



Scaling Your Business for Success

July 21, 2022

Terrace Club 3rd Floor

5:30pm-7:00pm

Facilitated By:

Dawn N. Mayes, Senior Program Manager



Agenda

- I. Registration/ Networking: 5:10-5:30
- II. Facilitator Introduction 5:30-5:35
- III. Welcome: Guardians/ Mortensen Independence 5:35-5:40
- IV. Partnerships: MBDA 5:40-5:45
- V. Ice Breaker 5:45-6:00
- VI. Why are we here? 6:00-6:10
- VII. Scaling Your Business For Success Presentation 6:10-6:50
- VIII. Q & A /Raffle/ Upcoming Workshops





Welcome



Dawn N. Mayes
Senior Program Manager





Welcome



Neil Weiss, SVP Operations, Guardians





Welcome



Domonic DeLuca, President
Independence Construction





Welcome



Andrea Boyd, Business Advisor



Ice Breaker

Kahoot

How to Play:

Download Kahoot or go to <https://kahoot.it/>

Enter Game Pin: 6501245



Why Are We Here?

- **Guardians Ballpark Renovations**
- **Community Benefits Program**
- **Workshop Objectives**
- **Future Outreach/ Workshops**

Diversity Goals

Economic Inclusion

- **Veteran: 2%**
- **Hispanic: 3%**
- **Female: 8%**
- **Small: 18%**
- **Minority: 20%**

Workforce Participation

- **Cuyahoga County: 45%**
- **City of Cleveland: 20%**
- **Low Income: 3%**
- **Minority: 20%**
- **Female: 6%**



Workshop I: Creating Your Capabilities Statement

Objective:

*To discuss the importance of a
Capabilities Statement as a
marketing tool for small
businesses*

- I. What is a Capabilities Statement
- II. Know your audience
- III. Create a template based on your audience
- IV. Identify your core competencies
- V. Emphasize differentiators
- VI. Highlight key projects
- VII. Delivering the pitch



What is a Capabilities Statement?

- A high level written document about your business
- Should include an introduction of your company

Why Is It Important?

- It serves as your business card or resume that showcases who you are when you are NOT in the room!
- It's a great networking tool



Know Your Audience

- **Who is your client?**
- **Identify key requirements**
- **Variations of a capability statement**



Create A Template Based On Your Audience

- **Start implementing requirements of client**
- **Include certifications, NAICS, etc.**
- **Don't leave out pertinent information (contact info, logo, key projects, NAICS codes, website)**



Identify Your Core Competencies

- Capabilities with the specific requirements
- It is NOT an extensive list of ALL your capabilities
- Keep it short and concise
- Bullet points are best



Emphasize Your Differentiators

- What sets you apart?
- What is your secret sauce?
- Identify specialties within your business
- What is your competitive edge?



Highlight Key Projects

- List relevant projects
- List most recent
- Provide photos of work



Delivering The Pitch

- What do you want to highlight?
- 30-90 seconds
- Brief Overview



Delivering The Pitch (Example)

My name is **(your name)** and my company is **(business name)**. We are a certified **(minority, woman, veteran, etc)** owned business that is known for **(list differentiators)**. Our experience includes working with **(who are your clients)** to provide **(service or product)**.



Breakout Session: Delivering The Pitch

7 minutes



Best Practices for Capabilities Statement

- **Appealing and Attractive**
- **Readily Available**
- **Your logo should be prominent**
- **It should make a statement**

Capability Statement Examples (Don'ts)

Capability Statement

Who we are:

Saturn Concrete Construction LLC was founded in April, 2002 by Ignacio Malave. After 12 years of working in the trade, Ignacio developed a firm sense of the concrete industry. In addition, he possessed a strong drive to establish a company that would represent both his talent for the art of concrete construction and his desire to provide clients with amazing customer service that could not be matched. Saturn Concrete operates under a Dual K-9 license and has been a certified DBE/SBE company since 2007; and has a strong core team of employees who exhibit the integrity and pride required to stand behind the projects that we build.

Our Projects Include:

Municipalities & Public Works

- Higley & Williams Field, Town of Gilbert AZ
- Anthem Roadwork @ Galvin Peak
- Mesa Municipal Court Entrance, Mesa AZ
- New River Commerce Center, Pathways & Scuppers, Peoria
- Alma School & Elliot, ADA Truncated Dome Install, Scottsdale AZ
- Rio Verde Park, Installation of Removable Bollards, Peoria AZ
- Dysart & Peoria Ave's, ADA Street Improvements, Surprise AZ
- Grand & Greenway Street Water Flow Improv, Surprise AZ
- Bridge Repair @ Deer Valley & Grand Ave, Surprise AZ
- Litchfield & Greenway, Bridge Repair, Surprise AZ

City Parks

- West Wing Park, Peoria AZ
- Centennial Park, Peoria AZ
- Rio Verde Park, Peoria AZ
- Scotland Park, Peoria AZ
- Spring Training Baseball Facility, City of Surprise AZ

Educational Facilities

- Whitman Elementary School, Mesa AZ
- Kino Jr High, Mesa AZ
- Edison High School, Mesa AZ
- Heritage High School, Glendale AZ
- Ameri-Schools, Phoenix AZ
- ASU West, Phoenix AZ
- Notre Dame Preparatory High School, Scottsdale AZ
- St Vincent De Paul High School, Glendale AZ
- Project Challenge, Gilbert AZ
- Cheyenne Elementary School, Scottsdale AZ

Childcare Facilities (3)

Warehouse Facilities (5)

Hotel Facilities (2)

Healthcare Facilities (3)

Restaurants (4)

Religious Facilities (8)

Apartments & Condominiums (7)

Fed Ex Transfer stations (2)

Banks (2)

Other projects include: Gym facility, KOA Camp, USDA, DPS and various others.

Saturn Concrete Construction LLC

P O Box 86266

Phoenix AZ 85080

623.261.4772

623.251.1220 Fax

www.saturnconcrete.com

info@saturnconcrete.com (general)

Ignacio@saturnconcrete.com (estimates)

kim@saturnconcrete.com (administration)

ROC 279081

NAICS code 238110

DBE/SBE certified since 2007

What we do:

- Commercial Slabs
- Drive Approaches
- Sidewalks including P1230
- Box Culverts
- Trash Enclosures
- Truncated Domes
- Bollards
- Sunken Room Caps
- Demo & Removal
- Column Piers
- Colored Concrete
- Spillways/Scupper
- Stem Walls & Columns
- Light Pole Bases
- Curb & Gutter
- RV Driveway
- Basketball Slabs
- Footings & Piers
- Benches
- Patio Extensions
- Utility Pourbacks
- Valley Gutter
- Driveways
- ADA Ramps
- Entryways
- AC Pads
- Slab on Deck
- Stairs, Stoops
- Room Additions
- Concrete Patch & Repair
- Custom Design
- Exposed Aggregate
- Salt & Sweat Finish
- Fire Pit & Benches
- Golf Cart Parking

"Building with Synergy

Since 2002"



Capability Statement Examples (Don'ts)

SUMMARY CAPABILITY STATEMENT

HOW CAN WE HELP YOU?

- **Short term assistance or problem solving** – if you have a discreet matter or problem that you need help with, we can provide an expert consultant with the skills, capacity and energy you need to get your job done well and in the quickest possible time.
- **Peak workload secondments** – if your existing team is over-worked or you predict a peak in resources that you just can't meet with your own staff we can provide a team to help you, your team and your project perform during these high-demand periods.
- **Medium or long term integration** – if you are looking for someone with expert skills to fill a role on your team, we can provide consultants who will seamlessly integrate with your employees to give the skills and capacity boost you need to deliver results for up to the full length of your project.

THE KLJ DIFFERENCE

- **We're ready** – if you have a problem and you need it dealt with now, we are ready to help you however you may need it. We're quicker and easier than finding your own skilled employee.
- **We're good at what we do** – we don't mean to blow our own trumpet, but our team are experienced and qualified individuals with the necessary project experience to know how to be of most assistance to you.
- **We can do great things** – check out some of the services we offer as detailed under the headings below. We've also highlighted some of the major projects we've worked on so you can see who has already taken advantage of the KLJ difference.

Planning, Strategy & Project Development

Every business needs a plan and strategy to successfully develop a project. At KLJ we have broad industry experience to assist you to turn your ideas into reality.

- **Contract Development** – We can develop a contract from your preferred starting point or amend an existing contract to give you more appropriate risk allocation. We can assist in making contracts work for you.
- **Procurement Planning and Strategy** - We've assisted clients to develop procurement strategies and procurement plans for some of Australia's largest projects. We've also developed unique strategies for individual large, complex and critically significant procurements to ensure everything runs smoothly. We know how to reduce the likelihood of those nasty surprises giving you grief.
- **Quality Systems** - We've assisted clients to develop the tailored quality system they need to get the best quality works and equipment within their given constraints. Whether it's construction works or equipment supply, we know what it takes to assure a quality outcome and we can design a quality system that delivers results.
- **Procedure & Process Development** - We've developed a wide range of procedures and processes tailored for the business and projects of a variety of clients. Despite their variability, they've all had one thing in common – they were all designed to get the job done in the quickest possible way without compromising on due process and diligent work practices.



Capability Statement Examples

An 8(a) Janitorial and related building service company



Eagle Pro Clean

Capability Statement

<http://www.eagleproclean.com>



PROFILE AND CORE COMPETENCIES

Eagle Pro Clean is an 8(a) certified company and a U.S Green Building Council Member. Established in 2006 by Oleg Otero. Close customer relations and adjusting to customer's needs has made Eagle Pro Clean a fast growing company. We provide janitorial and related building maintenance services. We are a solution oriented company dedicated to ensuring that our clients receive only the highest degree of service while getting the best value for their money.

Our promise to you is 100% Satisfaction Guarantee. we offer, Commercial, Retail, general building maintenance, Final Construction Cleaning, Facilities management services, Warehousing, Garage and side walk pressure wash, Landscaping and grounds maintenance, Floor maintenance, plus any janitorial and related building maintenance services. Our specialist technicians use the most-advanced equipment and environmental friendly "Green" products.

Socio-Economic Certifications:

We are Socio-Economic **8(a)** Certified as, **Hispanic American Owned, Minority-Owned business, SWaM, and Small Business.** We are active members of the **BSCAI (Building Services Contractors Association International) IWCA, (International Window Cleaning Association), CABSC (Capital Association of Building Service Contractors)** and following their ethical and safety guideline in our performances.

Work Area

DC - DISTRICT OF COLUMBIA MD - MARYLAND
VA - VIRGINIA

PAST GOVERNMENT PERFORMANCE

FDA

MD Bldg 61 New Hampshire Ave.
Final Clean 1,100 SqFt Finished Office bldg Int/Ext Wind & Atrium

QUANTICO BASE

The Basic School P370 - P-546 - P-555-619- P547-565
OCS Headquarter - Mess Hall P-625

GSA

Tenant at Founders Square: Janitorial/Final Cleaning tenant build out Offices- Int Windows

FDA

MD Bldg 32
Janitorial/Final Cleaning 1,400 Finished Office bldg Int/Ext Wind & Atrium

GSA FDA CBER

Labs at White Oak Janitorial/Final Cleaning Offices + Int/ext Windows 1,100,000 SqFt office Bldg

Commercial

700 sixth street Washington DC- Janitorial/Final Cleaning 12 Floors Core Building- Interior Ext Windows

Mason Inn Hotel Janitorial/Final Cleaning. George Mason Hotel @ Conference center

700 Second Street NE Wah DC Janitorial/Final Clean Station Place Buildings 3 and 2 - SEC

I am very pleased to send you the latest copy of The Harkins Header, which features your company inside the front cover as having excelled on one or more of our projects.

We are proud of our commitment to quality and excellence, and commend you and your management team for your dedication to those principles.

Please pass on our congratulations for a job well done to your project team. All of us at Harkins Builders look forward to many more successful projects with your firm in the future.

HARKINS BUILDERS, INC.
Richard M. Lombardo
President/CEO



Capability Statement Examples



WIDESCOPE
CONSULTING AND CONTRACTING SERVICES

Widescope Consulting and Contracting Services LLC.
Email: info@widescopeccs.com
Phone: (404) 545-7908
www.widescopeccs.com

FLORIDA:
14466 Kandi Ct. Largo Fl. 33774

PENNSYLVANIA:
2339 Pineview Dr. Malvern Pa. 19355

CAPABILITIES STATEMENT

ABOUT WIDESCOPE

Widescope Consulting Contracting and Services delivers information technology and staff augmentation services to the federal government, state and local municipalities. We bring to bare fast, reliable, immediately productive, and experienced resources from multiple disciplines to reduce risk and ensure customer satisfaction. Utilizing customer focused demand management processes, we continuously prepare and develop talent tailored towards your specific needs.

We constantly strive to be a company that delivers an outstanding work product without requiring a lot of maintenance from our government clients. Our ultimate goal is to surpass your expectations and make your job easier, not more difficult.

CORE COMPETENCIES

Widescope Consulting Contracting and Services helps customers meet their technology objectives by providing technical resources to meet their short and long term IT requirements related to the following:

-  Staff Augmentation
-  Project Management
-  Program Management
-  Software Development
-  Executive Administration

PAST PERFORMANCE

- Submarine Fiber Optics Mapping & Cabling
- Cyber Security & Visitor Management Solutions
- Facility Management & Security Modernization
- Dynamic Dashboards for Data Mining & Analytics
- Software & Website Development/Maintenance
- IT, Communications, & Internet Connectivity
- Advanced Training & Curriculum Development
- Modern Video Conferencing (VTC) Installations

FEATURED CLIENTS

- Space and Naval Warfare Systems Command (SPAWAR)
- US Defense Information Systems Agency (DISA)
- The Christian Methodist Episcopal Church
- Naval Computer and Telecommunication Station (NCTS)

CODES & CERTIFICATIONS

- Service Disabled Veteran Owned Small Business
- Center for Verification Evaluation (CVE) Certified
- Minority Owned Small Business
- 8(a) Business Development Program
- DOT certified DBE
- CAGE Code – 743B9
- We Accept Credit & Purchase Cards

NAICS CODES: 541330, 541512, 541611, 541612
541614, 561320, 541519, 611430

DUNS NUMBER: 079310444 **CAGE CODE:** 743B9



Capability Statement Examples



Capability Statement



CAGE code:
77K75

DUNS #:
079520886

NAICS Code:
221114
221118
334413
335122
335129
335312
335911
423690
541330



Core Competencies

SunWize Power & Battery is a small business enterprise that designs and builds reliable, stand-alone industrial power solutions and electronic assemblies for integration into OEM products and off-grid field applications. With over 20 years of proven reliability in extreme environments, our solar, battery backup, and hybrid power systems are pre-engineered, assembled and tested for easy installation and minimal maintenance. We also offer a broad spectrum of remote industrial power system components, such as electrical components, batteries, solar modules, enclosures, and solar module mounts.

Products

- Solar electric power systems
- Uninterruptible power sources
- Battery back-up systems
- Wholesale system components
- DC and AC power conditioning systems
- Solar/Generator/Hybrid systems

Services

- Contract manufacturing
- Power system specification & design
- Engineering & consultation
- Solar module manufacturing
- Sheet metal manufacturing

Past Performance

Our business focuses on working closely with our customers to understand power system requirements and provide high quality, comprehensive, reliable, and cost-effective power systems to meet customer needs. We are constantly evaluating our approach to ensure we are using industry-leading products and the highest standards when building our systems. We are committed to excellence in everything we do, which is why our customers continually come to us with their power needs.

Government

- National Park Service
- Department of Transportation
- Department of Defense
- Bureau of Land Management
- Navajo Tribal Utility Authority

Commercial

- Chevron
- Honeywell
- Verizon
- Emerson
- Lockheed Martin

International

- ADCO
- Bearcom
- Unavco
- Burhani Engineers
- SAIC

Differentiators

Our real point of difference is the ability to collaborate with customers and partners to provide custom battery-based power solutions for remote locations, suited to meet very different application needs.

- Close relationships with top-tier vendors for reliable components
- Experienced Project Managers & Engineering team
- Documented quality control manufacturing program with pre-shipment quality control testing of all manufactured power systems
- Fast design and manufacturing of high quality custom aluminum and steel battery and electronics enclosures

Contact Us:

Headquarters:
1337 Main Street
Philomath, OR 97370

Contact:
(866) 827-6527
power@sunwize.com

Website:
www.sunwizepower.com



Capability Statement Examples



Capability Statement

Enterprise Content Management • Project Management • Cybersecurity • Business Intelligence

As a Certified 8(a) small business, BlueSun Technologies Inc. is committed to excellence and creating innovative and flexible solutions for our Federal Government clients. BlueSun Technologies is dedicated to DoD and Civilian Federal agencies to help attain and sustain cost-effective IT management. Let our experienced and certified IT professionals deliver uninterrupted, high quality services and support while keeping cost below budget.

What sets BlueSun apart from the competition?

- Our People
- Performance-Based Process
- Integrated Solutions Team
- Client Relationship Management
- Strategic Mix of Technology and Business

Core Capabilities

Cyber Security

- System Assessment and Authorization
- Cybersecurity Infrastructure Technical
- Vulnerability Scanning
- Intrusion and Malware Detection

ECM/SharePoint

- Document Management
- Records Management
- e-Discovery Solutions
- SharePoint /O365 Migration

Business Intelligence/Data Analytics

- Data Mining
- Data Architecture
- BI Platform design
- Predictive modeling and reporting

Federal and State Certifications

- **SBA 8(a)** Certified (Graduation date: 2/7/2025)
- **GSA Schedule IT 70** -- Contract#: GS-35F-140GA
- Maryland CATS+
- Minority Business Enterprise (MBE)
- Small Disadvantaged Business (SDB)
- Small Business Reserve (SBR)

NAICS		DUNS	CAGE CODE
541511	541611	149476587	3YAP4
541512	541690		
541513	541618		
541519			

Past Performance [Federal - State - Commercial]



Project Management Office (PMO)

- Processes, Standards & Methodologies Management
- Professional Development
- Project Portfolio Management
- Project Review & Recovery

www.bluesuntech.net

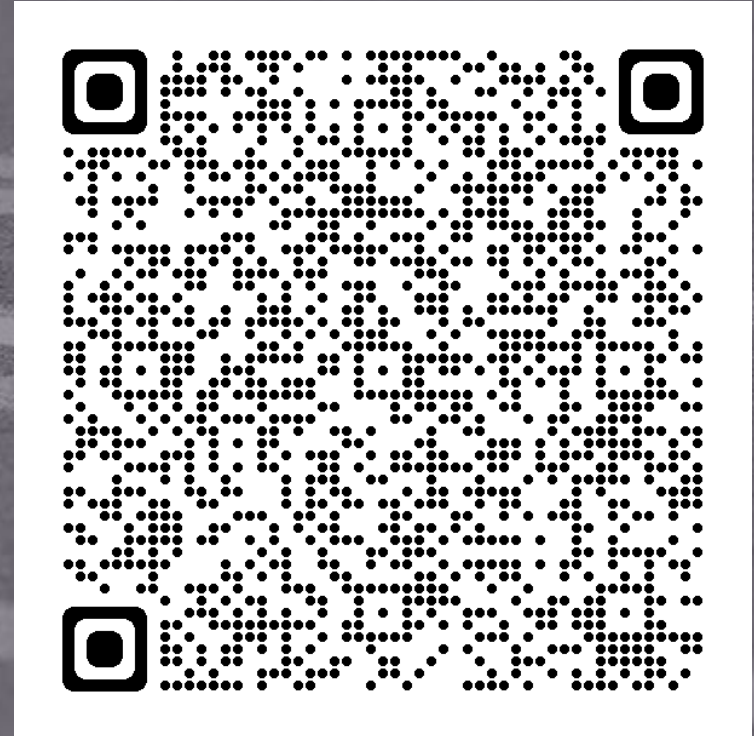
1-888-995-0913

Stanley P. Nazaire
CEO/President
snazaire@bluesuntech.net



Q & A

Take our 4 minute evaluation below:



Future Workshops



THE **Guardians** PRESENT

SCALE UP YOUR BUSINESS FOR SUCCESS

3-PART SERIES
POSITIONING YOUR BUSINESS FOR A SUCCESSFUL BID

7/21/2022	1	PART 1: HOW TO CREATE YOUR CAPABILITIES STATEMENT
8/9/2022	2	PART 2: IS MATCHMAKING RIGHT FOR ME?
8/23/2022	3	PART 3: NAVIGATING THE MENTOR PROTÉGÉ RELATIONSHIP

**REGISTER HERE**

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FACILITATED BY



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making business viable
www.apbandassociates.com





TM

Thank You!

