

This is a summary review of federal contracts awarded under NAICS Code(s):
81121

FY22 Dollars
\$26M Base
\$27M Ceiling

(This is how much went to small businesses.)

\$23M

(This is the Contracting Officer that awarded the most small business contracts last year.)

Top SB Contracting Officer:

260 Awards | \$1.5M

(This amount of money awarded without being posted for bid at SAM.gov.)

\$23M

(This is the amount of money awarded for contracts that only received one offer, with no other competitors.)

\$7M

(This is how much the top small business won in this NAICS code last year.)

Top SB Awardee
2 Awards | \$792k

3,417



TOTAL AWARDS

3,351
(98%)



PERCENTAGE AWARDED TO SMALL BUSINESSES

133



NUMBER OF CONTRACTING OFFICERS THAT HAVE SIGNED THESE CONTRACTS

3,364
(98%)



PERCENTAGE OF AWARDS THAT WERE NOT AVAILABLE FOR BID AT SAM.GOV

973
(28%)



PERCENTAGE OF AWARDS THAT ONLY RECEIVED 1 BID/OFFER PRIOR TO AWARD

\$6,800



AVERAGE SMALL BUSINESS CONTRACT SIZE

"We'll **research** and **refine**."

"We'll find the **best fits** for **your** small business."

"We'll **connect** you to the **best** prospects."

"We'll make sure you see **all** the contracts, (not just what's in SAM)."

"We'll **position** your firm to specifically find and pursue **single-offer** contracts."

"We'll help you **target** the right opps, **connect** with the right people, and submit competitive **proposals**."

TARGET

PREPARE

CONNECT

What you need to do:

[The FCA Path to the Federal Competitive Range Infographic](#) (click link to be directed to infographic.)

PATH TO THE FEDERAL COMPETITIVE RANGE



| TARGET Research | PREPARE Foundation & Assets | CONNECT Outreach and Engagement | | |
|---|--|---|--|---|
| <p>Federal Market Analysis Report</p> <ul style="list-style-type: none"> Online (Microsoft PowerBI) Research based on refined NAICS, PSC, Keywords Spending analyzed by Department, Agency, Office, Prime, ROI Potential Dynamic Data Dashboard to filter results Custom Email Template for BD outreach One Hour Live Delivery Training Call Delivered in a custom Client Portal <p>Month 1 (30 Days)</p> | <p>Federal SEO Report We research competitors, award data, and solicitation data to identify the best keywords and capabilities description for your business.</p> <p>SAM / DSBS Profile Optimization Based on the results of your Market Research and FSEO reports, we optimize your federal accounting and marketing profiles.</p> <p>Capabilities Portfolio Includes development of the following federal marketing assets:</p> <ul style="list-style-type: none"> Capabilities Statement Capabilities Briefing Template Capabilities Response Template Capabilities Tradeshow Brochure <p>Month 2 (60 Days)</p> | <p>Federal BD Day 1 - 30 During onboarding, you are assigned a federal BD specialist to execute various program tasks on your behalf.</p> <p>Phase 1 includes reconnaissance of your top federal customers to ensure your communication and assets are aligned with their priorities.</p> <p>Toward the end of Phase 1, direct outreach efforts commence.</p> <p>Month 3 (90 Days)</p> | <p>Federal BD Day 31 - 60 You'll be actively scheduling and attending Capabilities Briefings with the small business offices of your target customers.</p> <p>During this phase of engagement, you'll be evaluating the pace and significance of your progress with each prospective client, and collaborating with your federal BD specialist regarding "top of funnel" resource allocation.</p> <p>Month 4 (120 Days)</p> | <p>Federal BD Day 61 - 90 By phase 3, most of our clients have to shift focus from prospecting to relationship development and cultivation.</p> <p>Your federal BD specialist will assist in this transition.</p> <p>Month 5 (150 Days)</p> |
| <p>"What do I get?"</p> <p>You'll receive a completely custom-tailored federal market research report with data you can filter, emails you can send, and training for how to use it effectively.</p> | <p>"What do I get?"</p> <p>You'll receive:</p> <p>FSEO Report. A report that researches the 25 best keywords to have in your SBA profile, re-writes your Capabilities Narrative, and evaluates / recommends other areas of optimization for your SBA registration.</p> <p>Updated / Renewed / Optimized SAM Registration. We'll work with you to update your SAM.gov registration, ensure you have the optimum federal code selection, and renew it for one year.</p> <p>Updated / Renewed / Optimized SBA DSBS Registration. Based on our findings from your Federal Market Analysis Report and your Federal SEO Report, we'll optimize your SBA profile "visibility" (Keywords), "selectability" (Capabilities Narrative), and "validity" (Past Performance References).</p> <p>Custom-Designed Capabilities Statement. We'll develop your one-page federal introductory Capabilities Statement (including first draft, final revisions, and final deliverable). You'll receive the original Microsoft Publisher file, as well as the final .pdf version.</p> <p>Custom-Designed Capabilities Briefing Presentation. We'll develop your multi-page federal Capabilities Briefing PowerPoint. Includes 7-10 custom slides formatted for a federal Capabilities Briefing presentation.</p> <p>Custom-Designed Capabilities Response Template (RFI/SS). We'll develop your custom-branded Request for Information / Sources Sought federal response template as a Microsoft Word document.</p> <p>Custom-Designed Capabilities Tradeshow Brochure. We'll develop your custom-designed tri-fold Capabilities Brochure, deliverable as a Microsoft Publisher document and .pdf deliverable.</p> | <p>"What do I get?"</p> <p>Week 1 - Onboarding, Alignment and Target Prioritization.</p> <p>Your research results and assets are transferred to William and his team. You are assigned a designated federal BD representative.</p> <p>You conduct an intake interview with your assigned rep. to create common understanding and alignment re: your federal contracting goals and priorities.</p> <p>Week 2 - Communication Planning and Foundational Set-Up.</p> <p>Based on Week 1 findings, your custom outreach systems are set-up (email domain, templates, target contact lists, opportunity collection for review, set-up of your BD Excel file, etc.)</p> <p>Week 3 - Outreach Begins.</p> <p>Outreach efforts begin within your target areas. This includes introductory emails and follow-up calls to your targeted federal and Prime contacts.</p> <p>Week 4 - Top of Funnel Activities Commence.</p> <p>Efforts thus far will have generated opportunities to consider from a "Go / No Go" perspective. These various opportunities are evaluated, prioritized and followed up on.</p> <p>At the end of 1 month...</p> <p>You will have specific and validated opportunities in your pipeline. These include:</p> <ul style="list-style-type: none"> Email exchanges with targeted POCs at the federal and prime level. Federal Sources Sought / RFIs to respond to. Federal events (live or virtual) to participate in. Federal forecast opportunities, solicitations and various other "federal work" to consider for further pursuit and engagement. | <p>"What do I get?"</p> <p>Systematic Activities.</p> <p>Your designated representative works with you to consistently evaluate, prioritize / re-prioritize and progress your opportunity funnel. Weekly progress reports are scheduled for pipeline review.</p> <p>Opportunistic Activities.</p> <p>As your federal BD efforts continue and mature, you will encounter opportunities that require immediate attention and resources. As these opportunities manifest, your federal BD team will work with you to properly prioritize and allocate resources for response.</p> <p>At the end of 2 months...</p> <p>You will have refined opportunities that have been vetted from a preliminary "Go / No Go" perspective, and are being further vetted and matched to your firm in terms of fit and value.</p> <p>You will have 3-5 core "opportunities" (relationships, contracts, clients, events) that you are dedicating internal resources to pursuing.</p> | <p>"What do I get?"</p> <p>Systematic Activities.</p> <p>By month 3, both you and your federal BD rep are in tune with the types of opportunities your firm should be focused on in the federal market.</p> <p>You've established a mature "Go / No Go" decision matrix, you have vetted and progressed multiple opportunities to the point that you are planning resource allocation in event work is secured.</p> <p>Opportunistic Activities.</p> <p>As your federal BD efforts continue and mature, you will encounter opportunities that require immediate attention and resources. As these opportunities manifest, your federal BD team will work with you to properly prioritize and allocate resources for response.</p> <p>At the end of 3 months...</p> <p>You will be cultivating relationships with one or more core federal customers and/or potential strategic partners.</p> <p>You will have specific and tangible federal revenue opportunities to consider (the continued pursuit of which will require internal resource commitment).</p> |
| <p>"How long will this take?"</p> <p>Standard processing time is 30-45 days.</p> | <p>"How does that break down?"</p> <p>We start with an Onboarding Intake Interview.</p> <p>It takes about a week to run your first-level dataset.</p> <p>We schedule a call to review our findings with you and either confirm or adjust our inputs.</p> <p>If we have to adjust, we repeat the last step until we get it right. Otherwise, we run your final report.</p> <p>Once completed, we schedule your delivery call.</p> | <p>"How much of my time do you need?"</p> <p>We need about 30 minutes of your time during onboarding.</p> <p>We need about 30 minutes of your time each time we review / adjust the data (average of 1.5 times per client).</p> <p>We need about 2 hours for the delivery of our findings. Total - approximately 3 hours in the first 30-45 days.</p> | <p>"What will I have?"</p> <p>You'll know the names, emails, phone numbers, agencies of your best federal prospects, and you'll have the training and tools to engage them.</p> | <p>"What will I have?"</p> <p>You'll have completed versions of all listed deliverables, plus renewed and optimized SAM and DSBS registrations.</p> |