



U.S. Small Business  
Administration



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# Small Business Federal Government Contracting Certifications



U.S. Small Business  
Administration

# Course Objectives

- **Introductions**
- **8(a) Business Development Program**
- **HUBZone Certification**
- **Woman-Owned Small Business (WOSB) Certification**
- **Other Programs**

# 8(a) Business Development Program

## *Introductions*



# Set-Aside for Certification Programs and Socio-Economic Categories

Targeted set-asides and acquisition goals:

**Women-Owned Small Businesses (5%)**

**Small Disadvantaged Businesses (including 8(a) certified) (5%)**

**HUBZone Businesses (3%)**

**Service-Disabled Veteran-Owned Small Businesses (3%)**



Set-asides are reserved for small business between \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

# **8(a) Business Development Program**

# 8(a) Business Development Program



**Access to business development support**

**Build capacity and grow through contracts**

**Nine-year program available once per lifetime**

# 8(a) Business Development Program Objectives



## 01 Assistance

Management and technical assistance to help companies compete for business opportunities

## 02 Government Contracting

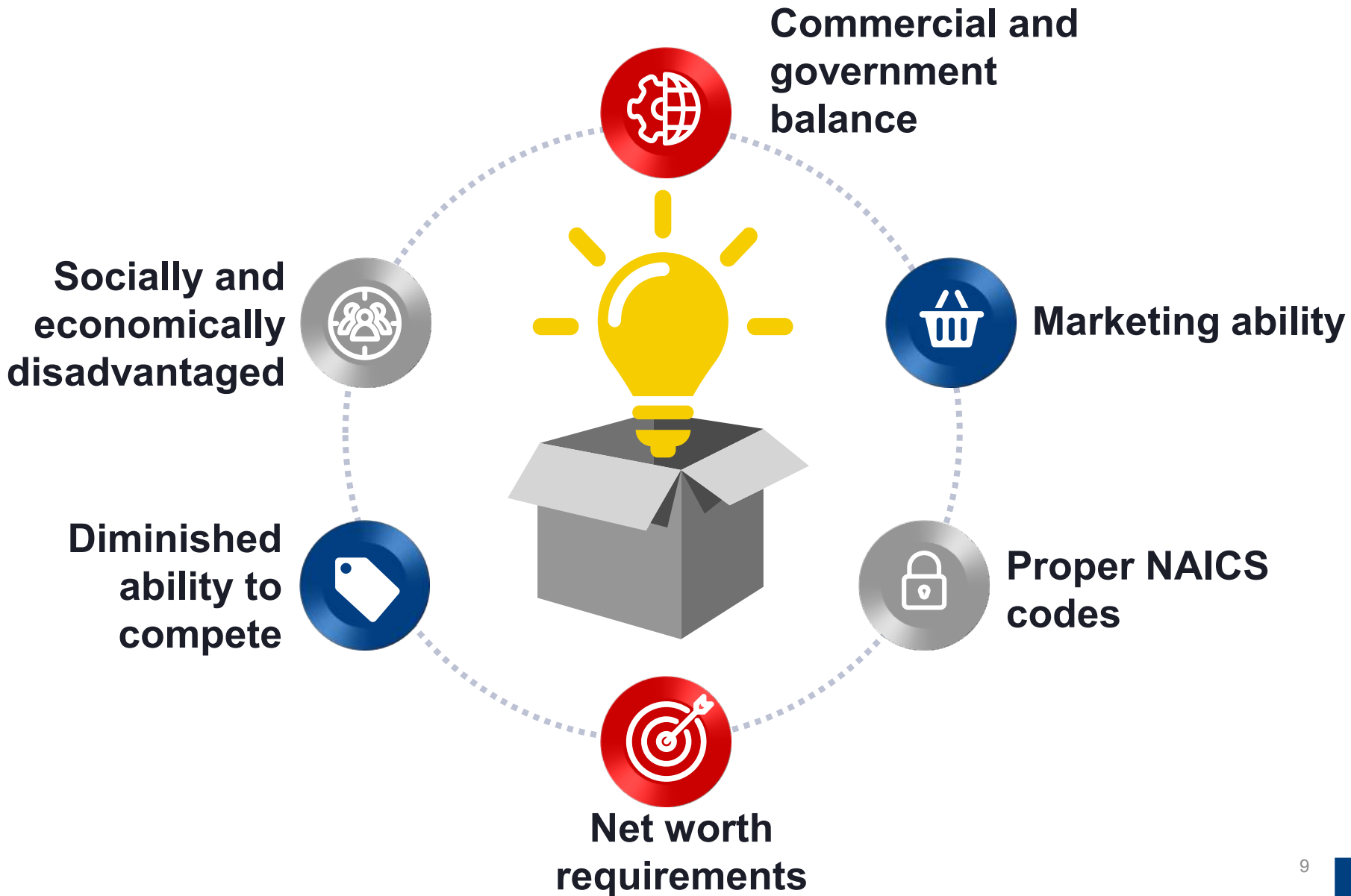
Helps thousands of entrepreneurs understand and succeed in government contracting

## 03 Ability to Thrive

Assist and graduate firms to allow them to thrive competitively



# Is the 8(a) Certification Appropriate for You?



# 8(a) Program Expectations

## *Setting Expectations*

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**Progress measurement**



**Is a business development program**



**Not suited for all firms**



**Limited total dollar value of contracts**

# Proactive Self-Marketing



Identify federal **buyers** and get to know them



Identify the agency contracting **procedures** and those who make buying decisions



Focus on areas in your **niche** and prioritize



Make **contacts** through small business events and network your business

# When Should You Apply?

*Are You Ready...*

## 8(a) Is One-time Only

01

Do you have the CAPACITY to deliver on federal contracts?

02

Do you have sufficient CASH FLOW?

03

Do you have demonstrated CAPABILITY (past performance)?

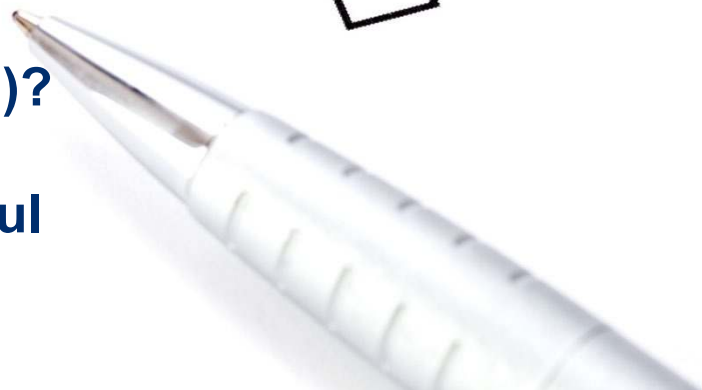
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Can you demonstrate successful PAST PERFORMANCE?

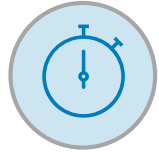
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Are you open to ADVICE on growing your business?

Yes  
 No  
 Don't know



# 8(a) Business Development Program Benefits



**SBA  
Assistance**



**Mentor-Protégé  
Agreement**



**Effective  
Strategy**



**Proven  
ROI**



**Joint  
Ventures**

# Designated Socially Disadvantaged Criteria

## Designated Groups

01

- Black American
- Asian Pacific American
- Hispanic American
- Native American
- Subcontinent Asian American

## Non-Designated Group Criteria

- Preponderance of evidence
- Race, ethnicity, gender, physical handicap, long-term environmental issues
- Chronic and substantial
- Negative impact to business advancement

02

# Economically Disadvantaged Requirements to Qualify



**Personal net worth (assets minus liabilities) less than \$250,000**

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**Three year average income is \$250,000 or less**

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**Fair market value of all assets is \$4 million or less**

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# SBA Requirements for 8(a)

1

**Small Business  
Size Standard**

4

**Business  
Requirements**

2

**Ownership**

5

**Character**

3

**Control and  
Management**

6

**Ineligibility  
Criteria**



# Waiver of the Two-Year Rule

*SBA requires a business to be operating for 2 years in order to qualify for the 8(a) program.*

**SBA MAY WAIVE THE TWO-YEAR RULE IF:**



**Business management experience**

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**Technical expertise**

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**Adequate capital**

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**Successful past performance**

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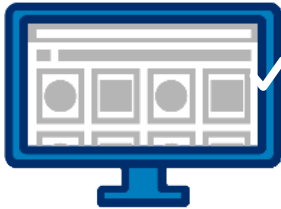
**Ability to meet requirements**

# 8(a) Application Process



## BEFORE APPLICATION

- Register for a DUNS number
- Identify NAICS code(s)
- Register with SAM



## APPLY FOR CERTIFICATION

- Review application guide
- Gather supporting documentation [certify.SBA.gov](https://certify.SBA.gov)
- Apply online at



## RESOURCES

- Access resources on the Knowledge Base
- For assistance, contact [certify.SBA.gov](https://certify.SBA.gov)

# certify.SBA.gov

## SBA Certification Portal

SBA's certification portal where businesses can submit documents to seek SBA certifications

## Automatic Migration

Pulls business information from SAM.gov

## Online Forms

Forms are completed online. No longer required to upload certain SBA forms



# Business Development Assistance Available to Program Participants

## Orientation

8(a) orientation upon approval into the program

## Referrals and Training

- Resource Partner referrals
- 7(j) Program with one-on-one counseling

## Marketing

Invitations to 8(a) business development events and other marketing assistance

## Surety Bonds

Increased contract value eligibility and assistance

# Getting the Most Out of Your 8(a) Certification



**Qualify for set-aside or sole source contract awards – helping agencies achieve success**

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**Opportunity to build capacity and grow by establishing Joint Ventures and participating in the Mentor-Protégé Program**

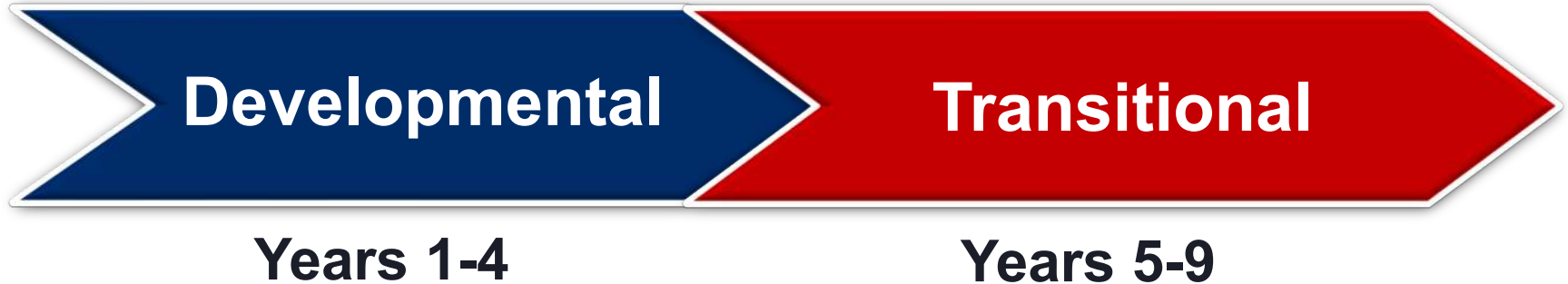
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**Access to management and technical assistance programs, guaranteed loans and bonding assistance**

# Participation and Continued Eligibility

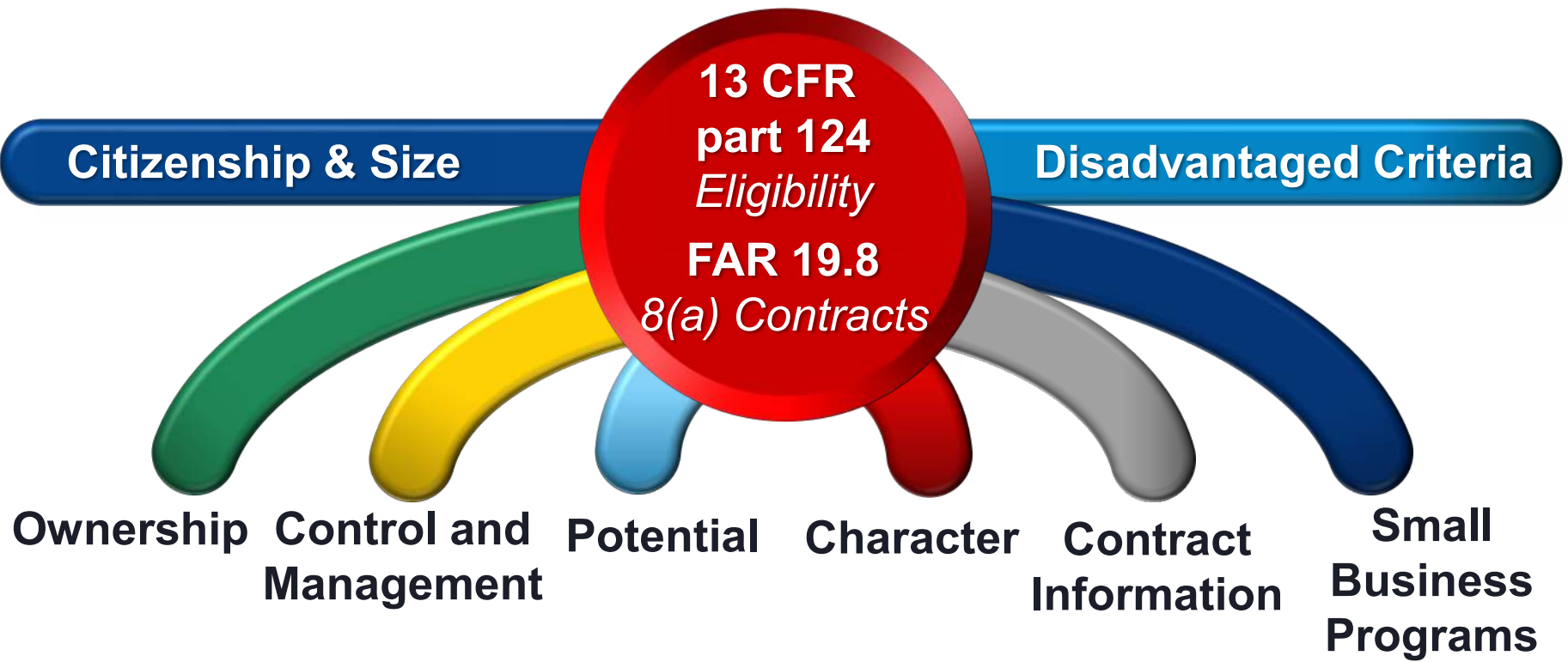
**Participation Starts at Date of Approval**



## **To maintain eligibility:**

- Submit 8(a) annual update on time
- Inform SBA of all material and business changes (prior approval required)
- Maintain SAM and DSBS profiles

# Know the Rules for 8(a) Certification



# HUBZone Certification



# Historically Underutilized Business Zone (HUBZone) Certification



**Stimulate capital investment**

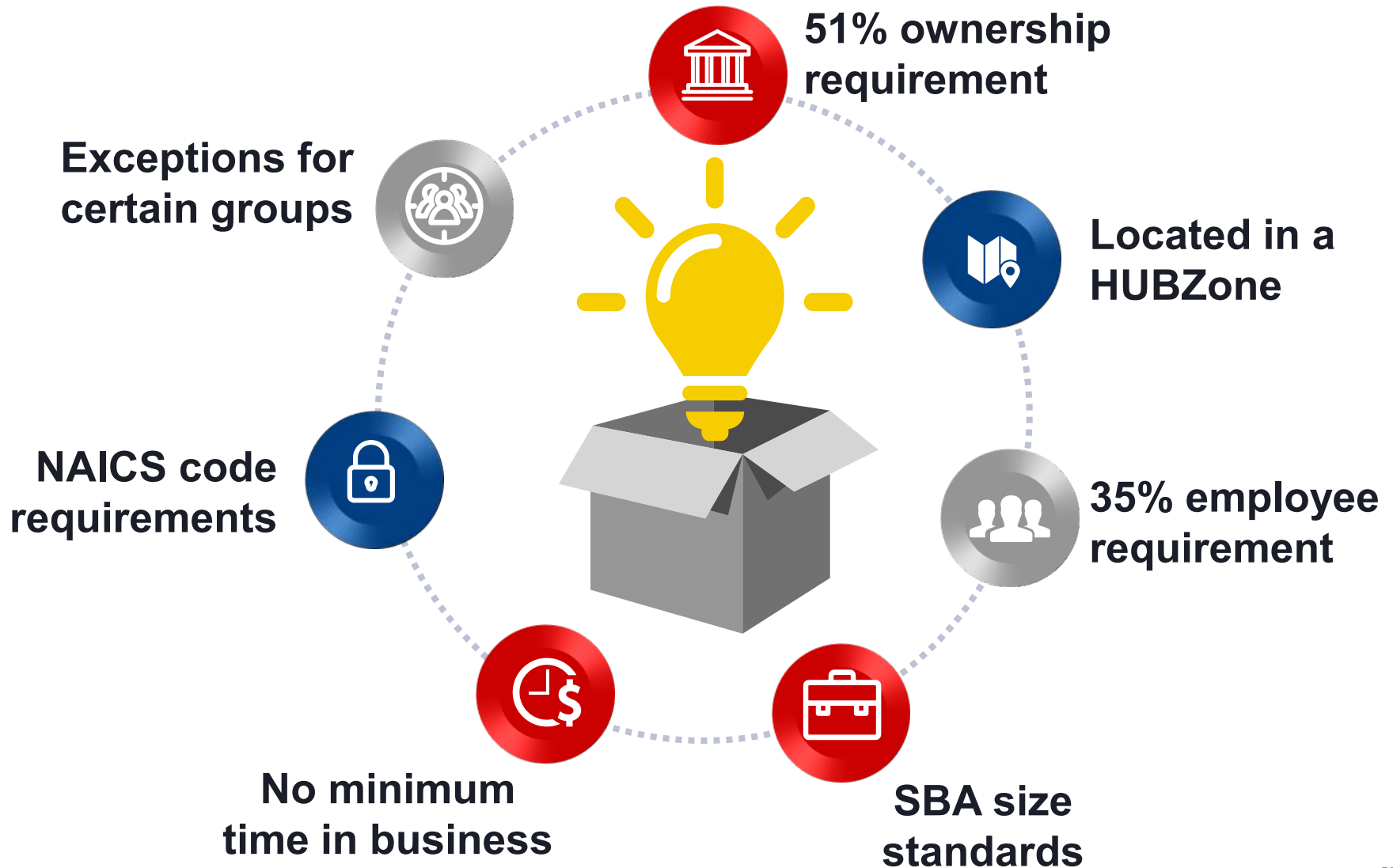
**Build capacity and grow**

**Access HUBZone set-aside contract dollars**

# HUBZone Program Purpose



# Is the HUBZone Certification Appropriate for You?



# SBA HUBZone Responsibilities

**Implements and  
Regulates  
Program**



**Streamlines  
Certification  
Process**

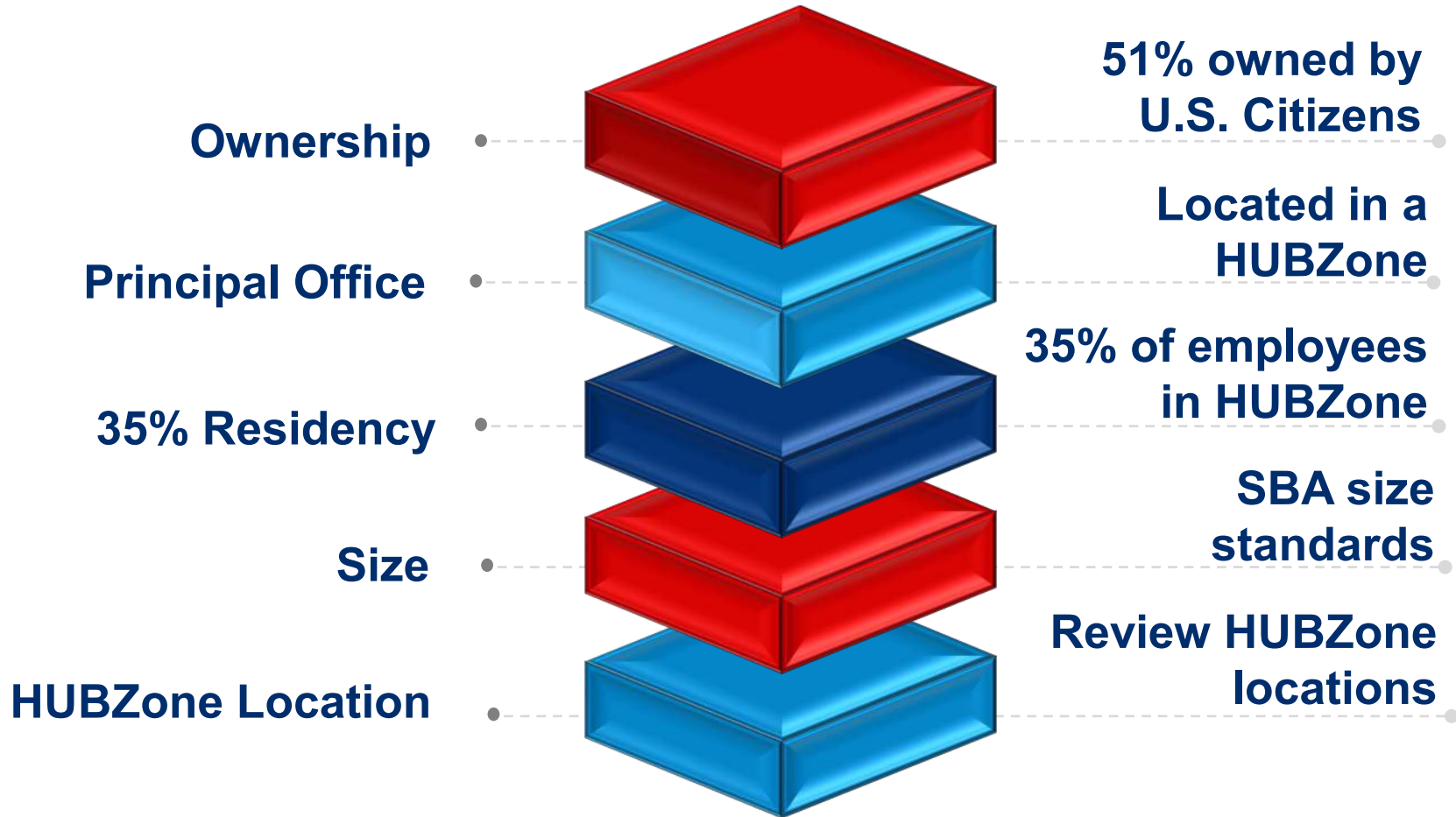


**Determines and  
Adjudicates  
Eligibility**



**Maintains  
Certification  
Listing**

# HUBZone Eligibility and Requirements



# HUBZone Application Process



## **BEFORE APPLICATION**

- View the HUBZone Primer
- Register for a DUNS number
- Identify NAICS code(s)
- Register with SAM



## **APPLY FOR CERTIFICATION**

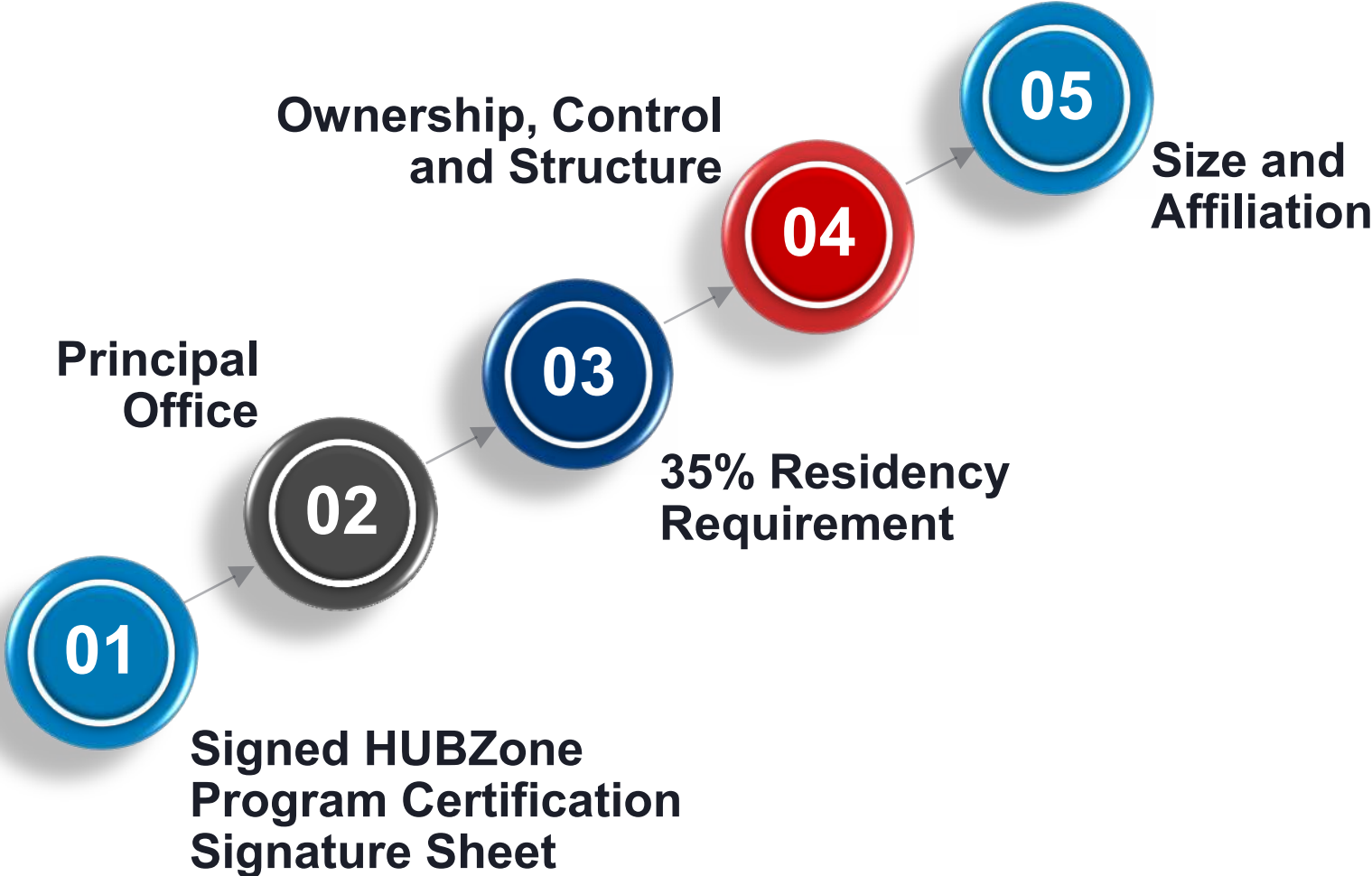
- Review application guide
- Gather supporting documentation
- Apply using the General Login System



## **DOCUMENTATION**

- Verify requested information
- Submit supporting documentation
- Update SAM profile once approved

# Supporting Documentation Requirements



# HUBZone Site Visits and Re-certification



- Participate in site visits
- Meet HUBZone criteria
- Maintain SBA standards
- Recertify every 3 years



# Getting the Most Out of Your HUBZone Certification



**Qualify for set-aside or sole source contract awards – increasing prime and subcontracting opportunities**

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**Opportunity to build capacity and grow by establishing Joint Ventures and participating in the All Small Mentor-Protégé Program**

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**Access to training, management and technical assistance programs, guaranteed loans and bonding assistance**

# Woman-Owned Small Business (WOSB) Certification

# Women-Owned Small Business (WOSB) Program

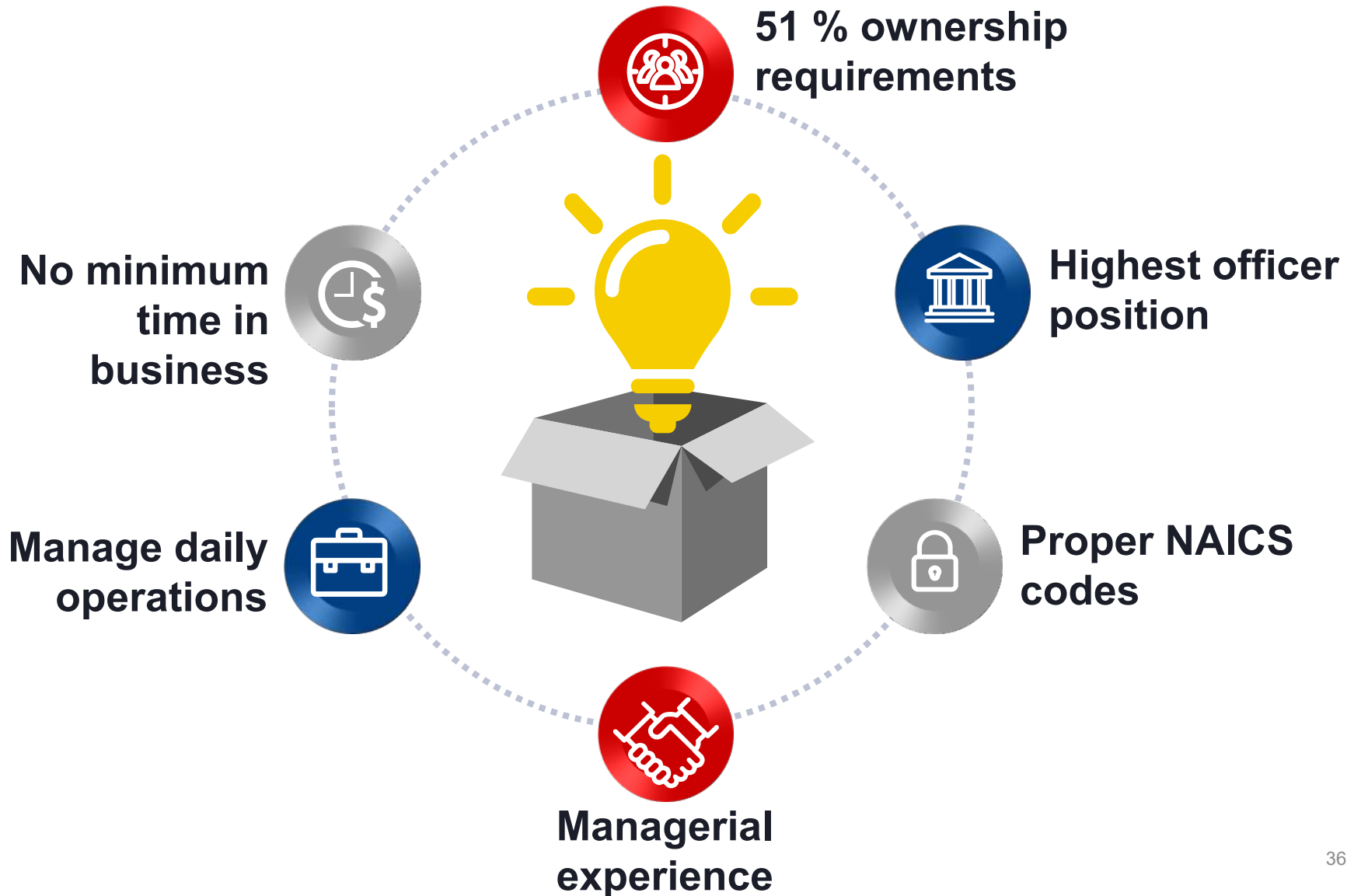


**Take advantage of annual prime contracting goals**

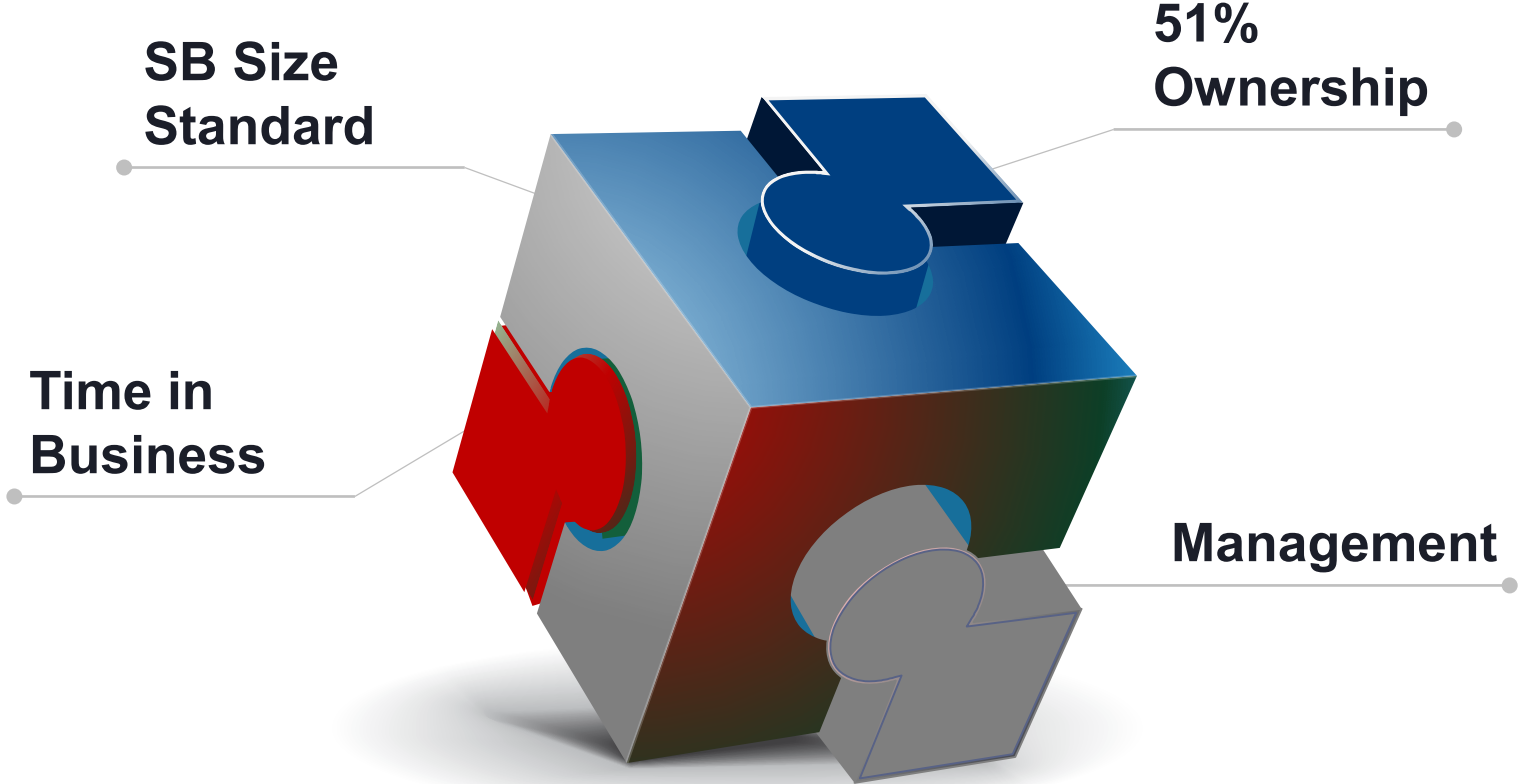
**Build capacity and grow**

**Access set-asides for WOSB and EDWOSB**

# Is the WOSB Certification Appropriate for You?



# Eligibility Requirements for WOSBs



# Economically Disadvantaged Requirements to Qualify



**Personal net worth (assets minus liabilities) less than \$750,000**



**Three year average income is \$350,000 or less**



**Fair market value of all assets is \$6 million or less**

# WOSB Eligibility Process



- Register in SAM
- Update [certify.SBA.gov](https://certify.sba.gov)
- Represent status
- Provide documentation

# certify.SBA.gov

## SBA Certification Portal

SBA's certification portal where businesses can submit documents to seek SBA certifications

## Automatic Migration

Pulls business information from SAM.gov

## Online Forms

Forms are completed online. No longer required to upload certain SBA forms





# Getting the Most Out of the WOSB Program



**Qualify for set-aside or sole source contract awards – increasing prime and subcontracting opportunities**

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**Opportunity to build capacity and grow by establishing Joint Ventures and participating in the All Small Mentor-Protégé Program**

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**Access to training, management and technical assistance programs, guaranteed loans and bonding assistance**

# WOSB and EDWOSB Set-Aside Contracts

## Industry

### WOSB

NAICS code assigned to contract is in an industry where WOSBs are **substantially underrepresented**

### EDWOSB

NAICS code assigned to contract is in an industry where WOSBs are **underrepresented**

## Rule of Two

Contracting officer has reasonable expectation that 2 or more WOSBs will submit an offer

## Award Price

Contract must be awarded at fair market price

Industries

Rule of Two

Award Price

# WOSB and EDWOSB Sole-Source Contracts

1



## Eligible NAICS Code

WOSB and EDWOSB  
eligible NAICS code

2



## Fair and Reasonable Price

Awarded at a fair and  
reasonable price

3



## Contract Value

\$6.5M for  
manufacturing or \$4M  
for all others

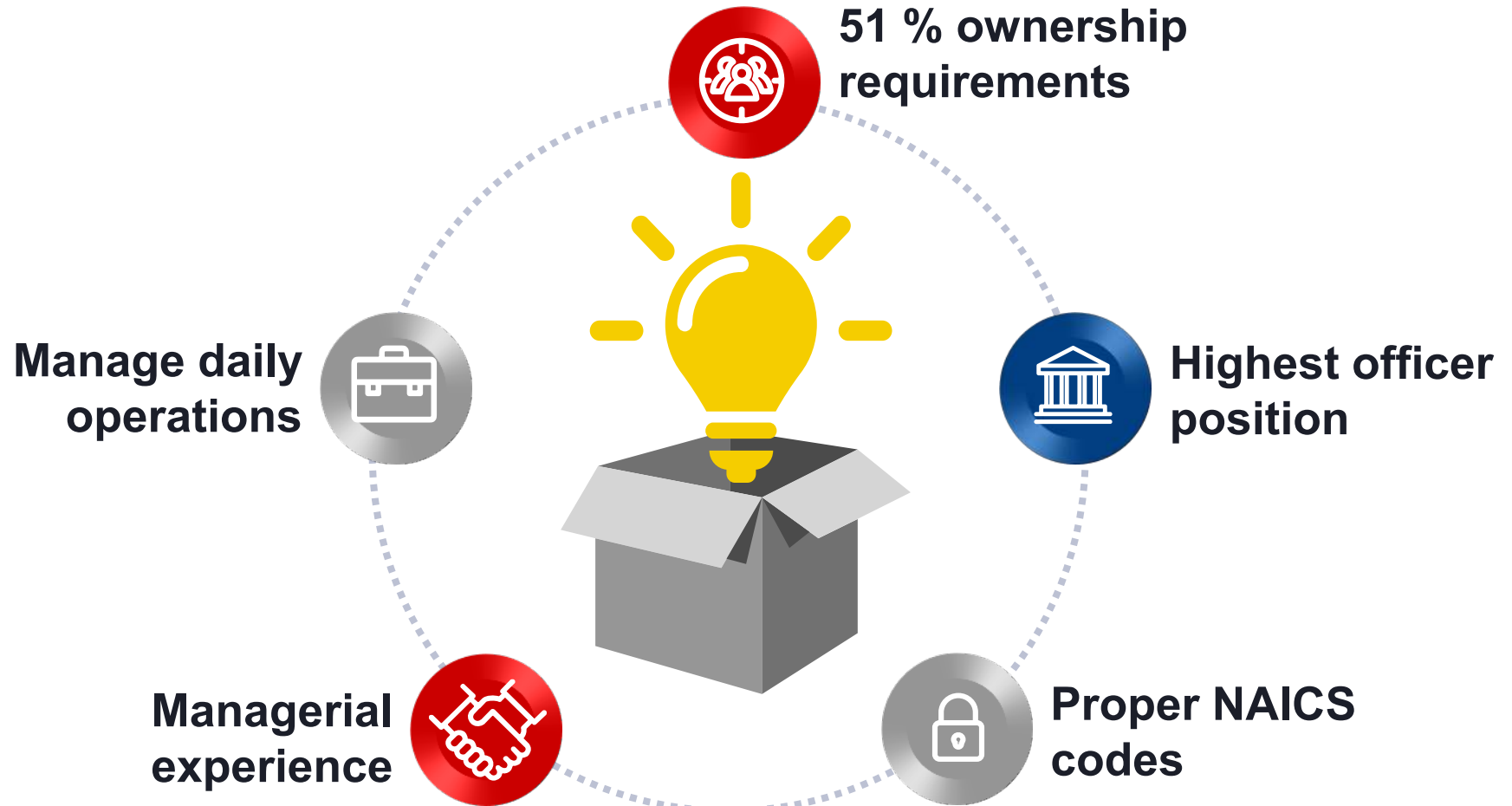
4



## Sole Source

Only (1)  
WOSB/EDWOSB that  
can perform

# Is the SDVOSB Certification Appropriate for You?



# Other Programs

*Service-Disabled Veteran-Owned Small Business*

*All Small Mentor-Protégé Program*

*Joint Ventures*

# Service-Disabled Veteran-Owned Small Business Program (SDVOSB)



**Qualify for set-aside opportunities**

**Build capacity and grow**

**Establish joint ventures**

# Getting the Most Out of the SDVOSB Program



**Enables firms to qualify for set-aside or sole source contract awards – helping agencies to meet their SDVOSB goals**

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**Facilitates development opportunities and increases growth potential by establishing Joint Ventures or a Mentor-Protégé agreement**

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**More prime and subcontracting opportunities through registration at Vetbiz.gov**

# All Small Mentor-Protégé Program (ASMPP)



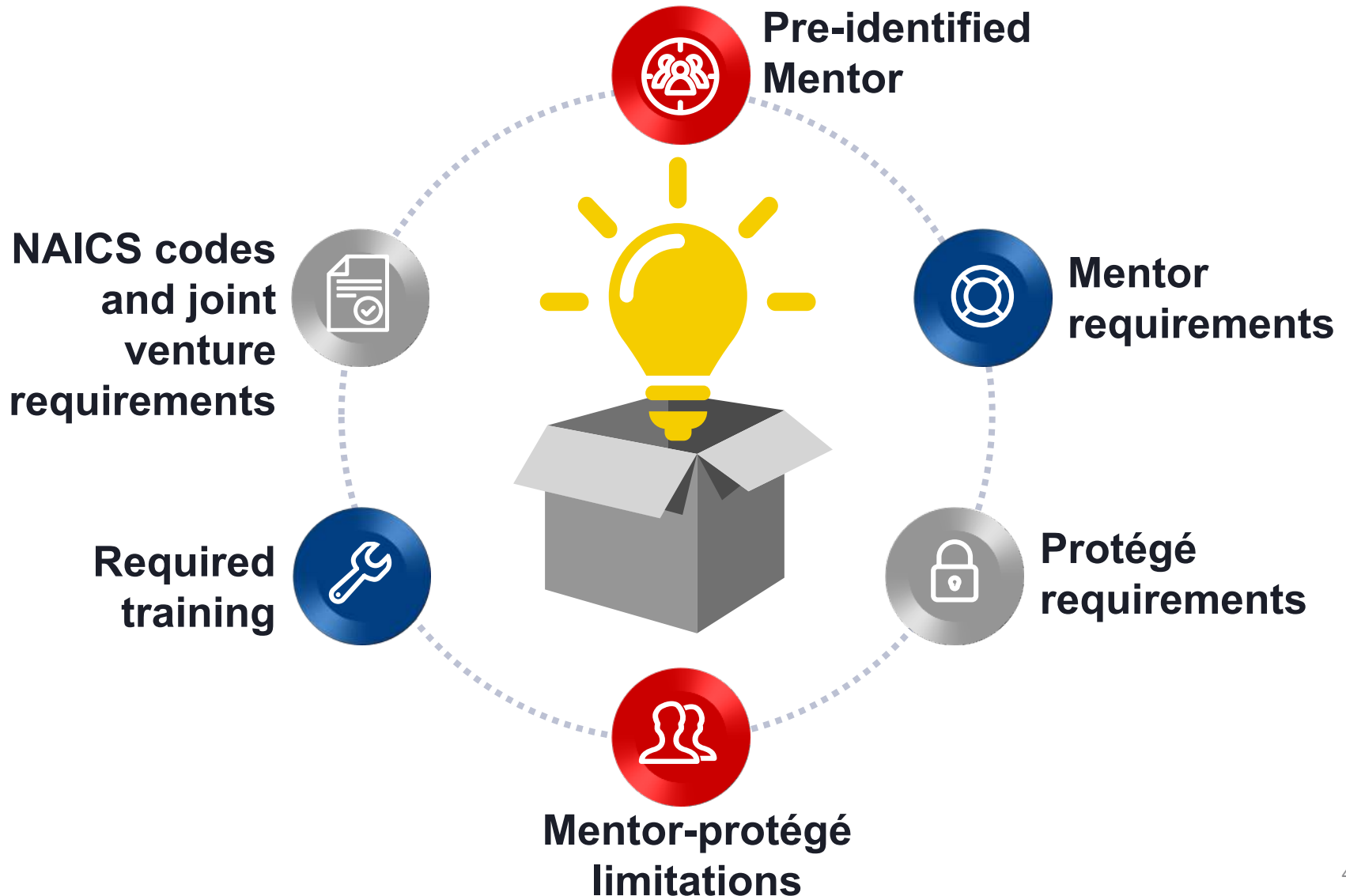
**Access business  
development assistance**

**Build capacity and grow**

**Establish joint ventures**



# Is the All Small Mentor-Protégé Program Appropriate for You?



# Getting the Most Out of the All Small Mentor-Protégé Program



**Enables firms to form joint venture—helping agencies compete for government contracts**

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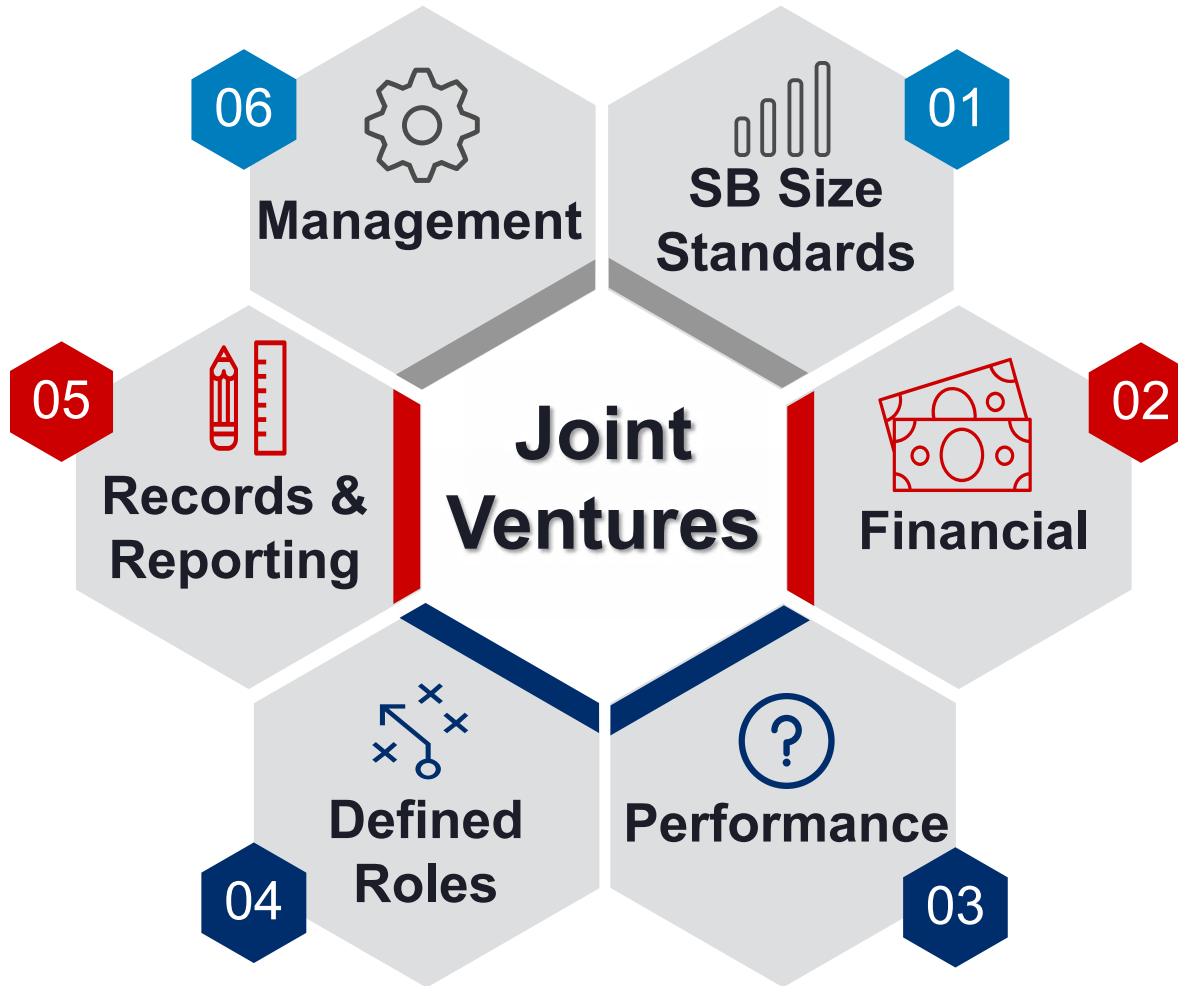
**Facilitates development opportunities, training, assistance and additional financial support**

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**Creates the opportunity to increase networks for future business growth**

# Eligibility Requirements for Joint Ventures



## District Office