



FEDERAL SPENDING DATA MADE EASY

Immensely Powerful

Intelligently connects
key data points

Win more business, and
go beyond the ordinary

WMBC Procurement Series: Finding Federal Contract Opportunities

September 9th, 2020

Let's Take a Poll

How would you describe yourself / your business?

- Years in business
- New to the federal space
- Have a few federal contracts
- Industry – service/construction/product
- Certifications – WOSB/HubZone/8(a)
- What is the general length of time it takes to win a federal contract?

Agenda

- Introductions
- Government Spending Overview
- The Basics
- Market Research
- Finding Opportunities
- GSA Schedules
- Strategies (locating opportunities, expiring contracts, ODSBU offices)
- Utilizing the SAT and Gov Purchase Card
- Q&A

Speakers

Archisha Mehan – VP of Business Development

With over 25 years of diversified experience in business management, strategy and finance, Archisha manages the business development at Fedmine. She is an active Advisory Board member at the Maryland Women's Business Center, Member at the Small Business Committee at SAME and a loan committee member for SBA 504 loans at the Business Finance Group.

Leila Salim – Manager, Marketing & Customer Success

Leila works with Fedmine clients to develop and deepen customer relationships that promote retention and loyalty. On the marketing front she develops strategies, coordinates campaigns and manages sales initiatives. She has over 12 years of experience in the GovCon industry, having worked for large prime contractors in marketing and sales development.

About Fedmine

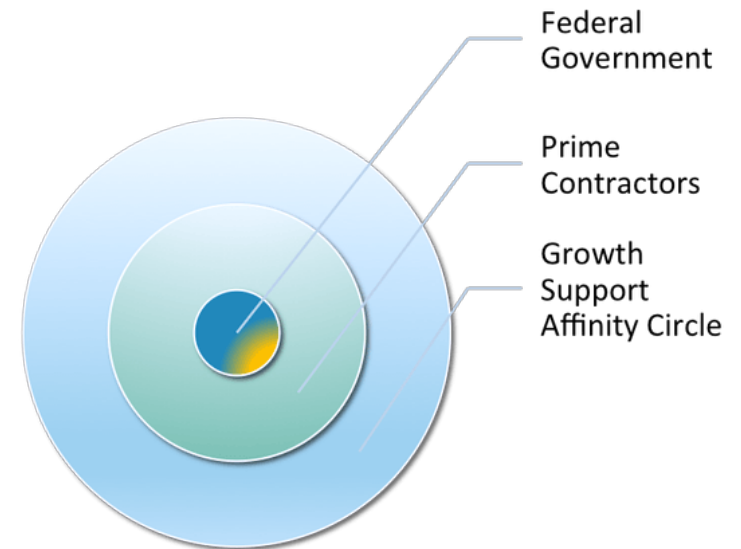
Fedmine's mission is to bring accurate information, unmatched transparency and clear accountability to the world of government contracts.

Founded in 2004, we provide agencies, prime contractors and support firms convenient, simplified access to the best federal contract data sets available anywhere.

Who We Serve

Fedmine is a SaaS (Software as a Subscription) product for commercial and government clients

Our clients include Prime Contractors, Growth Support organizations and the Federal Government itself – we call this the “Fed Circle”



Government Spending

The US Federal Government is the **largest buyer** in the world. Each year the government spends almost \$600B in federal contracting.

23% of this goes to Small Businesses. In FY19 that number was **\$133.5B**. This year so far, Woman Owned Small Businesses have received over \$14B in federal contract awards – and the year is not even over yet!

Government Spending

In FY20 so far, there have been over 12k Woman Owned Small Businesses receiving over **\$14B** in federal contract awards.



Getting Started

There are some key first steps every government contractor should take before getting started

- Register your business in SAM.gov (will need CAGE Code & DUNS)
- Get Certified – when you register you can self-certify your business as small
 - Changes coming in WOSB certifications
 - HubZone
- Learn the Language
- Know the Office of Small Business at the Agency

Persistence and Patience are your friends!

Market Research

The term market research is best described as:

"listening and analyzing information to help organizations make better decisions and reduce risk. It is about interpreting data to build information and knowledge that can be used to predict, for example, future events, actions or behaviors. This is where the real skill and value of market research lies"

Within Federal Contracting it means to know:

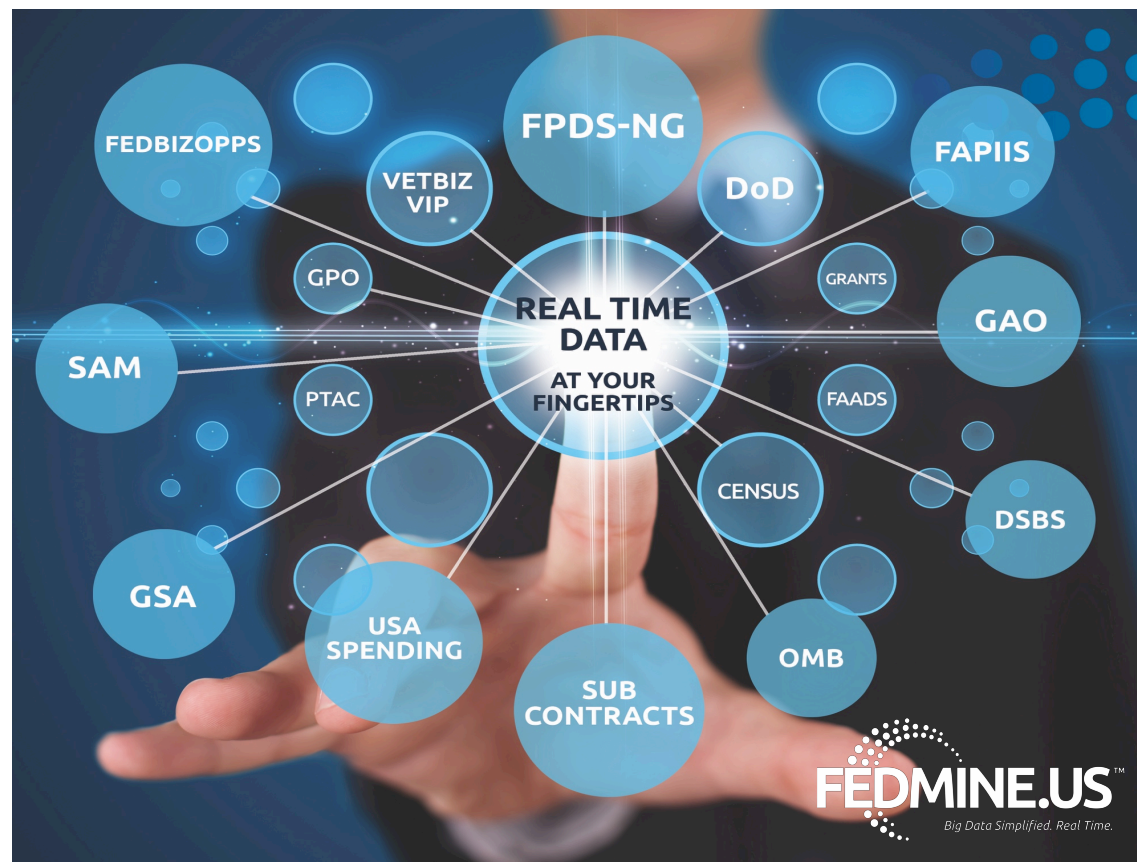
- Who is Buying what you are selling
- Who is selling
- What Price
- How are they selling
- When is the contract ending

Market Research – Continued

- Conduct the research by using the **Right Data**
 - Find out what agencies are buying your goods/services
 - How can you contact them?
 - What contract vehicles are being used (if any)?
 - Who are your competitors
 - What do they sell, to whom and what price?
 - Can you team with them?
 - When are contracts expiring – will they be recompeted?

Utilize **Competitive Intelligence** to emulate your competition and hone in on what's making them successful

Fedmine's 17 Data Sources



Fedmine – Using an online platform

Our online platform analyzes and **simplifies** the increasingly complex federal business landscape in real time, providing you the visibility you need into your addressable market of business opportunities. With Fedmine, you're able to:

- Monitor federal spending by industry, geography or socioeconomic status
- Receive daily alerts based on awarded contracts within your addressable market
- Identify teaming partners and joint ventures, then confidently reach out armed with information from the most coveted Company Profiles in the market
- Dissect competition, quickly comprehend agency markets, drill down to key contacts, and download information or share it with peers
- Conduct fast Super Searches, create custom keyword alerts, discover subcontractors at the task order level, with complete comprehension of what matters most
- Build a pipeline with addressable recompile and newly forecasted solicitations

How It Works

Data is populated directly from federal government sources. Unlike error-prone manual methods, our fully automated database architecture leverages the power of the internet to curate real-time information from integrated data sets in an easy-to-use platform.

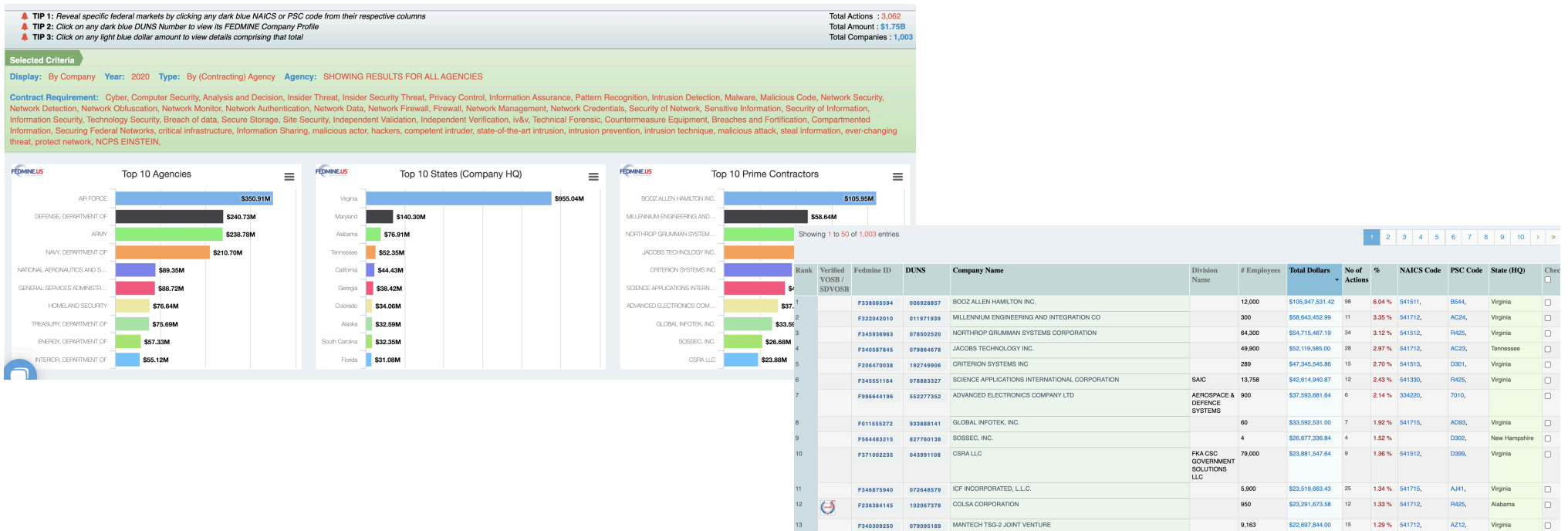
Using Fedmine, you get:

- Customized keyword searches to understand who's winning federal contracts
- Email alerts to keep you up-to-the-minute on recompetes contracts, new opportunities, and awards made to your competitors with task order detail
- Agency and company profiles by socioeconomic status, place of performance, industry, company size and more
- Competition mix analysis by agency, bureau, military base and contracting office
- Links to comprehensive federal spending information

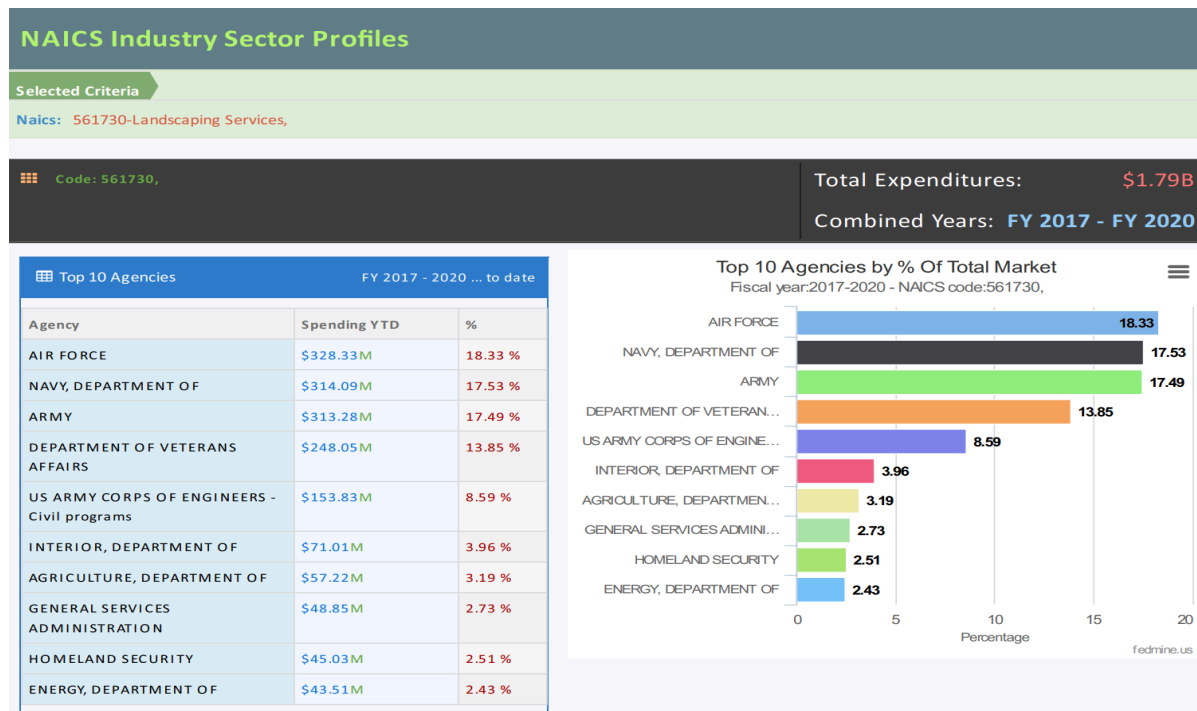
Understand Your Market

- Learn what agencies are purchasing your goods/services
- What NAICS are being used?
- What are the top Contracting Offices to target?
- Who's your competition?
- What percent did they award to Small Business in the last year?
- What Contracts are being awarded under the SAT Threshold
- What Contracts are on purchase card

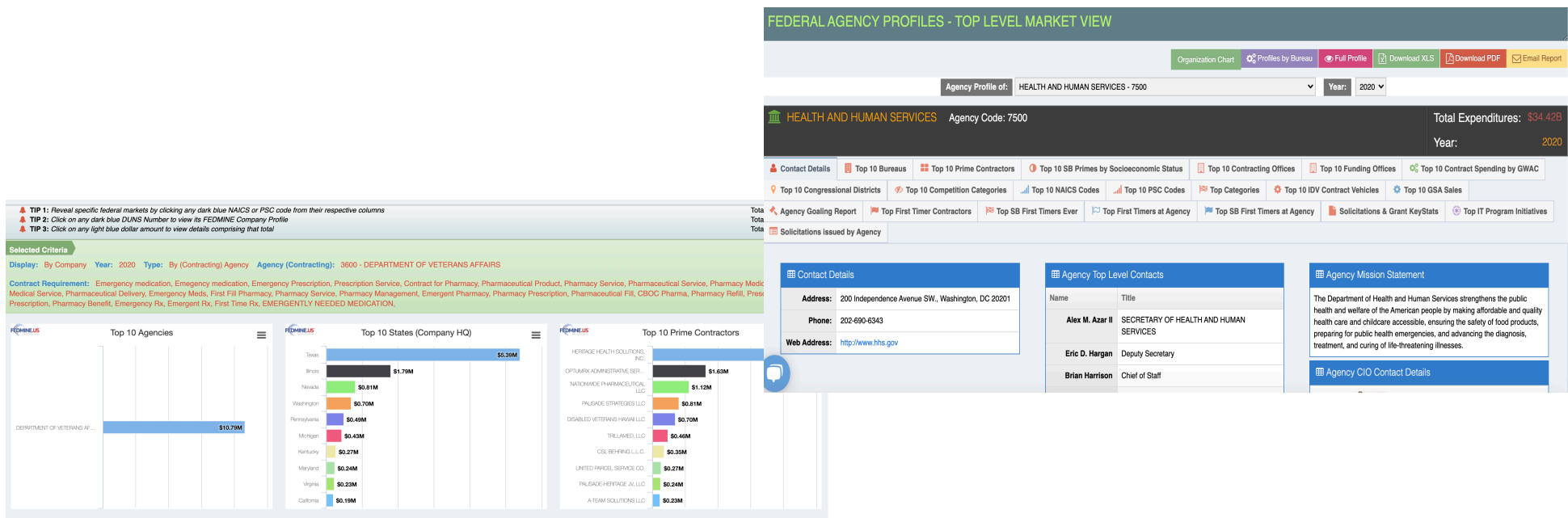
Using Fedmine – Contract Search



Using Fedmine – understand your NAICS



Using Fedmine – Focus on an Agency



Using Fedmine – Contracting Officers

Selected Criteria
 Type: By (Contracting) Agency Display: By Company Agency: SHOWING RESULTS FOR ALL AGENCIES Contract Requirement: disaster planning, disaster recovery, data disaster, data recovery, recovery of data, recovery plan, Offsite storage, disaster mitigation.

Showing 1 to 50 of 113 entries

Sr No	CO Name	CO Email	CO Phone	Agency	Bureau	CO Office ID	CO Office Name	Address	City	State	Zip	Total Amount	# of Actions
1	MMBRITTON	MMBRITTON		JUSTICE, DEPARTMENT OF	ATF Acquisition and Property Mgmt Div	15A000	ATF	ATF ACQUISITIONS OFFICE	WASHINGTON	DC	20226	\$9.47M	4
2	HHSOALLEN	HHSOALLEN		HEALTH AND HUMAN SERVICES	Office of Assistant Secretary For Preparedness and Response	75A501	OFFICE OF ACQ MGMT POLICY	HUBERT HUMPHREY BLDG 200	WASHINGTON	DC	20201	\$7.83M	11
3	HHSPOCHERYL	HHSPOCHERYL		HEALTH AND HUMAN SERVICES	Office of Assistant Secretary For Preparedness and Response	75A501	OFFICE OF ACQ MGMT POLICY	HUBERT HUMPHREY BLDG 200	WASHINGTON	DC	20201	\$6.73M	26
4	PTOBKR	PTOBKR		COMMERCE, DEPARTMENT OF	US Patent and Trademark Office	1333BU	DEPT OF COMMERCE PTO	OFFICE OF PROCUREMENT	ALEXANDRIA	VA	22314	\$3.51M	1
5	Isanders	ISANDERS@DOC.GOV	(202) 482-4974	COMMERCE, DEPARTMENT OF	Office of the Secretary	1331L5	DEPT OF COMMERCE ESO		WASHINGTON	DC	20230	\$2.70M	13
6	Tammy L. Maher	TAMMY.L.MAHIER@NASA.GOV		NATIONAL AERONAUTICS AND SPACE ADMINISTRATION		80NSSC	NASA SHARED SERVICES CENTER	JERRY HASS ROAD, BLDG. 1111	STENNIS SPACE CENTER	MS	39529	\$1.38M	2
7	Lisa Thibodeaux	LISA.THIBODEAUX@DHS.GOV		HOMELAND SECURITY	Federal Emergency Management Agency	70FBR2	REGION 2: EMERGENCY PREPAREDNESS AN	NA	NEW YORK	NY	10278	\$1.33M	6
8	SAMILLHOUSE	SAMILLHOUSE		JUSTICE, DEPARTMENT OF	ATF Acquisition and Property Mgmt Div	15A000	ATF	ATF ACQUISITIONS OFFICE	WASHINGTON	DC	20226	\$676.92K	1
9	SKNOTTS	SKNOTTS		HOMELAND SECURITY	Federal Emergency Management Agency	70FBR2	REGION 2: EMERGENCY PREPAREDNESS AN	NA	NEW YORK	NY	10278	\$848.40K	3
10	John Hume	JOHN.HUME@ASSOCIATES.FEMA.DHS.GOV		HOMELAND SECURITY	Federal Emergency Management Agency	70FA60	MITIGATION SECTION(MIT60)	500 C STREET SW 3RD FLOOR	WASHINGTON	DC	20472	\$848.35K	1

Federal Agency Contacts by Agency, CO Office, Class Code & NAICS Code

TIP 1: Click individual checkboxes to save contacts in your MyContacts menu

Selected Criteria
 Posted date: From 06/08/2020 To 09/08/2020

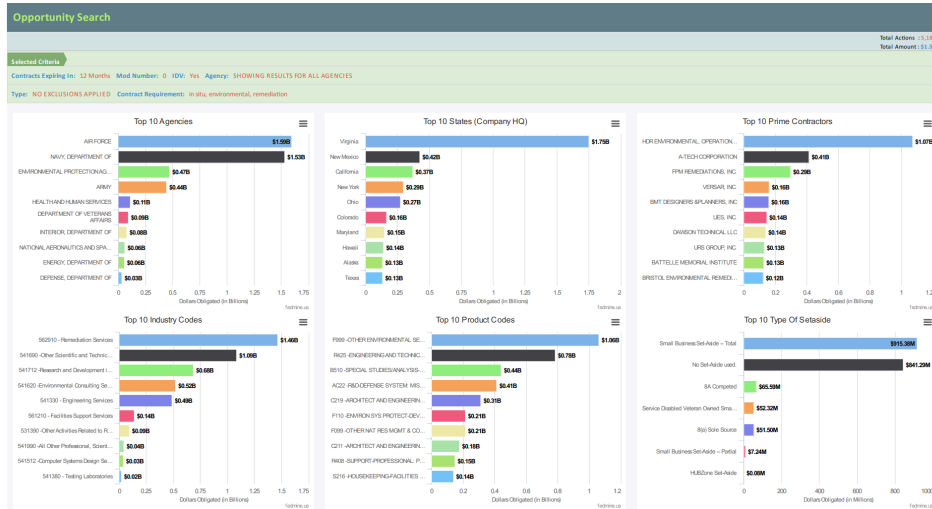
Sr. No.	Name	Title	Agency	Office	Email	Phone	Fax
1		Email	Health And Human Services, Department Of	Centers For Disease Control And Prevention	pryl@cdc.gov		

Sr. No.	Type	Subject	Solicitation No.	Agency	Office	Location	naics	Class Code	set Aside	Date
1	Pre-Solicitations	Phenomena analytical columns and consumables	75D30120P08844	HEALTH AND HUMAN SERVICES, DEPARTMENT OF	CENTERS FOR DISEASE CONTROL AND PREVENTION	CDC OFFICE OF ACQUISITION SERVICES	334516	6640		07/08/20
2	Pre-Solicitations	Intent to Sole Source Copper Decapper	75D30120P09355	HEALTH AND HUMAN SERVICES, DEPARTMENT OF	CENTERS FOR DISEASE CONTROL AND PREVENTION	CDC OFFICE OF ACQUISITION SERVICES	334516	6640		08/14/20

2	1 Lt Jason Kyles		Dept Of Defense	Dept Of The Air Force	jason.kyles.1@us.af.mil	(781) 225-0166				
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Sr. No.	Type	Subject	Solicitation No.	Agency	Office	Location	naics	Class Code	set Aside	Date
1	Sources Sought Notices	Sitework and Paving IDIQ Sources Sought	FA283521DXXXX	DEPT OF DEFENSE	DEPT OF THE AIR FORCE	FA2835 AFICMC HANSCOM P21	237310	Y1LB	Total Small Business Set-Aside (FAR 19.5)	07/29/20

Using Fedmine – Expiring Contracts



No	DOC#	Prime Contractor	Awarding Agency	Contracting Office	NAICS Code	PSC Code	Contract #	Description Of Contract Requirement	Actions	Signed Date	Total Obligated Amount	Base and All Options Value	Ultimate Completion Date	Last Modified Date	Duration to Date	ROI/ROI Investment	Add to MyPipeline
1	94898284	NOVUL, INC.	5700 - AIR FORCE	FAB003 - FAB003 772 835 P.C., BLDG 375 CP 235 395 8776, 2261 HUGHES AVE 375 35L, JBSA LACKLAND, TX, 78234 USA	841300 - Environmental Services	8433 - ENGINEERING AND TECHNICAL SERVICES	FAB003772022	ADVISORY ASSISTANCE SERVICES TO TECHNICAL CONSULTING SUPPORT TO THE AIR FORCE CIVIL ENGINEER CENTER ENGINEERING FEDERATION TECHNICAL SUPPORT BRANCH	1	2019-09-06	\$1,554	\$6,631	2020-09-06	2019-09-16 15:30:35	1 years 9 months and 3 days	-	<input type="checkbox"/>
2	608748857	MICRO SYSTEMS CONSULTANTS, INC.	5700 - AIR FORCE	FAB003 - FAB003 772 835 P.C., BLDG 375 CP 235 395 8776, 2261 HUGHES AVE 375 35L, JBSA LACKLAND, TX, 78234 USA	841300 - Environmental Services	8433 - OTHER PROFESSIONAL SERVICES	FAB003772025	ADVISORY AND ASSISTANCE SERVICES ONE ACQUISITION SOLUTION FOR INTEGRATED SERVICES SUPPORT FOR AIR FORCE CIVIL ENGINEER CENTER ENGINEERING MANAGEMENT LEGISLATIVE AND REGULATORY ENGAGEMENT DIVISION	1	2019-09-06	\$501,381	\$2,041	2020-09-06	2019-09-09 15:11:08	1 years 0 months and 3 days	-	<input type="checkbox"/>
3	86834475	ENVIRONMENTAL SYSTEMS RESEARCH INSTITUTE, INC.	2100 - ARMY	W850FA - W850F MICC-PT, BLDG 375 CP 235 395 8776, 2261 HUGHES AVE 375 35L, FORT LAMONWORTH A.P., 76037 USA	811200 - Software	7930 - ADP SOFTWARE	W850F41810229	TRADE ANALYSIS CENTER FOR AERONAUTICAL RESEARCH AND DEVELOPMENT COVERAGE GEOGRAPHIC INFORMATION SYSTEM (ANGIS) SOFTWARE LICENSES, MAINTENANCE/TECHNICAL SUPPORT AND MANAGEMENT SYSTEMS RESEARCH INSTITUTE (SRI) SOFTWARE UPGRADES AND UPGRADES	2	2018-09-20	\$35,841	\$35,841	2020-09-11	2018-09-19 18:46:54	1 years 11 months and 24 days	-	<input type="checkbox"/>
4	648684972	STRACUS RESEARCH CORP	7520 - National Institute of Health	75N270 - NATIONAL INSTITUTE OF HEALTH NLM, BETHESDA, MD, 20892 USA	846200 - Environmental Consulting Services	8433 - OTHER PROFESSIONAL SERVICES	75N27027000166	HAZARDOUS SUBSTANCE AND NMR NMR MANUFACTURING/USE INFORMATION, CHEMICAL AND PHYSICAL PROPERTIES, AND HAZARDOUS EXPOSURE POTENTIAL INFORMATION	2	2019-09-09	0.00	0.00	2020-09-11	2019-09-10 15:51:52	1 years 0 months	-	<input type="checkbox"/>
5	834879982	URS GROUP, INC.	2100 - ARMY	W8127R - US ARMY ENGINEER DISTRICT MOBILE, MOBILE, AL	842910 - Resources	8433 - OTHER PROFESSIONAL SERVICES	W8127R1800093	FOG (Fog) Services	6	2018-08-12	\$1,471	\$8,031	2019-09-18	2018-08-15 15:58:34	2 years 0 months and 18 days	-	<input type="checkbox"/>

Using Fedmine – are there any subcontracts?



Prime Awardee Details	SubAwardee Details
Sub Awardee DUNS:	827714507
Sub Awardee DBA:	
Sub Awardee Principal Address:	HERNDON, VA 20171-6353 USA
Sub Awardee Parent DUNS:	968415781
Sub Award Fiscal Year:	2020
Sub Award Amount:	\$ 228,703
Sub Award Principal NAICS Code:	541712
Sub Award Principal NAICS Desc:	RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES (EXCEPT BIOTECHNOLOGY)
Sub Award Federal Agency:	2100-DEPT OF THE ARMY
Sub Award Number:	P000093428
Sub Awardee Executive1:	John Hanftan
Sub Awardee Executive2:	Rene LaVigne
Sub Awardee Executive3:	Stuart Strang
Sub Awardee Executive4:	Charles Curran
Sub Awardee Executive5:	Marc Mercilott
Sub Awardee Business Types:	For Profit Organization Limited Liability Corporation
Sub Awardee Name:	IRON BOW TECHNOLOGIES, LLC
Sub Awardee Address:	2303 DULLES STATION BLVD STE 400 HERNDON, VA 20171-6353 USA
Sub Awardee Parent Contractor Name:	Iron Bow Holdings, Inc.
Sub Report Year:	2020
Sub Award Date:	2020-07-31
Sub Award Funding Agency:	-
Sub Award Major Agency Id:	-
Sub Award Project Description:	ACI Premier Term N9300 XF, 5Y
Sub Awardee Executive1 Compensation:	\$ 802,516
Sub Awardee Executive2 Compensation:	\$ 3,512,000
Sub Awardee Executive3 Compensation:	\$ 2,488,350
Sub Awardee Executive4 Compensation:	\$ 1,224,500
Sub Awardee Executive5 Compensation:	\$ 1,196,000

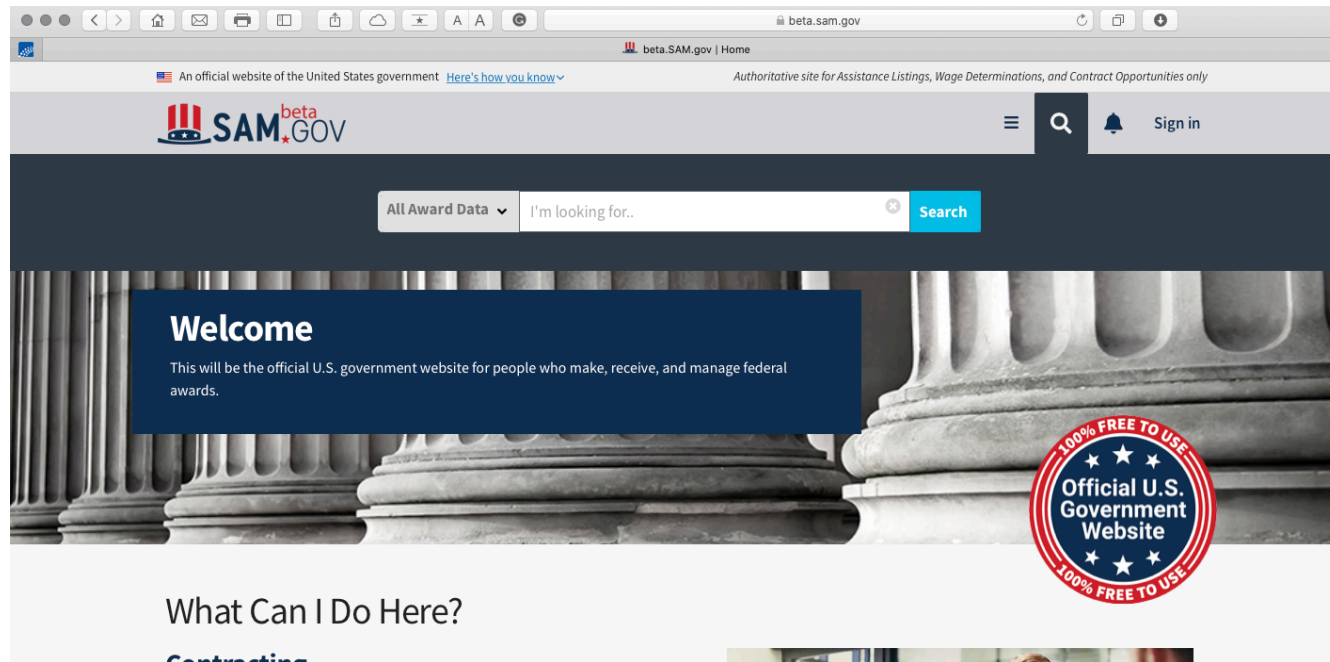
Track Opportunities

Only 20% of the opportunities are bid out on beta.SAM.gov,
**The rest are awarded as sole sources, under the SAT threshold,
IDIQs, GWACs or GSA schedules**

beta.SAM.gov

- All federal opportunities are released on beta.SAM.gov, what was previously FBO
- You need to register and create an account on beta.SAM.gov – it is a free source
- Less than a year old, has issues

beta.SAM.gov - Continued



beta.SAM.gov - Continued

The screenshot shows the beta.SAM.gov search results page. The header includes the SAM.gov logo and a search bar with the text "Contract Opportunities" and "I'm looking for...". Below the header, the "Contract Opportunities" section is highlighted. The search results are displayed in a table with columns for "Status", "Keywords", and "Inactive Date". The "Status" column shows "Active Only" selected. The "Keywords" column shows a search term "mask, PPE" with a clear button. The "Inactive Date" column shows "Any Time" with a dropdown arrow. The search results table shows one result: "6515--ST 637-20-4-109-3097 Green Light Laser S...". The result is a "Sources Sought" notice for "6515--ST 637-20-4-109-3097 Green Light Laser Services \$84000.00". The notice is from the "Department/Ind. Agency" of "VETERANS AFFAIRS, DEPARTMENT OF" and the "Sub-tier" of "VETERANS AFFAIRS, DEPARTMENT OF". The "Office" is "246-NETWORK CONTRACTING OFFICE 6 (36C246)". The notice is "ACTIVE".

The detailed view of the contract opportunity shows the "Contract Opportunity" header with the "Unfollow" button. The "General Information" section includes the "Notice ID" (36C24620Q1004), "Description", "Attachments/Links", "Contact Information", "History", and "Interested Vendors List". The "Related Notice" section shows the "Department/Ind. Agency" (VETERANS AFFAIRS, DEPARTMENT OF), "Sub-tier" (VETERANS AFFAIRS, DEPARTMENT OF), "Office" (246-NETWORK CONTRACTING OFFICE 6 (36C246)), and "Type" (Original Sources Sought). The "General Information" section includes the "Contract Opportunity Type" (Sources Sought (Original)).

Opportunities

- Save and track opportunities in Fedmine
- Agencies are required to post forecasts for the year, not always accurate, however do make sure you look at those sites

The Office of Small and Disadvantaged Business Utilization

The OSDBU office at an agency generally implements the agency's small business goals and policies.

- Small businesses understand the organization's mission, challenges, requirements
- How can a small business work with the agency
- Forecast opportunities
- Create virtual industry days and matchmaking events

GSA Schedules

GSA Schedules, also called Multiple Award Schedules (MAS) are long term governmentwide contracts with firms providing federal, state and local government buyers access to products and services at discounted rates

<https://www.gsa.gov/buying-selling/purchasing-programs/gsa-schedules>

GSA Schedules - Continued

While a schedule can help, it requires commitment and effort – a schedule is not needed to do business with the government. Before spending the time and effort to get a schedule:

- Do your market research – what is being sold on the schedule
- See what the prerequisites are – time in business, financial statement, past performance
- The schedule comes with requirements – compliance, minimum sales, sales reporting

Strategy

Market research

- Use real-time accurate data
- Study the agencies you want to target and locate contact information
- Research your competition awards and contract vehicles
- Review agency forecasts

Strategy - Continued

Be Strategic!

- Focus on the agencies buying your goods/services
- Review expiring contracts for recompet opportunities
- Work with the Agency OSDBU Offices
 - Attend Industry Days and Matchmaking events
 - Have a capability statement ready – what is your past performance
 - How do you help the agency fulfill their need
- Should you also look at subcontracting and teaming?
- Execute on your solution and ensure there is no communication gap

Strategy - Continued

Contracts under the SAT threshold & Purchase Card

- What contracts are expiring?

Responding to RFQs/RFIs/Sources Sought

- Learn the do's and don'ts of responding to proposals

Understand the FAR

- Know what clauses you are accepting or what is required

Questions??

Contact

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Rockville, MD 20850

301-279-7575

archisha@fedmine.us

lsalim@Fedmine.us