracting/contracting-assistance-programs/veteran-assistance-programs>

Veteran affairs verification <https://www.va.gov/osdbu/verification/>

Visit 8(a) Business Development Program <https://www.sba.gov/federal-contracting/contracting-assistance-programs/8a-business-development-program>

8(a) Program Application Guidance

<https://sbaone.atlassian.net/wiki/spaces/CHDB/overview?preview=%2F80908667%2F94339353%2FApplicationChecklis%2F8aCertify.pdf>

HUBZone Program <https://www.sba.gov/federal-contracting/contracting-assistance-programs/hubzone-program>

Need help?

There are number of resources available to help answer questions about the SBA Programs:

Visit a local resource:

Find your local PCR at: <https://www.sba.gov/contracting/resources-small-businesses/pcr-directory>

Women's Business Centers: <http://www.sba.gov/content/womens-business-centers>

Small Business Development Centers : <http://www.asbdc-us.org/>

Procurement Technical Assistance Centers : <http://www.aptac-us.org/new/>

Small Business Administration District Offices: <https://www.sba.gov/local-assistance/find?type=SBA%20District%20Office&pageNumber=1>

SBA Office Government Contracting:

Women-Owned Small Business program: wosb@sba.gov

Office of Veterans Business Development <https://www.sba.gov/about-sba/sba-locations/headquarters-offices/office-veterans-business-development>

Office of Government Contracting & Business Development 8(a) Program: 8aquestions@sba.gov

Office of HUBZone Program: hubzone@sba.gov

- **Call the SBA Answer Desk:** 1-800-U-ASK-SBA (1-800-827-5722)

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THANK YOU!

Questions and Answers