

PURSUING GOVCON CHECKLIST

ABOUT TWENTY39

Twenty39 uses data to create simple solutions for complex problems. We take away the guesswork of the government contracting (GovCon) process.

Our proprietary service offering takes away the guesswork in the GovCon process and provides a tailored, simple, and repeatable process to identify and follow through on the opportunities that are right for your business, give you the highest chance of winning more contracts, and stop the cycle of spinning your wheels chasing random opportunities that drain your energy, motivation, and bank account.

ABOUT THIS CHECKLIST

This checklist is provided as a useful resource to aid small businesses in the business development and sales activities within the U.S. government contracting market. If you are a new entrant to government contracting there are several activities that we recommend you complete prior to using this checklist to include being registered to do business with the government in sam.gov, learning about the government market structure and purchase process, acquire a basic understanding of the [Federal Acquisition Regulations \(FAR\)](#), and conduct market [research](#) about your product/service offering(s).

[Schedule a free consultation](#) if you need assistance.

FIND YOUR BEST FIT AGENCY

TASK	
Source your current network to determine where you have relationships that can support partnerships for subcontracting. What agencies are these partners operating within?	
Research what agencies are buying your products and/or services. Make sure you look at expiring opportunities (at least up to 18 months), in addition to shorter turn opportunities.	
Select 3-5 agencies to focus on for additional research to determine which agencies are most aligned with your company qualifications (small business, corporate certs, etc.), contract vehicles (or lack of vehicles), and culture.	
Reach out to your top 2-3 agencies and have a conversation with the OSDBU to introduce your company, ask about any special programs (innovation opportunities, etc), and ask about how simplified acquisitions and micro-purchases are procured for the agency. You may have additional questions based on things you found in your prior research done for the agency.	
Make sure to research the competitors operating in your top agencies. These companies can potentially serve as teaming partners for subcontracts.	

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BUILD YOUR OPPORTUNITY PIPELINE

TASK	
Determine your Bid/No Bid criteria	●
Create your pipeline framework. We suggest you have at least 5 phases (examples: Identify, Qualify, Capture, Proposal in Progress, Proposal Submitted)	●
Set up an automated search agent for new opportunities. UC San Diego digital Library has a solid list of government terms and acronyms on their site, but no longer include DoD terms. You can acquire a list of DoD terms from the Joint Chiefs of Staff (JCS) DoD Terminology Program . These lists are by no means comprehensive but are extensive and useful.	●
Identify at least 10 contracts in your product or service area that are likely to come up for bid in the next 6-18 months. Total contracts in your pipeline should consider your overall strategic plan, but this is a good start.	●
Identify 3-5 sources sought/RFIs that are currently posted for submission	●
If you are a new business identify government agencies that buy through “new vendor” friendly mechanics (e.g. SAP and micro-purchases)	●
·Reach out again to your agency’s OSDBUs and any government programs contacts you have identified	●

BRAND AND MARKET YOUR PRODUCTS/SERVICES

TASK	
Develop a list of topics to follow, write about, and share on social media platforms with target client base (LinkedIn is a top platform for GovCon)	●
Develop branded assets (articles, resources, etc.) to post related to your core competencies and highlight your differentiator	●

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BRAND AND MARKET YOUR PRODUCTS/SERVICES

TASK	
Build out a schedule to share assets and thoughts that align with your company brand and core capabilities	<input type="radio"/>
Identify your top 3 primes you would like to work with at each target agency and register in their small business/supplier database if they have one. You can find this on the prime's website.	<input type="radio"/>
Reach out to the prospective primes and gauge their interest in partnership and joint capture	<input type="radio"/>
Identify and join trade associations in your local region and that are relevant to your product/service area and/or associated with your business size.	<input type="radio"/>
Identify events where you can meet potential customers.	<input type="radio"/>
Connect with relevant agency OSDBU's and other government contracting organizations that align with your target agencies and core service/product market.	<input type="radio"/>

GOVERNMENT CONTRACTING RESOURCES

SBA Government Contracting Assistance Programs
<https://www.sba.gov/federal-contracting/contracting-assistance-programs>

Procurement Technical Assistance (APTAC)/APEX Accelerators
<https://www.aptac-us.org/> / <https://www.apexaccelerators.us/#/>

Federal OSDBU Directors Interagency Council
<https://hallways.cap.gsa.gov/app/#/gateway/federal-osdbu-directors-interagency-council>
This site includes a list of federal OSDBU offices and links to their respective websites.

Small Business Development Center
<https://www.sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc>

GSA Support Solutions for Small Business
<http://www.gsa.gov/smallbusiness>