



**Vandenberg Air Force Base Small Business  
Conference**

**WOSB/EDWOSB Certifications**

**Presented by**

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# Basic Questions to Start

Are you registered in SAM, SBA Profile, Are you certified?

Do you have a business plan?

Do you have corporate/legal documents

Do you have a marketing plan, and does it include your certification?

Now, the tough question, Can you tell me what your is about in 30 seconds or less, one minute or less?



# Certifications

Basic Steps to Certification

WOSB/EDWOSB/WBE – What is the Difference and how do they impact you?

The SBA has identified 113 Industry sectors (with 4 digit NAICS Codes) where WBO's are underrepresented. List available at our table  
SBA's WOSB Program regulation at 13 C.F.R. § 127.505.

# The Importance of Certification

- \* **The Federal government must spend 5% of its acquisition dollars with Women Owned businesses**
- \* **The Opportunity for “Set Asides”**
- \* **The requirement must state an underrepresented NAICS Code**  
**The “Rule of Two”**
- \* **The Contracting Officer must feel the contract can be awarded at a “fair and reasonable price”**



# WOSB/EDWOSB Certification

- And approximately 92 – 6 digit NAICS Codes that are eligible for WOSB certification
- There is no cross polonization of certifications for WOSB other than 8(a) owned by a woman.
- If you are certified 8(a), you still must go through the repository on the SBA portal
- Other certifications –DBE
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## EDWOSB/ WOSB Certification Benefits

➤ EDWOSBs will now be eligible for contract participation in 21 designated NAICS industry groups, along with the 92 NAICS industry groups identified for WOSB.

- Starting in December of 2015, the government can now award SOLE SOURCE Awards to WOSB's under FAR

- And, **Contract value must be under 4 million including option years except for manufacturing which is 6 million**



# 3C1P, the importance of a Capability Statement

Now what is that?

The single best strategy to build a business

Capability

Capacity

Credibility

Past Performance



An American flag is shown in the top left corner, waving. The rest of the top half of the slide is a dark red background with a subtle, abstract pattern of light-colored lines and dots.

# What happens when you identify an opportunity?

Market research

Incumbents

Pricing

Knowing the Federal Acquisition Requirements  
(FAR/DFARS) and the Code of Government  
Regulations or CFR for the Feds





# Some Strategies to Consider

When two or more businesses create an agreement to pursue contracting opportunities, they form a Team

Types of Teams;

Joint Venture, Mentor/Protégé through WBENC or NAWBO for WOSB/EDWOSB, Sub-Contract Agreements



# Some Offers to close

CFR & Associates Business Services

- Business Development
- Capability Statements
- SDVOSB/DVBE certification support
- Business Plans, marketing plans,

William J. Osgood, Certified Business Coach

CFR & Associates (805) 351-3724

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