



THE WBDC IGNITES BUSINESS GROWTH

The Women's Business Development Center (WBDC) was founded in 1986 and is a 501(c)(3) nationally recognized leader in the field of women's business development and economic empowerment. Its mission is to support and accelerate business development and growth, targeting women and serving all diverse business owners, in order to strengthen their participation in and impact on the economy.



WBDC

PROGRAMS AND SERVICES



COACHING/CURRICULA

- Strategic one-on-one and group business advising
- Specialized cohort-based curricula and workshops
- Online/on demand library



CONTRACTS

- Private sector procurement opportunities
- Public sector contracting assistance
- WBE certification



CAPITAL

- Financial education
- Debt and equity placement
- Direct lending

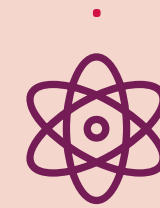
ABOUT THE ILLINOIS PTAC

As an Illinois PTAC, we receive funding from the State of Illinois. This allows us to provide you assistance at no cost to you. Our assistance comes in the form of teaching, mentoring and coaching. We also provide our clients with a complete set of tools to research and identify contracting opportunities.



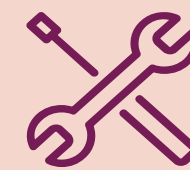
WIN CONTRACTS

Illinois businesses won nearly 400 government contracts, worth nearly \$650 million in FY 2021 with the help of the Illinois PTAC



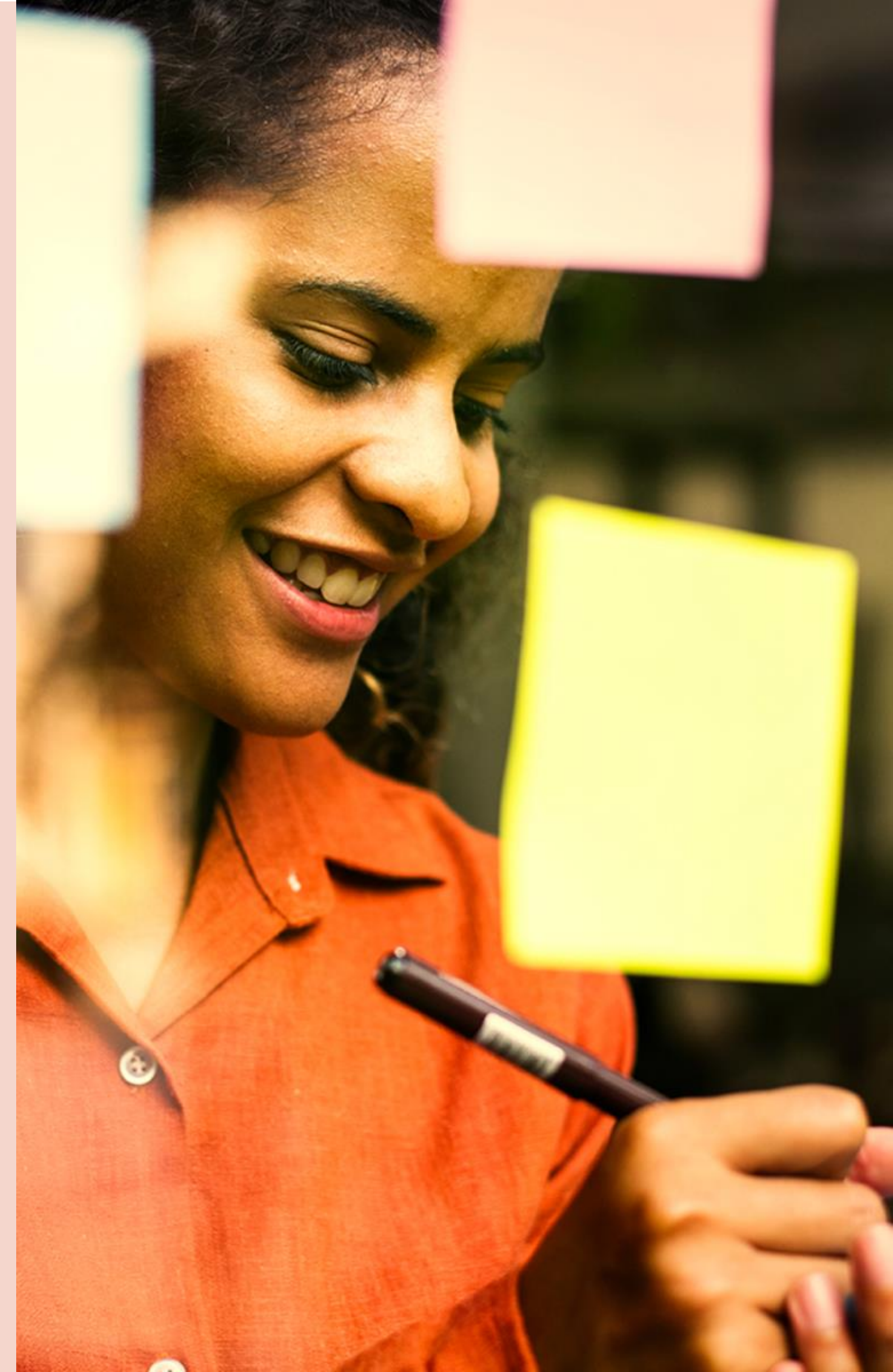
BUILD KNOWLEDGE

Illinois PTACs help businesses conduct market research, find opportunities and establish relationships



CREATE JOBS

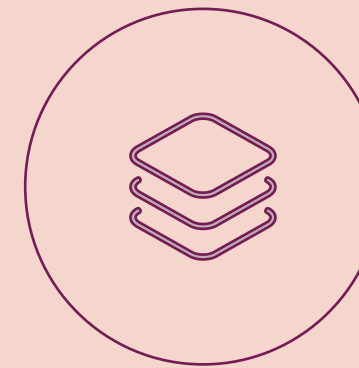
Illinois businesses created 551 jobs and saved 303 jobs with the help of Illinois PTACs in FY 2021



ILLINOIS PTAC SERVICES

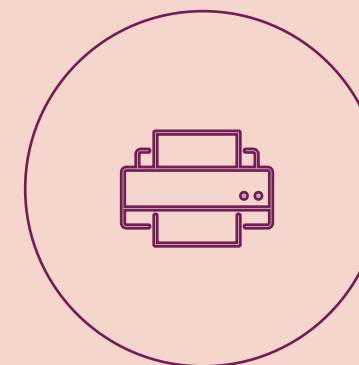
The Illinois PTAC offers a wide variety of services to help you succeed with government contracting.

WBDC 



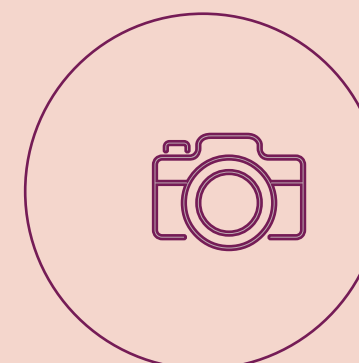
MARKET RESERACH

Conduct market research, find government opportunities, and establish relationships with agencies. Read and understand government bid and proposal solicitations



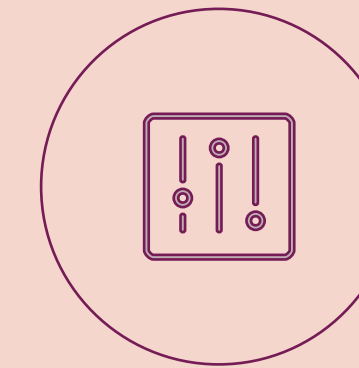
REGISTRATIONS

Execute SAM and other governmental vendor registrations.



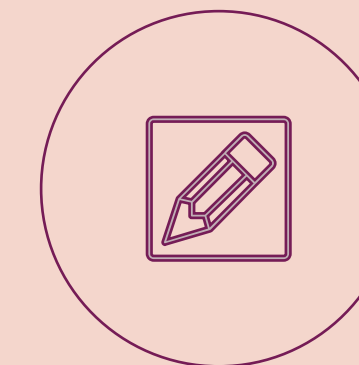
FIND PARTNERS

Locate businesses- large and small- to form partnering agreements between firms.



PREPARE TO BID

Prepare, review, and finalize a bid or proposal. Locate technical information and pricing data. Prepare for pre-bid conferences, short-list interviews, debriefings and pre-award meetings.



CONTRACT ASSISTANCE

Understand RFID, UID, and packaging standards. Participate in electronic and other Internet-based bid opportunities. Handle post-award contract administration.



CERTIFICATION

Navigate 8(a) HUBZone, WOSB, EDWSOB, DBE certifications and Veteran-owned verification.

HOW DOES GOVERNMENT BUY WHAT I SELL?



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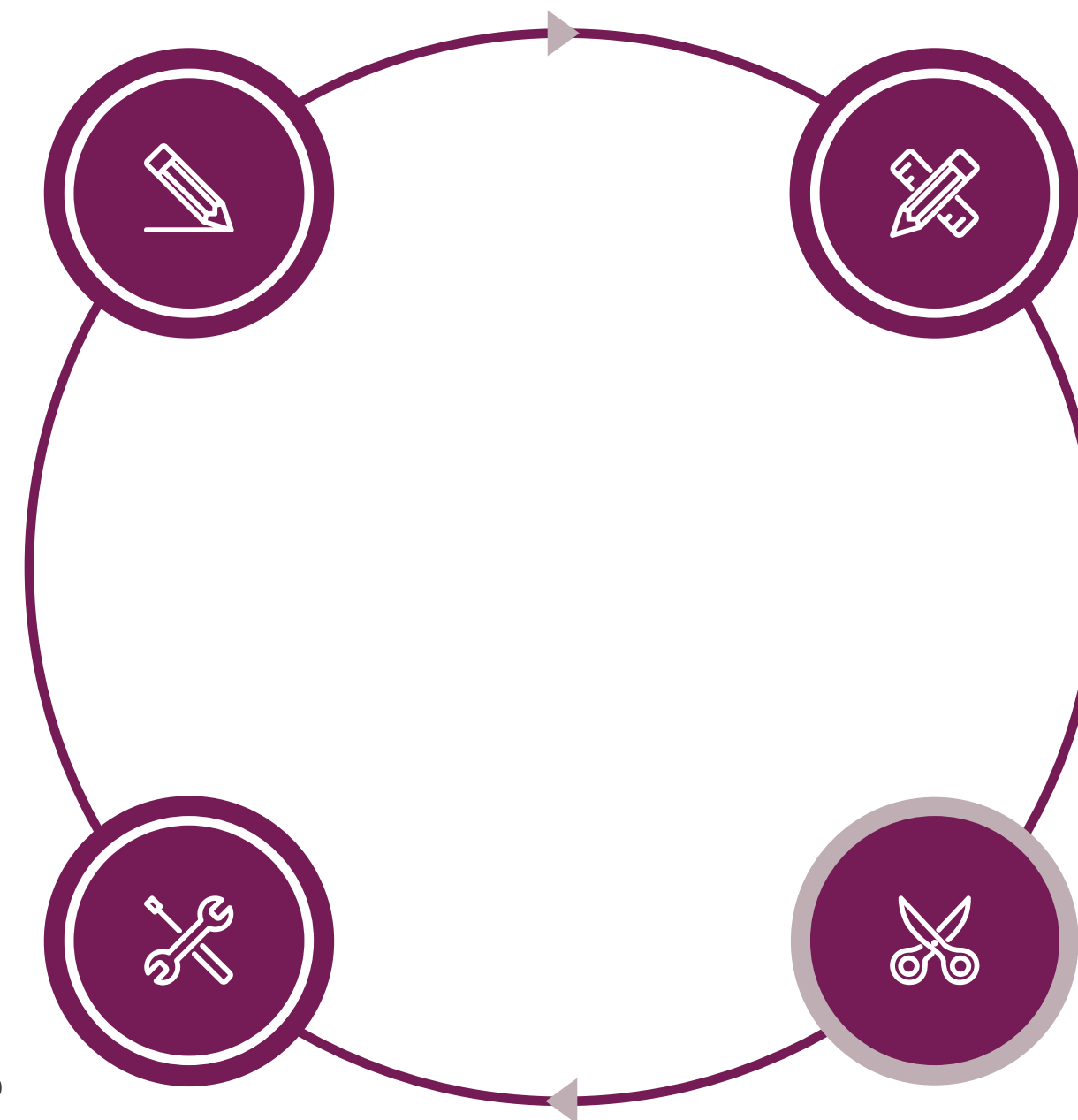
FOCUS: WHERE IS THE BUSINESS I CAN WIN?

CAPACITY

Who has contracts that I can complete on my own with my staffing and finances?

SUCCESS

What does your track record show about what you do really well?



RELATIONSHIPS

Who do you know from prior projects or prior employment?

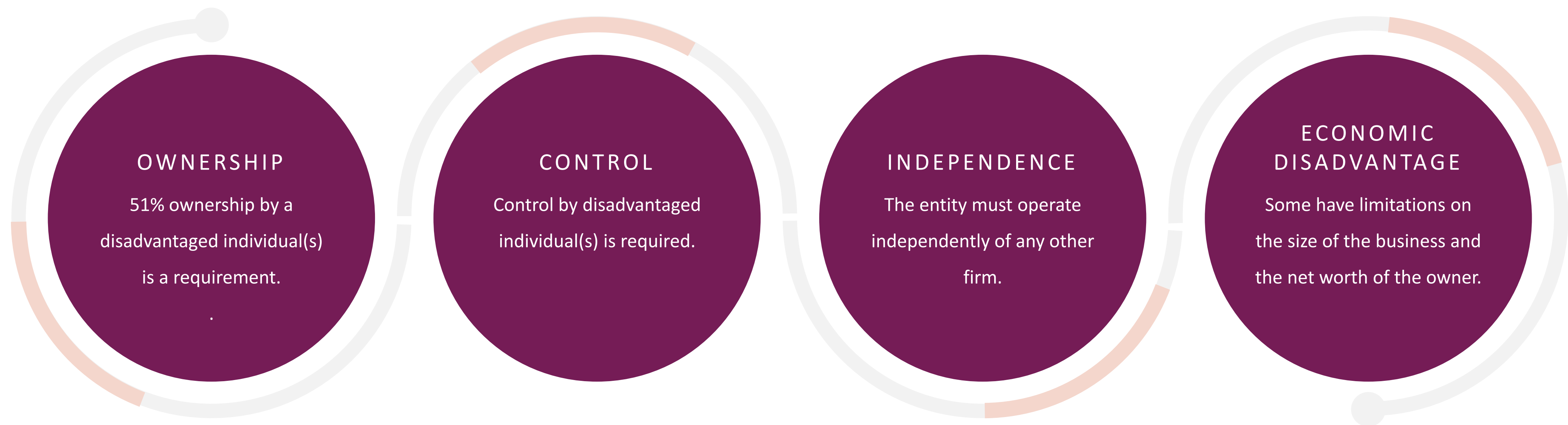
VALUES

Who has values that align with yours?

CERTIFICATION



CERTIFICATION REQUIREMENTS



Be sure that you understand your certification's requirements BEFORE you apply!

WHICH CERTIFICATION IS BEST FOR ME?

Types of Certification

There are many different types
of certifications to choose from.

FEDERAL

Best if you are interested in working with the federal government. Some are self-certifications done easily through SAM.gov

CITY OF CHICAGO & COOK COUNTY

Good local government certification. Good if wanting to work with the City, the County, or a sister agency. The City and County have direct reciprocity.

STATE OF ILLINOIS

Has a recognition process where you can use another certification to get certified. Process to have the certification recognized is quick- about 10 days.

WBENC AND CMSDC

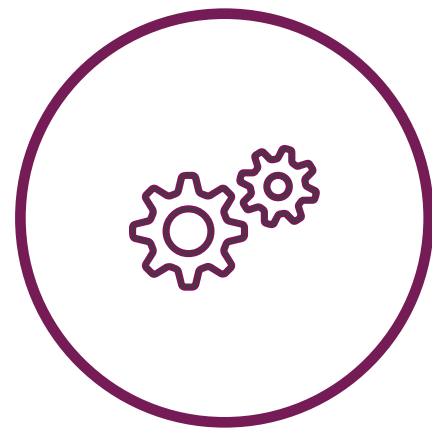
Private certifications that are good if you are looking to do work in the private sector.

REGISTER WITH YOUR TARGET AGENCIES



REGISTER

Once you have identified who buys what you sell and how you will sell to that government agency, the next step is to make sure you have all the proper registrations to do business with that government agency.



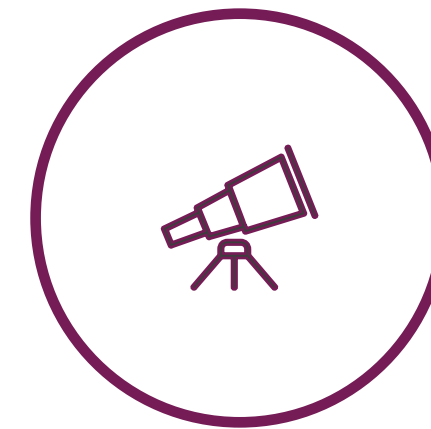
SUBCONTRACTORS

Don't always need to register, but it doesn't hurt!



PRIME CONTRACTORS

Some agencies require a registration, others don't but if acting as a prime it is almost always a good idea to register with that agency.



BOTH

If you are planning to be both a prime and a sub, it doesn't hurt to register.

CAPABILITY STATEMENT

A capability statement is like a resume for your business. It should be a one-page, easy to read document that helps potential customers quickly understand what your company does. Keep it short, snappy and to the point.

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C A P A B L E

CAPABILITY STATEMENT

WBDG

Core Competencies

Short introduction statement relating the Company’s Core Competencies to the agency’s specific needs followed by keyword heavy bullet points.

Tailor your Capability Statement to reflect your audience and targeted opportunities. An example first sentence is, “[Your Company Name] supports the [Target Agency or Prime Contractor] in its mission [add the agency mission statement] by providing: [Keyword heavy bullet points]

TargetGov Tips:

- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint or other format

Differentiators

Identify what makes you different from your competitors and how this benefits the targeted agency. Use metrics!

TargetGov Tip: Relate your key differentiators to the needs of the agency, prime or teaming partner.

Use metrics – measurable statistics have you accomplished in your company’s history.
Ex: Installed xx,xxx s.f. of _____
Placed x,xxx FTEs
Saved over \$x,xxx for the government
Managed xxx projects, etc

Company Data

Put one very brief paragraph of company description detailing pertinent facts here.

TargetGov Tip: Readers will visit your website for additional information. Make sure your website is constantly updated and government-focused.

List Specific Codes:

- DUNS
- CAGE Code
- NAICS
- Accepts Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other Federal Contract Vehicles
- BPAs and other federal contract numbers
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, WOSB, etc.

Past Performance

List past customers for whom you have done similar work. Prioritize by related agency, to all federal to other governments to commercial contracts. If the past projects do not relate to the targeted agency’s needs, do not list.

Formatting:
Name of the Customer: Agency, Department, or Company. Contract # (if applicable), Value, Timeframe, Brief description of the work done.
Include metrics and/or customer benefits. End with Contract: Name, Position/Title, Email, Phone

TargetGov Tip: Ideally include specific contact information for immediate references. Include name, title, email, and phone.

Your company name and address, phone numbers (voice, mobile, and fax), email, website
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CORE COMPETENCIES

Describe in short, bulleted phrases exactly what your company does. Use keywords and bold them. You can tailor this section to a specific opportunity if you have various specialty areas.

DIFFERENTIATORS

Describe in a succinct way why you are better than your competition. Use data or metrics if possible.

COMPANY BRANDING AND DATA

Include basic data about your company, your logo and other demographic information. List your company’s NAICS codes, UEI number, and socio-economic designations.

PAST PERFORMANCE

References for work you’ve done that is similar work as targeted agency or corporation. If past projects don’t relate to the targeted agency’s needs, do not list them. If new to your industry, get experience before pursuing government contracts



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THANK YOU



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