



Government Procurement Cycle

Procurement Technical Assistance Center (KYPTAC)

www.KYPTAC.com

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KYPTAC is a federal program designed to assist Kentucky companies that want to compete for and win government contracts

Statewide program designed to grow Kentucky's economy one business at a time

- Coach, Train, and Equip KY businesses to work in government space
- Resource to assist entrepreneurs with strategy and engagement
- Resource to connect businesses with opportunities
- Resource to support businesses in execution
- Focused on results in terms of business growth
 - Coach – one-on-one counseling
 - Train – targeted training
 - Equip – research and bid match



Expanding Kentucky's economy one small business at a time

Employ a proven one-on-one counseling paradigm

Not just events – Counseling focus is one-on-one with the business (client):

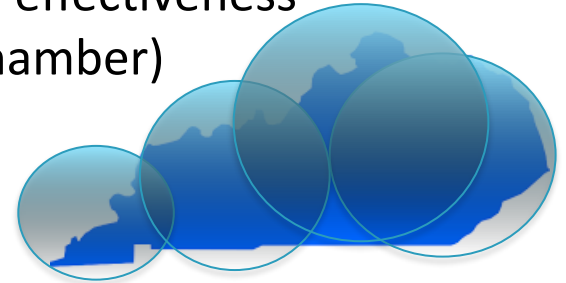
- KYPTAC counselors conduct one-on-one counseling directly with clients
 - 840 active clients
 - Over 2500 hours devoted to individual counseling per year
- Customized training for targeted businesses
 - Over 120 webinars or live training events per year
 - Work with regional partners to target specific needs
- Work with clients to research market and develop a custom strategy that fits their capability
- Meet the client's needs – not just a call center or FAQ site

Key to KYPTAC success is Mentorship

Effective use of existing KYPTAC statewide network and processes to enhance KY businesses

Effective program multiplies business resource partner effectiveness

- Not tied to a particular program (i.e. SBDC, ADD, Chamber)
- Supports each region's ecosystem directly
- Meets entrepreneurs/businesses in "their space"
- Sustains businesses through growing pains
- Assists entrepreneurs in transition to a sustainable small business
- Supports start ups as they expand and grow into enterprises
- Supports the state effort to bring larger business enterprises to the state by providing a robust pool of talent and supplier diversity



Work with and leverage other small business resource partners

Results – exceeded federal metrics every year

Investment of \$547,033 federal funds resulted in a geographically diverse, functionally aligned, competitive cooperative agreement that resulted in:

- 840 Kentucky companies served
- 2500 counseling hours
- 123 opportunities to train and interact with Kentucky businesses
- \$986,410,000 in contract dollars won by KYPTAC clients
- 1800:1 return on investment of federal dollars
- 20,000 jobs retained by Kentucky companies (using DLA metric)

986,410,000 represents an 1800:1 return on investment

Support all Businesses in the Commonwealth

Leverage business support services in each RISE cluster to support:

- **Entrepreneurs** – Support engagement and develop strategy
- **Start ups** – Explore markets and make connections with primes
- **Small businesses** – Connections and assistance with contracts
- **Established businesses** – Connections and assistance with supplier diversity
- **Large defense primes** – Connections and assistance with supplier diversity
– work with CED to improve probability of moving to or staying in KY
- **State and municipalities** – Assist procurement professionals with supplier diversity and quality in-state supply chain

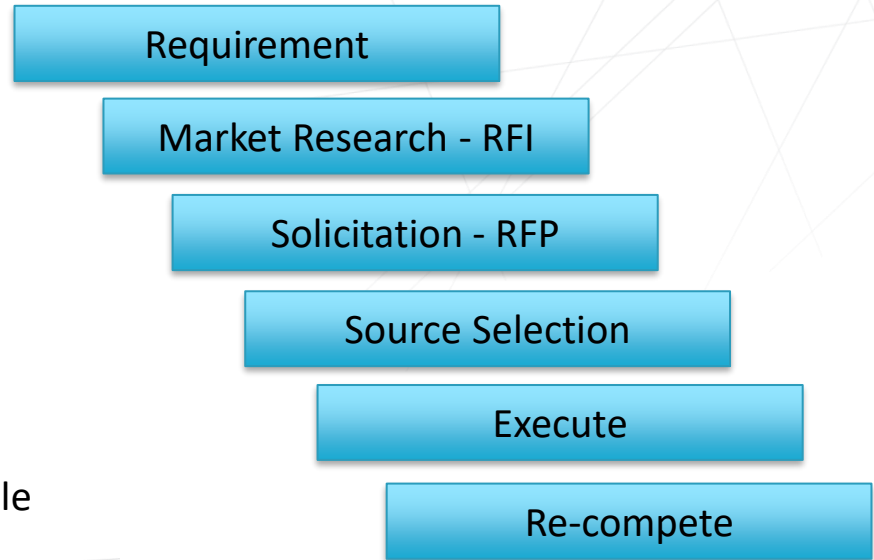
Stakeholders

Examples of training opportunities

- Introductory type classes (such as SAM, DSBS, DIBBS, FAR, DFARS, CFR, USC, socio-econ preference programs, etc.)
- Understanding the government acquisition cycle
- Understanding how to read government solicitations Understanding iRAPT, WAWF, CPARS
- Preparing bids & proposals seminars
- Accounting procedures to satisfy DCAA requirements
- Subcontracting & Teaming 101 as well as advanced topics
- WOSB Program
- Veteran owned business verification & certification
- Understanding GSA schedules
- Marketing to state & local government
- Small Business certification programs
- Understanding impacts of Privacy & Cybersecurity Laws
- HUBZone road show
- Legal aspects of government contracting
- Topics evolve based on client feedback

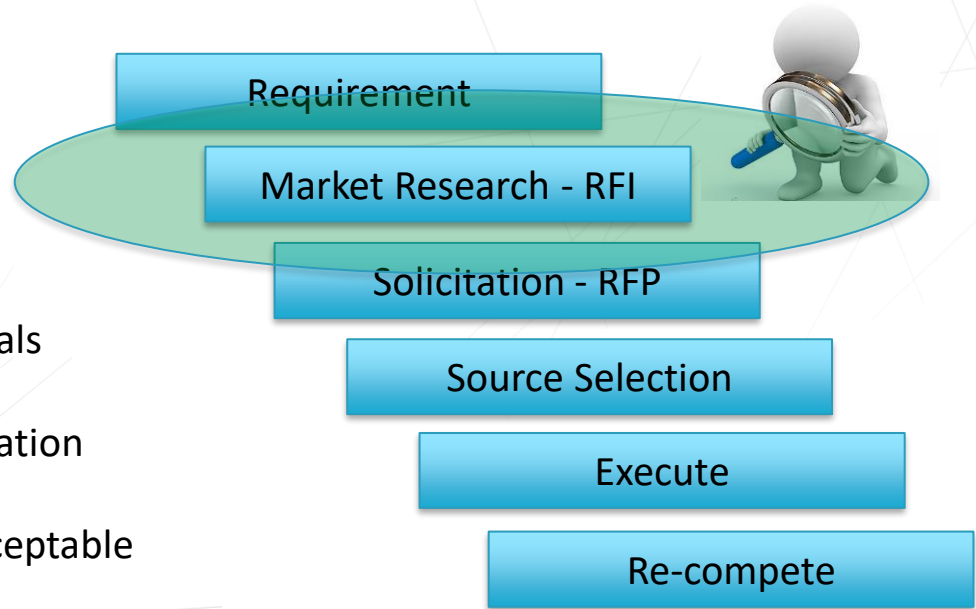
Government Procurement Process

- Requirements Zone
 - Pre-solicitation
 - Needs identification
- Market Research Zone
 - Request for information
- Solicitation Zone
 - Draft request for proposals
 - Request for proposals
- Source Selection Zone – Evaluation
 - Best value
 - Low price technically acceptable
 - Award the contract
- Performance Zone



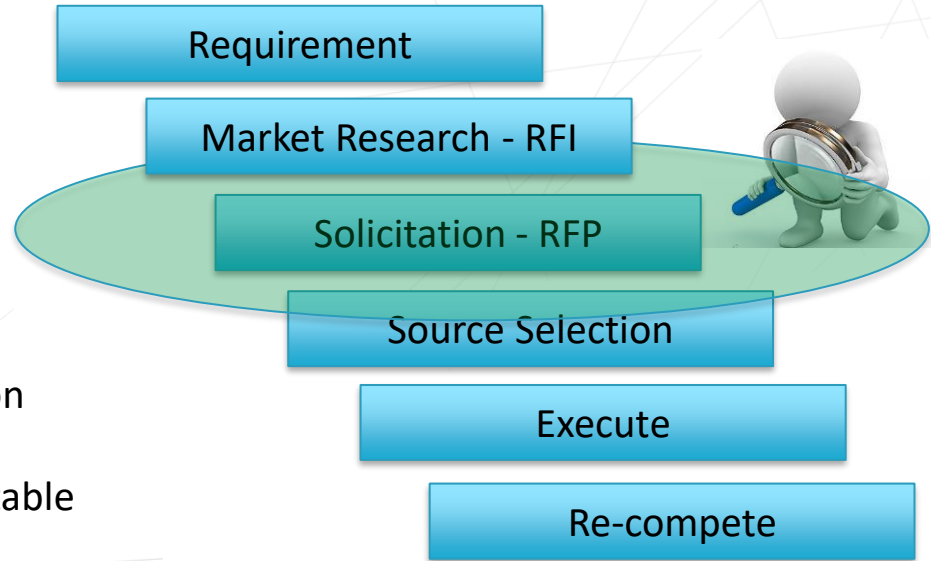
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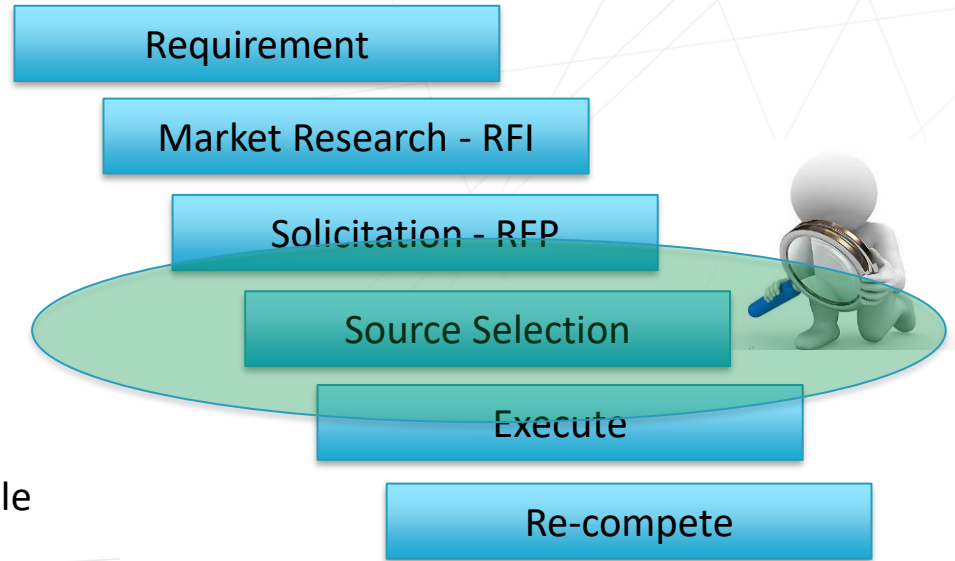
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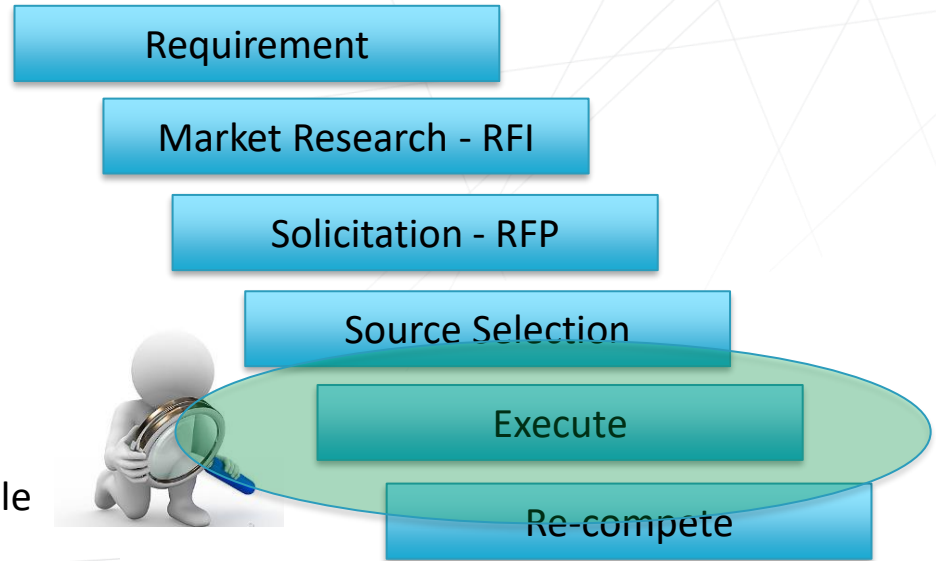
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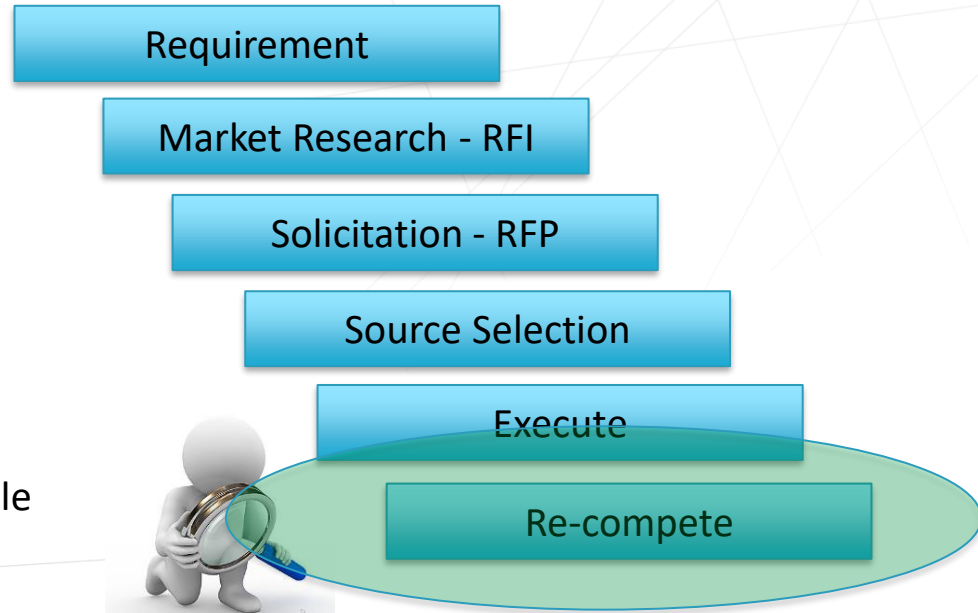
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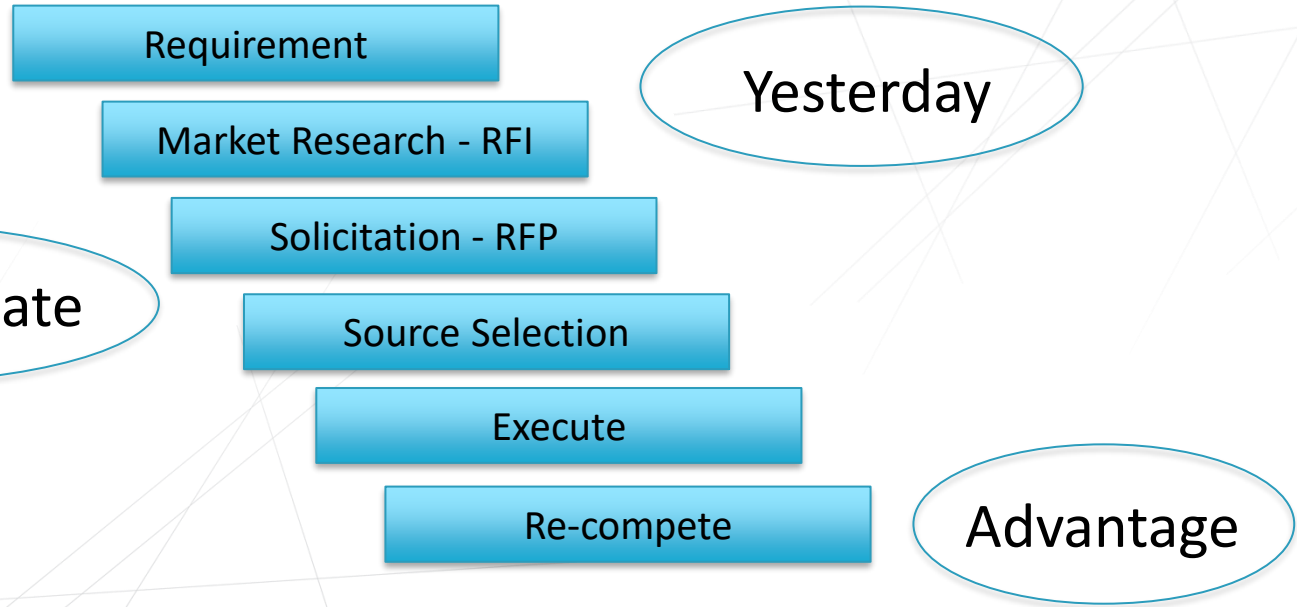


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When should you start the proposal process?



Coach ... Train ... Equip

Shape the requirement – create a level playing field

Requirement

Market Research - RFI

Solicitation - RFP

Source Selection

Execute

Re-compete

Know your customer

Read the RFP

Team for PP

Small Set Aside

Shape the battle field



Coach ... Train ... Equip

Who makes up the capture/proposal team?

- Lead investigator
- Capture manager
- Proposal manager
- Program manager
- Capture team – by function
 - Finance
 - Contracts
 - Legal
 - Program management
 - Engineering
 - Supply chain – subcontracts
 - Quality assurance
 - Human resources

I'm a small business – How can I do all this?

Validate opportunity and develop solution

Create and agree on win strategy

Program concept – how will you execute

Plan, allocate, monitor and development

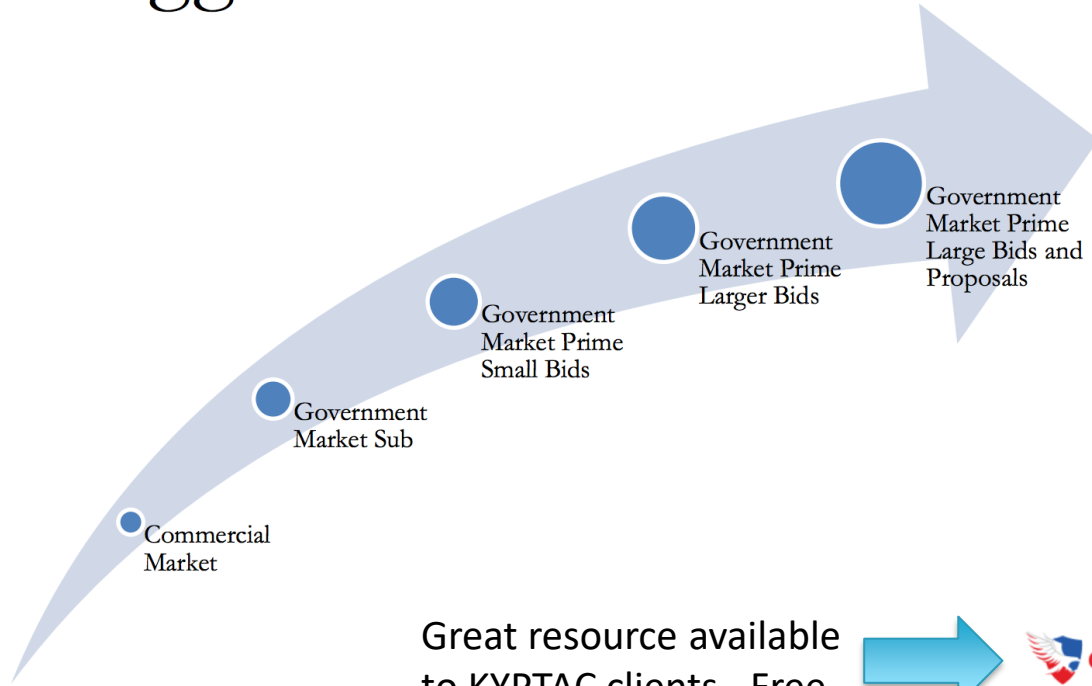
Prepare to execute when you win

Program execution



Coach ... Train ... Equip

Suggested Path For Growth



Coach ... Train ... Equip

Kentucky Procurement Technical Assistance Center

- **Mission:** Promote Kentucky economic development by assisting companies in the process of providing products and or services to Federal, State, and Local government.
- **Services:**
 - ✓ Determining Suitability for Government Contracting
 - ✓ Assist companies in securing Necessary Registrations
 - ✓ Identifying Bid Opportunities
 - ✓ Assist with SDB, 8(a), HUBzone and other certifications
 - ✓ Proposal Techniques and Review
 - ✓ Researching Procurement Histories
 - ✓ Reviewing Contract Terms & Conditions
 - ✓ Government Contract Performance Issues
 - ✓ Networking & Business Development
- **No cost to the client:** KYPTAC Service are free to qualified clients



Coach ... Train ... Equip

Questions?

Go to www.KYPTAC.com or send a note to KYPTACinfo@kstc.com



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