



U.S. Small Business
Administration



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Understanding SBA Certifications for Federal Government Contracting

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Show me the Money!

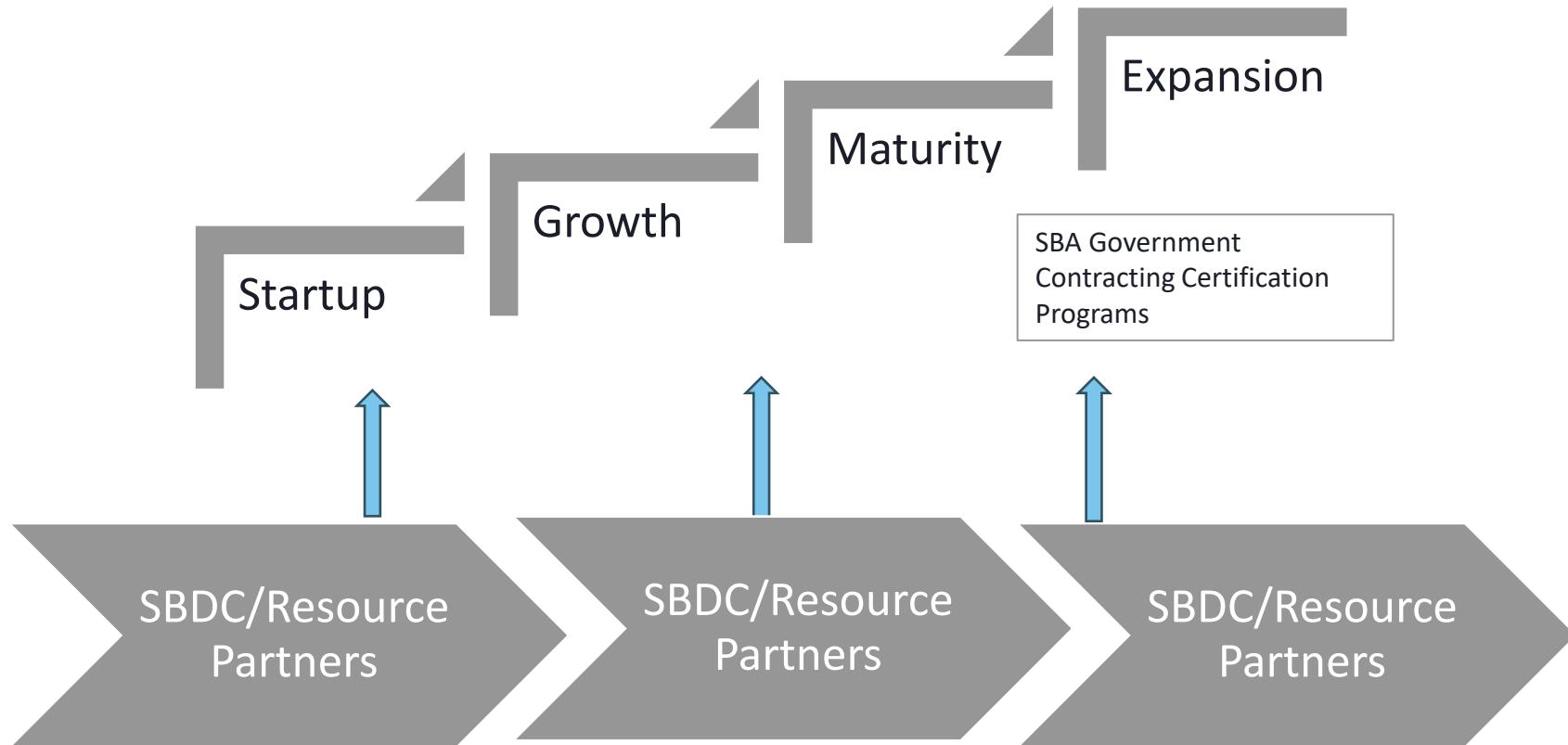
\$162.9 Billion Awarded to
small businesses in FY22

Awarded 26.5% in federal
contract dollars to small
businesses across the federal
government exceeding the
23% goal

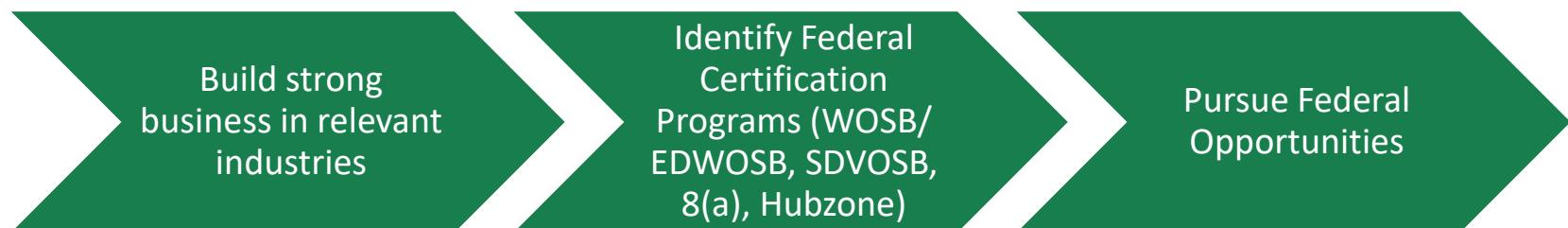


Building A Better Pipeline Starts with You!

Lifecycle of a Successful Government Contractor—
RESOURCE PARTNER ASSISTANCE IS CRITICAL!



Small Business Journey in Government Contracting



Build strong businesses in relevant industries

ACTION:

Identify good businesses for federal government contracting

QUESTIONS FOR CONSIDERATION:

- What is the stage of the business?
- Does the business have adequate staff or capacity?
- Does the business have a way to win contracts?
- Does the business have adequate working capital?
- Is the business more suited for local/state work?
- Is the work local or does it require travel?
- Do they have a business plan with goals around government contracting
- What is the industry of the business?

Top 5 Federal Agency Buyers from Small Business FY22

- Department of Defense (Defense Logistics Agency, Army Corps of Engineers, Army)
- Department of Veterans Affairs
- Department of Health and Human Services (CMMS)
- Department of Agriculture
- Department of Transportation

- OVER \$1B for each federal agency went to Small Business in FY2022

Top Industries in Federal Government Contracting

- Construction
- Information Technology/Telecommunications
- Architectural/Engineering
- Janitorial/Custodial
- Security/Safety

Tip! Understand NAICS Codes (North American Industrial Classification System) www.sba.gov/size

Benefits of SBA Certifications

- The SBA provides small businesses the opportunity to access resources such as training, business counseling, access to capital, and more.
- Most resources such as counseling, training, classes, financial readiness assessments, etc., are offered at little to no cost to all small businesses.
- Certification allows firms the opportunity to compete in the federal marketplace and for sole-source and set-aside contracts
- Increased probability of winning contracts

Identify Federal Government Contracting Certification Programs

- 8(a) Business Development Program www.sba.gov/8abd
 - Economic Impact
- Historically Underutilized Business Zone (Hubzone) Program www.sba.gov/hubzone
- Women-Owned and Economically Disadvantaged Women-Owned Program www.sba.gov/wosb
- Service-Disabled Veteran-Owned Small Business Program www.sba.gov/vetcert

TIPS!

- Apply to as many as a business can qualify
- Understand unique benefits from different programs
- Understand the government's procurement cycle

HELP IS AVAILABLE TO UNDERSTAND PROGRAMS
www.sba.gov/localassistance

Women-owned and Economically Disadvantaged Women-owned Small Business Program (WOSB/EDWOSB)

- Women-owned Small Businesses (WOSB) received \$28.1 billion in FY22 accounting for 4.6% of the Fiscal Year 2022 total eligible dollars, slightly below the 5% target.
- Expansion of certified WOSB firms from approximately 1,000 to nearly 6,000 and the NAICS codes in which women-owned businesses can receive set-aside awards.
- Women-owned and Economically Disadvantaged Women-owned firms are eligible to bid on set-asides in specific industry areas
 - Over 92% of federal spending covered by NAICS codes eligible for WOSB set-aside awards
- SBA believes there is opportunity for federal agencies to increase equity for women-owned small businesses in industries for Professional Scientific, and Technical Services, specifically IT services and Research and Development - 49% of the 9400+ certified WOSBs fall under these industries.

Apply at <https://wosb.certify.sba.gov/>

Historically Underutilized Business Zone (Hubzone)

- HUBZone firms received over \$16 billion in federal contracts in FY22
- Average application processing time is well **under 30 days!**
- Over **2,500 areas** became new HUBZone when updated map went live on July 1, 2023! Check out www.sba.gov/hubzone for the new map and lots of new resources for SBDC counselors to utilize
- Hubzone program impacts the economic development of an area
- Hubzone program generates a lot of dollars for small business clients because federal contracting market is larger scale customer

Apply in the HUBZone portal. Log in to [SBA Connect](#) and select “HUBZone” before completing the prompts.

Veteran Small Business Certification Program (SDVOSB/VOSB)

- The National Defense Authorization Act of 2021 officially requires VA's CVE responsibilities to be transferred to the SBA as of **Jan 1, 2023**, and for the SBA to establish a government-wide certification program.
- The SBA program name for certifying VOSBs and SDVOSBs is the **Veteran Small Business Certification Program, or VetCert.** www.sba.gov/vetcert
- The final rule for the program was published on November 29, 2022, in the [Federal Register](#).
- The program launched to the public and began accepting new applications on January 9, 2023.

Apply at [Veteran Small Business Certification \(sba.gov\) \(veterans.certify.sba.gov\)](http://Veteran Small Business Certification (sba.gov) (veterans.certify.sba.gov))

8(a) Business Development Program (8(a) BD)

- 8(a) Business Development Program www.sba.gov/8abd 9 year business development program that can help grow and sustain businesses
 - Training and Technical Assistance
 - Contract Support
 - Capacity Building
 - Set-Asides and sole source contracts
- Social and Economically disadvantaged individuals qualify the business into the 8(a) program
- Small Disadvantaged Business Goal continues to increase to 15% by 2025
 - 8(a) BD program allows contracting activities to meet that goal
- 8(a) BD program is a one-time certification, so timing is important
- Resource Partner 8(a) application training conducted recently

Apply at www.certify.sba.gov

Preparation is Key!

Certify Knowledgebase

8(a) Guidance

- Quick Start Guide
- Document Checklist
- Application Preview
- Frequently Asked Questions
- Tips for Success
- Entity-owned Guidance
- Roadmap to 8(a) Certification
- Training Videos

Certify Homepage

- Discover 8(a)
- Should I Apply?
- 8(a) Guidance
- Create your Account
- Local Assistance

Businesses New to Federal Contracting



Step 1: Engage with SBDC

Step 2: Determine eligibility and understand potential opportunities

- Be considered a small business as defined by the size standard
- Ownership/Control of the business must align for program regulations

Step 3: Ensure registration in SAM.gov. The business MUST be registered in SAM.gov to move forward.

Step 3: Business should gather required documentation before beginning the application. Fact sheets listing required documentation for programs are available at www.sba.gov/gcbd

Step 4: Apply at the respective program application portals

SBA's District Offices throughout the country assist and educate you and small businesses about government contracting programs and opportunities.
www.sba.gov/localassistance

- Supporting economic impact through government contracting dollars to small businesses
- Providing Federal Government contracting training and outreach to:
1) Contracting Activities 2) Small Businesses and 3) Resource Partners

We look forward to building a strong pipeline of small businesses in federal government contracting with you!

THANK YOU!