


Developing a Capability Statement

Creating a visual representation of your company:
Who are you & what do you do?

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Introduction to PTAC

Procurement Technical Assistance Center (PTAC):


- Now part of the *APEX Accelerators* program
- Free assistance with all aspects of government contracting, from cradle to grave (start to finish) for federal, state and local purchasing activity
- Free one-on-one appointments
- Free workshops (Special events and extended training session may have registration fees)
- The Alaska PTAC is one of 90+ other PTACs across the US, Puerto Rico, & Guam

<https://ptcalaska.org/>
<https://www.aptac-us.org/>
<https://www.apexaccelerators.us/#/>



UAA Business Enterprise Institute
UNIVERSITY of ALASKA ANCHORAGE


The Alaska PTAC is a program of the UAA Business Enterprise Institute and funded in part through a cooperative agreement with the Department of Defense Office of Small Business Programs




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Today's Agenda

- ❖ **What is a Capability Statement**
- ❖ **Why have a Capability Statement**
- ❖ **Developing the Components**
- ❖ **Putting it all together**
- ❖ **Adding the Bling**
- ❖ **Importance of defining your audience**
- ❖ **Putting the document to use**






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What is a Capability Statement?

In its simplest form, a capability statement is a **promotional or marketing statement** about your business and its **capabilities and skills** that **advertises who you are and what you do.**



However, Capability Statements must be tailored to your audience: the government buyer or prime contractor.

Successful firms use their Capability Statement for a number of purposes:

- Required in many government registration processes
- A door-opener to new agencies
- Proof of qualification
- Proof of past performance
- It will set you apart from your competitors

<https://www.hud.gov/sites/dfiles/SDB/documents/Creating%20an%20Effective%20Capability%20Statement.pdf>



Why have a Capability Statement?

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- ❖ Written introduction to your business
- ❖ Creates Interest
- ❖ Builds Awareness
- ❖ Single component of your overall marketing strategy
- ❖ Targeted Marketing Tool
 - Tailored for a specific audience
 - Informs contractors or government of products & services
 - Creates a competitive edge
 - Informs the reader in a brief, concise, and readable format
- ❖ Supporting document for response to Sources Sought & RFI Notices



Tool




Snapshot

Thank you!



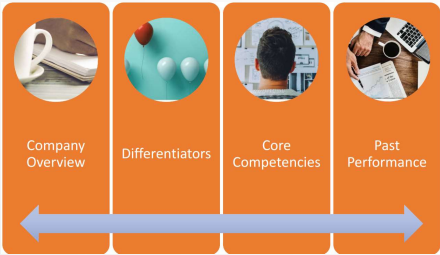
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Developing the Components

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- ❖ **What do we want the reader to take away from the document?**
 - Company Overview
 - Company name & logo
 - Contact Information: phone, email, website, QR code
 - Core Competencies
 - What do you do: sell, provide, create → what is the end product?
 - What do you offer: goods, services, construction, manufacturing
 - How are they defined: NAICS, PSC, NIGP
 - Differentiators
 - Why pick me?
 - Past Performance Data
 - Highlighted projects
 - Customer Quotes






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Developing the Components

Corporate Information

- ❖ Name & Logo
- ❖ Contact data
 - Phone number
 - Address or locations
 - Emails
 - Website
- ❖ Socio-Economic & Certification Data
 - MBE / Minority Owned Business
 - WBE / WOSB / EDWOSB
 - Disadvantaged Business / 8(a)
 - VOSB / SDVOSB
- ❖ Identifiers: UEI, CAGE





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Developing the Components

Company Overview


- ❖ Tell your story, but keep your audience in mind...
 - Company History
 - Management Team
 - Location(s)
 - Mission Statement
 - Key Personnel
 - Corporate Certifications
 - Accreditations



COMPANY OVERVIEW

Visualizing your company situation is an important step towards developing a success-oriented business strategy. Here's how to streamline your business plan process and increase clarity.

- Company Profile**
 - Who we are
 - Company history
 - Company ownership
 - Location
- Management**
 - Organizational structure
 - Managerial team
- Finances**
 - Funding
 - Key financial indicators
 - Break-even analysis
 - Profit / loss
 - Balance sheet
 - Cash flow
 - Payment plan
- Products & Services**
 - Competitive analysis
 - Sales literature
 - Usability
 - Technology
- Business Model**
 - Value
 - Customers
 - Channels
 - Customer relationships
 - Resources
 - Partners
 - Cost structures
 - Revenue streams
- Market**
 - Demographics
 - Psychographics
 - Competition
 - Customer
- Risk Management**
 - Risk areas
 - Risk indicators
 - Risk analysis
 - Measurement
 - Revision




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Developing the Components

Core Competencies

- ❖ Illustrate & spot light your company’s level of expertise
- ❖ Who are you and what do you do? List your **Core Competencies**:
 - Use brief descriptions
 - Bullets
 - Images
 - Graphics
 - Key Words
 - Industry jargon – when appropriate

This is NOT everything a firm is able to do, but the core expertise of a firm, specifically related to the audience & Its mission and identified opportunities.



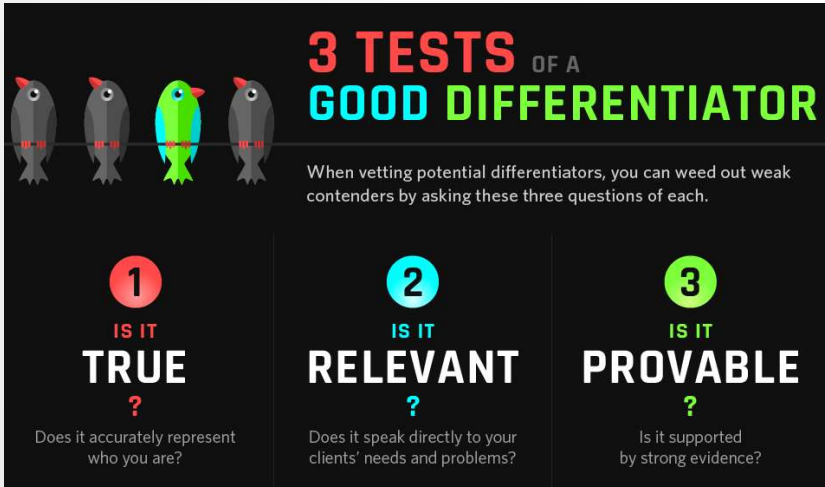


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Developing the Components

Differentiators

- ❖ What makes your company stand out?
 - Proof
 - Market
 - Value
 - Offerings
 - Benefits
 - Alternatives





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Developing the Components

Past Performance

- ❖ What makes your company stand out?
- ❖ Begin by listing past customers for whom your business has done similar work. Prioritize starting with related agency, to all federal to other government, to commercial contracts.



If the past projects do not relate to the targeted agency's needs, do not list it

- ❖ Add client satisfaction quotes / testimonials



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Defining Your Audience

Who is your target audience?

- ❖ This is not a “one size fits all” type of document! It is going to:
 - Federal or State Agency:
 - Industry event?
 - In response to a Sources Sought or RFI?
 - Potential Prime Contractor
 - Industry event?
 - In response to a specific project/solicitation?
- ❖ Can spot light specific areas of expertise instead of the company in general



Use terminology that will resonate with your audience!



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Putting the Document to Use

You've worked hard to build a Capability Statement – now it is time to use it.

- ❖ Distribute your target Capability Statements to the correct audience.
- ❖ Conduct market research to identify the right target
 - Email to agency small business points of contact
 - Email to potential prime contractors then follow up with a phone call
- ❖ Add it to your website



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In Conclusion

- ❖ Capability Statements should reflect your company both in text, color and graphics
- ❖ This is not a one-size fits all document! Write to your audience using language and terminology that will resonate with the reader
- ❖ Keep the writing brief and be concise
- ❖ Use bullet lists instead of long sentences
- ❖ Add photos or graphics to add visual interest
- ❖ Put your finished documents to use! Email to potential prime contractors, contracting staff and/or program staff
- ❖ Keep the document updated
- ❖ Make sure that your company contact information is easy to find and is complete





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Questions?

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How can the Alaska PTAC help you?