



14th Annual Wisconsin
Government Opportunities
Business Conference (GOBC)
In partnership with Volk Field ANG and Fort McCoy



CAPABILITIES STATEMENTS



ALL-ATTENDEE POSTING:

All businesses registering for GOBC 2020 are **strongly encouraged to submit a capabilities statement** for posting to WIGOBC.org. Statements will be posted prior to the conference.

E-mail your capabilities statement
to Doug Clemons at DougC@wispro.org by **10:00AM Monday, October 12**

SMALL BUSINESS CONTEST

Deadline: 10:00AM Monday, October 12

Eligibility: You must be REGISTERED for GOBC 2020 Day 2

+

You **MUST** be a Small Business

To Enter the Competition: [Click Here](#) and attach your capabilities statement as a PDF

All submissions **will be posted online before and during the conference.**

Small Business Competition Winners (TOP 3) will:

- be **recognized during the conference,**
- be **posted as winners after the conference,** and
- will each receive 2 tickets to Marketplace 2020 + a gift card

WHAT IS A CAPABILITIES STATEMENT?

A CRITICAL TOOL IN YOUR GOVERNMENT AND LARGE / PRIME CONTRACTOR MARKETING KIT

- Required by many government agencies and prime contractors for initial meetings and/or registrations, it is:
 - A summary of your business, for easy sharing with an agency or potential customer, preferably both an emailable and a paper document
 - A summary of qualifications – performance history – small business status
 - A focused and adaptable marketing piece

Format

A capabilities statement should be concise (just 1 page) and should specifically target the customer agency's needs. It should also be a searchable document that is easily sent as a PDF file. It should be clear, crisp and easy to read.

Contents

Your capabilities statement should clearly display your firm's name, logo, tag line or other simple branding elements. It should use short sentences and bulleted lists for quick review.

A successful and complete capabilities statement includes explicitly these five elements:

1. Core competencies
2. Past performance
3. Differentiators
4. Corporate data
5. Contact information

For this competition, please prepare a general version of your capabilities statement. However, please note that you should target versions of your capabilities statement at different market segments in day-to-day business use. All five elements must be part of each capabilities statement version.

- **Core Competencies**

Begin this section with a short introduction statement relating the company's basic capabilities to the agency's specific needs, followed by key-word heavy bullet points (this will not be *everything* a firm can do). Focus on your potential customer's needs.

- **Past Performance**

This section highlights your firm's past experience. Include the names of past customers (if they approve) for whom your business has done similar work. Focus on projects showcasing capabilities your potential customer needs. Each listed reference should include your organization name and location, and a project name or contract, month/year completed, a brief sentence describing work performed, and the contract value. If the project received recognition, such as an outside award, always include this information.

! Always obtain permission to use past customers' information.

! Do not include personal information such as a customer's name, email or telephone number.

- **Differentiators**

Why should I pick YOU? How is your company best suited to this customer's needs? What about your product or services makes you stand above the rest? How do your people give you the advantage over your competitors? Why are your products or services a better solution than the others that are available? Are you or your firm active members of business or philanthropic organizations or participate in community, STEM, business or youth initiatives?

- **Company Data**

Include one or two short sentences about your company. Make sure this information matches your SAM registration and DSBS profile.

- *Socio-economic program certifications: including Federal, State, Local and corporate such as: WOSB, 8(a), HUBZone, SDVOSB, VOSB, DBE, MBE, WBE, etc.*
- *NAICS Codes (Code description not necessary)*
- *DUNS number and CAGE code*
- *Acceptance of Credit Cards for payment*
- *Current Federal GSA Schedule or IDIQ / long-term contract / agreement number(s)*

- **Contact Information**

Your company contact information should include a specific person(s) who could be contacted for government contracts.

- *Full name of organization (include if a division of a parent company)*
- *Individual contact and title*
- *Physical company address as listed in your DUNS profile, not a PO Box*
- *Telephone number*
- *Email of individual listed*
- *Company web site*

**Prior to submission, have fresh eyes review a capabilities statement for
CLARITY – MESSAGE – APPEARANCE – FOCUS**