Navigating the Federal Marketplace for Design, Installation and Procurement Opportunities for the ICT Professional

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Agenda

- Federal Market
- Set Aside Programs
- Federal Business Opportunities (FBO)
- A/E/C Opportunities & Guidelines
- Federal Supply Schedules (FSS)
Federal Market

- USA GOV spending approx 85 Billion on “IT”
- Complex web of opportunity
- Design, Installation & Procurement Opportunities
Federal Market

• Research, Research, Research!
• Consult with a SME (Subject Matter Expert)
• Takes time, have patience
• FOCUS FOCUS FOCUS
Set Aside Programs

• 8 (a) Program Qualifications
  – Small Business
  – Not already participated in the 8 (a) program
  – At least 51% owned and controlled by U.S. Citizens who are economically and socially disadvantaged
  – Owned by someone with a net worth of 250K or less
Set Aside Programs

• 8 (a) Program Qualifications
  – AGI (Adjusted Gross Income) - $250,000 or less (last 3 years)
  – Less than 4 Million in Assets
  – Owner Manage Day to Day Operations
  – Good Character
  – Show Potential for Success and be able to Perform Successfully on Contracts
Set Aside Programs

• 8 (a) Benefits
  – Compete for Set-Aside and Sole Source Contracts
    • $100,000,000 Cap on Program
  – Joint Ventures and Mentor-Protégé Program
  – Federal Assistance Navigating the Market
Set Aside Programs

• Service-Disabled Veteran-Owned Small Business (SDVOSB)
  – Small Business
  – At least 51% owned and controlled by one or more service-disabled veterans
  – Eligible veterans must have service-connected disability
Set Aside Programs

• Service-Disabled Veteran-Owned Small Business (SDVOSB)
  – VA Prime Contracting
  – Sub Contracting Rules – 15/85% (General Construction), 25/75% (Specialty Contracting) and 51/49% (Mixed Contracts)
Set Aside Programs

• Women-Owned Small Business
  – SBA Size Standard
  – 51% Owned and Controlled by Women who are U.S. Citizens
  – AGI Requirements
  – Personal Asset Limitations
Set Aside Programs

- HUBZone
  - SBA Size Standard
  - 51% Owned and Controlled by US Citizens, a Community Development Corporation, and agricultural cooperative, a Native Hawaiian Organization or an Indian Tribe
  - Principal Office Located in a HUBZone, 35% of Employees live in a HUBZone
Federal Business Opportunities (FBO)

- www.fbo.gov
- SAM (System for Award Management) Registration
- IT, General Construction, Hammers, Carpet, Smokers, Cable Assemblies
Federal Business Opportunities (FBO)
Federal Business Opportunities (FBO)

- Federal Acquisition Regulation (FAR)
- Sources Sought
- Presolicitation
- Combined Synopsis/Solicitation
- Award Notice
Federal Acquisition Regulation (FAR)

- Get your popcorn ready and become a Lawyer
- Subcontracting R&R
- SME
- Non-compliance
Federal Small Business - Definition

- Small business size standards, established by the SBA (Small Business Administration), define the maximum size that a company (along with its affiliates) can be to qualify as a small business. These standards are used to help determine whether your business is eligible for SBA’s small business programs, including financial assistance.
Federal Business Opportunities (FBO)

• Sources Sought
  – Solicitation of Interest
  – Market Research
  – Opportunity for Set Aside
  – Rule of Two
Federal Business Opportunities (FBO)

• The Rule of Two as a Rule of Thumb
  – The Rule of Two says that if there are two qualified and competitive small businesses expected to submit an offer between the budgeted amounts, the contract has the opportunity to be set-aside for small business.
Sources Sought & Rule of 2

• Sources Sought stage is when you want to get your Capability Statement in front of the Contracting Officer so they understand what your SBA Size Standard is and Set Aside Category are (if applicable). Possibly a great opportunity for the Rule of 2.
Capability Statement Example
Presolicitation

• Set Aside Set
• Initial Requirements of the Opportunity are released
• RFI (Request for Information)
Combined Synopsis/Solicitation

- Request for Proposal (RFP) Released
- Estimates
- Proposal Compiled
- Submission via mail or hand delivery
Award Notice

• Posted on FBO
• Awardee and awarded amount posted
• Opportunity for non awarded proposers
A/E/C Opportunities

- Design/Bid/Build
- Design/Build
- IDIQ – Indefinite Delivery, Indefinite Quantity
- MATOC – Multiple Award Task Order Contract
- FSS Installation/Integration/Commissioning
Welcome to the Whole Building Design Guide
Guidelines

• SpecsIntact
• I3A – Technical Guide for Installation Information Infrastructure Architecture
• Installation Specific Design Standards
• UFC 3-580-01 – Telecommunications Interior Infrastructure Planning and Design
Federal Supply Schedule (FSS)

- GSA IT Schedule 70
  - Used to sell to any federal, state or local government agency. Negotiated rates.
  - Application and acceptance process can take up to a year, although usually completed within 6 months.
  - Super competitive.
Federal Supply Schedule (FSS)

- 7.5 Million Products, Services and Solutions
  - Laptops
  - Phone Systems
  - Networking Gear
  - A/V Equipment
  - Security Equipment
Federal Supply Schedule (FSS)

- 4,600 Contract Holders (Approximately)
- Equipment Supplier vs. Installer/Integrator
  - Resellers of Equipment – Lower Margins
  - Installer/Integrator – Higher Margins
Contractor Performance Assessment Rating (CPAR)

- Report Card of Performance
- Credit Report
- Ability/Inability to obtain Future Work
- Knowledge of Process is Key
Questions/Answers