



Mountain Plains
Minority Supplier
Development Council



Summer Summit

An MBE Growth and Readiness Forum

#MPMSDCSummit

Government Contracting: How Market to the Federal Government

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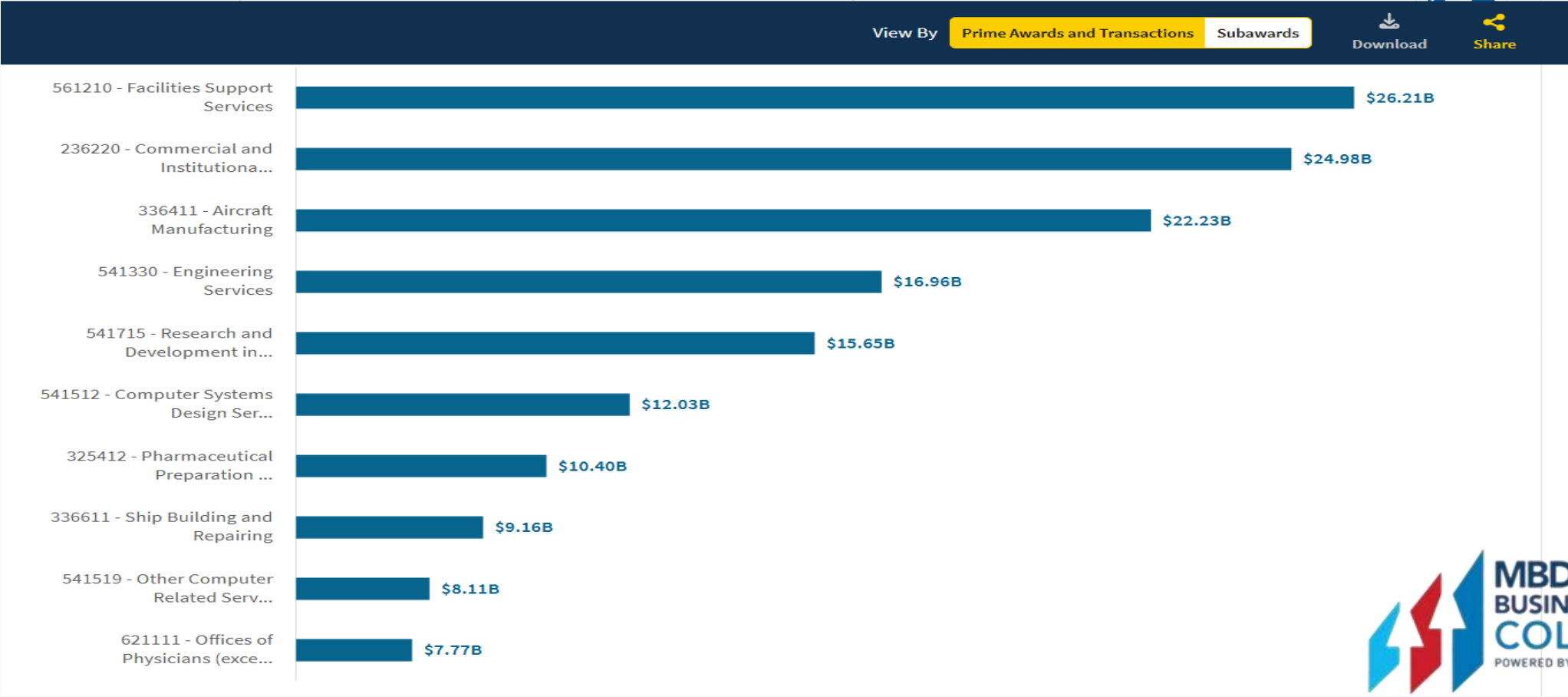
Top NAICS Codes for Small Businesses

Key NAICS Codes for Government Contracts

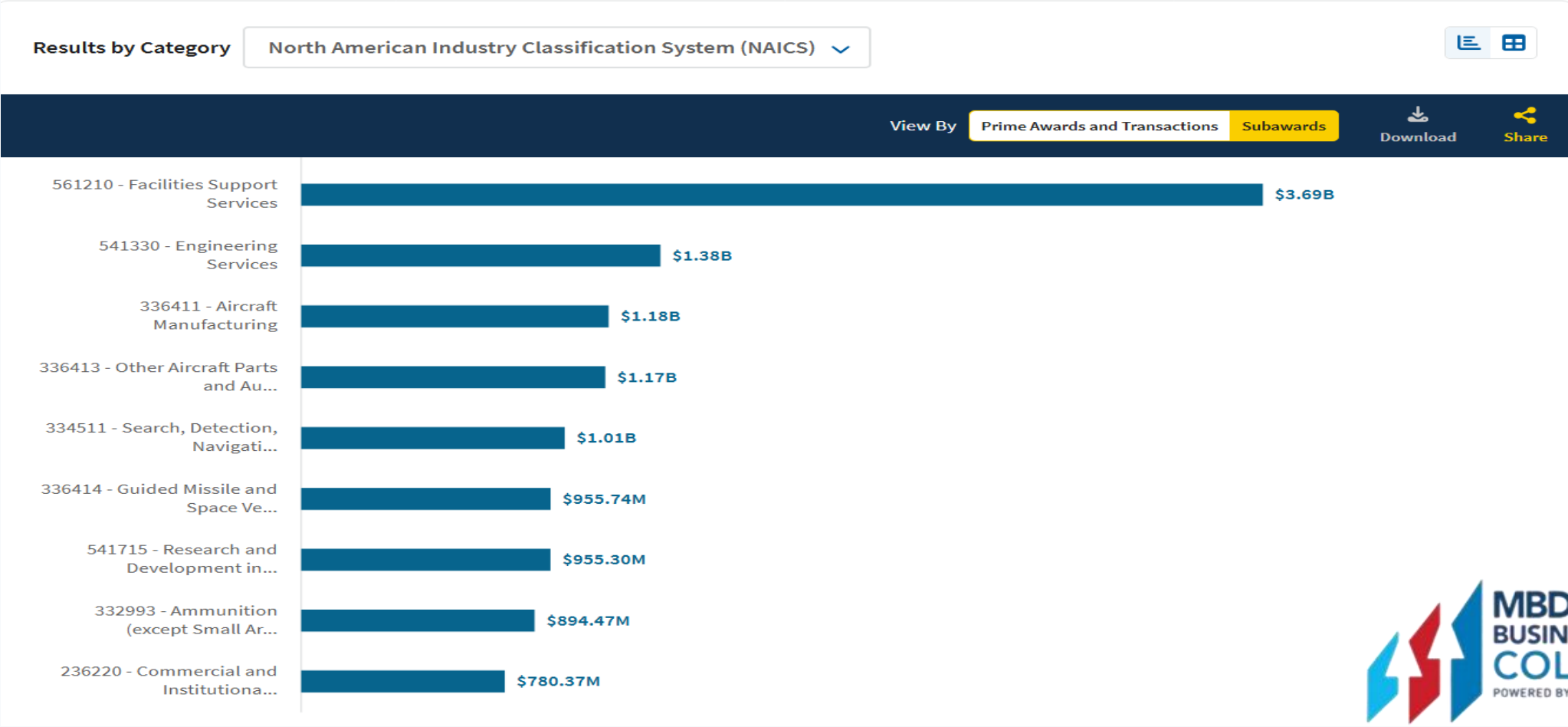
- 541519 – Other Computer Related Services :“The leading code for SBs covering cybersecurity, infrastructure support, and general IT services
- 236220 – Commercial and Institutional Building Construction: “ Fueled by massive infrastructure bills and Department of Veterans (VA) and military construction projects”
- 541330 – Engineering Services: “A perennial top performer, particularly for defense-related civil, mechanical, and structural engineering”
- 541715 – Research & Development (R&D) in Physical, Engineering & Life Sciences: Driven largely by the Small Business Innovation Research program and health –related R&D
- 541512 – Computer Systems Design Services: Focused on systems integration, cloud migration, and AI-driven solutions



FY26 Congressional District - MO-05 (Kansas City, MO)



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Award Trends by Sectors

Data reference from Squared Compass



Information Technology - Approximately 36%



Facilities & Construction – Approximately 39%



Professional Services – Approximately 28%



What is the Federal Market focus on now!!

Federal Marketplace Landscape for SBs changed in FY 26

- Streamlined Efficiency
- Manufacturing
- Restrictive loan eligibility



Category Management "Best in Class"

The Best-in-Class (BIC) identifies government-wide contracts that satisfies key criteria defined by the Office of Management and Budget (OMB), BIC solutions are vetted, well-managed and recommended – and in some cases required – for use, interagency teams affirm value of BIC contracts to reduce the amount of effort individual buyers spend finding and researching acquisition solutions.

Widespread adoption of BIC solutions will:

Maximize the government's shared purchasing power and reduce pricing variations

- Help agencies operate more efficiently by reducing administrative costs and contract duplication; and
- Expand transactional pricing data, which is used to improve contract cost estimates, benchmark pricing for negotiations and calculating cost avoidance.
- Spend under management (SUM) is the percentage of an organization's spend actively managed according to category management principles.
- All agencies currently have a target to reach 80% SUM by FY29 is a government-wide target. Increasing SUM will eliminate redundancies, increase efficiency, and deliver more value and savings.

Tier 1 - [are for mandatory-use or mandatory-consideration agency-wide contracts solutions. There is an additional Tier 1-Small Business, available for agencies that have an OMB- approved strategy that outlines how they will work with small businesses.]

Tier 2 – [Multi-agency contracts with high standards for leadership, strategy, data, and metrics; contracts with SDB-SDVOSB, WOSB, HUBZONE and (a) businesses earn automatic SUM Tier 2 – SB credit.]



10 Government-Wide Categories



FACILITIES & CONSTRUCTION = \$81.2B LED BY GSA	PROFESSIONAL SERVICES = \$71.1B LED BY GSA	IT = \$56.7B LED BY GSA	MEDICAL = \$43.5B CO-LED BY DoD & VA	TRANSPORTATION & LOGISTICS = \$28.5B LED BY DoD
<ul style="list-style-type: none"> • Construction Related Materials • Construction Related Services • Facilities Purchase & Lease • Facility Related Materials • Facility Related Services 	<ul style="list-style-type: none"> • Business Admin Services • Financial Services • Legal Services • Management & Advisory Services • Marketing & Public Relations • Research & Development • Social Services • Technical & Engineering Services 	<ul style="list-style-type: none"> • IT Software • IT Hardware • IT Consulting • IT Security • IT Outsourcing • Telecommunications 	<ul style="list-style-type: none"> • Drugs & Pharmaceutical Products • Healthcare Services • Medical Equipment, Accessories, & Supplies 	<ul style="list-style-type: none"> • Fuels • Logistics Support Services • Motor Vehicles (non-combat) • Package Delivery & Packaging • Transportation Equipment • Transportation of Things
INDUSTRIAL PRODUCTS & SERVICES = \$11.1B LED BY GSA	TRAVEL = \$7.5B LED BY GSA	SECURITY & PROTECTION = \$5.4B LED BY DHS	HUMAN CAPITAL = \$4.5B LED BY OPM	OFFICE MANAGEMENT = \$2.3B LED BY GSA
<ul style="list-style-type: none"> • Basic Materials • Fire / Rescue / Safety / Environmental Protection Equipment • Hardware & Tools • Industrial Products • Install / Maintenance / Repair • Machinery & Components • Oils, Lubricants, & Waxes • Test & Measurement Supplies 	<ul style="list-style-type: none"> • Employee Relocation • Lodging • Passenger Travel • Travel Agency & Misc. Services 	<ul style="list-style-type: none"> • Ammunition • Protective Apparel & Equipment • Security Animals & Related Services • Security Services • Security Systems • Weapons 	<ul style="list-style-type: none"> • Compensation & Benefits • Employee Relations • Human Capital Evaluation • Strategy, Policies, & Ops Planning • Talent Acquisition • Talent Development 	<ul style="list-style-type: none"> • Furniture • Office Management Products • Office Management Services

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Made in America Manufacturing Initiative



Federal Manufacturing Support



SBA NEW LOAN PROGRAM ON
MANUFACTURING



FEDERAL BUDGET FUNDING LEVELS:
SBA APPROPRIATION FOR FY26 BY
CONGRESS IS \$1.3 BILLION



FUNDING FOCUSED ON THE FOLLOWING:
ENTREPRENEURIAL PROGRAMS (\$330
MILLION); FOR WOMEN'S BUSINESS CENTERS
(\$27 MILLION); AND VETERANS BUSINESS
OUTREACH (\$21 MILLION)

How to Market to Federal Agencies

Start with the Government's Mission

- Understand the agency's strategic plan and how your products or services align with their goals.
- Research upcoming procurement opportunities through SAM.gov and agency forecast tools.
- Build relationships through industry days, capability briefings, and networking events.

Best Practices

- Register in SAM.gov and maintain an active, updated profile.
- Pursue relevant certifications (8(a), HUBZone, WOSB, SDVOSB).
- Develop a strong capability statement that highlights past performance.



Inside Government Contracting – How to Market to Federal Agency's

Start With the Government's Mission, Not Your Solution

Federal buyers care about:

- Mission outcomes
- Risk reduction
- Compliance
- Past performance

Best practice Frame your messaging like this:

“Here’s how we help *your mission* succeed under *your constraints*.”

Do this

- Map your best practices directly to agency priorities (e.g., cybersecurity, modernization, equity, sustainability)
- Use agency language (from strategic plans, RFIs, and solicitations)



Questions?

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