



13th Annual Wisconsin
Government Opportunities
Business Conference (GOBC)

In partnership with Volk Field ANG and Fort McCoy



13TH ANNUAL WISCONSIN GOVERNMENT OPPORTUNITIES BUSINESS CONFERENCE (GOBC) *CAPABILITIES STATEMENT (CAPE) COMPETITION*

Deadline to enter: July 18th, 2019 – you **MUST BE REGISTERED FOR THE EVENT TO ENTER**

Email your Capabilities Statement to: Mark Dennis, markd@wispro.org for consideration.

All submitted CAPEs will be exhibited at the Conference

WINNERS (TOP 3) will be recognized at the conference and posted to website

WHAT IS A CAPABILITIES STATEMENT?

A CRITICAL TOOL IN YOUR GOVERNMENT AND LARGE / PRIME CONTRACTOR MARKETING EFFORT

- Required at initial meetings and/or registrations by many government agencies and prime contractor registrations
- A summary of your business that can easily be shared within an agency or potential customer as either an emailable or paper document
- Summary of qualification – performance – small business status
- Focused and modifiable marketing piece

Capability Statement Format

A Capability Statement should be very brief (only 1 page), to the point and specifically targeting the individual agency's needs. Your capabilities statement should focus directly to your targeted customer's needs. It should be a searchable document that can easily be sent as a PDF file. It should be clear, crisp and easy to read.

Capability Statement Contents

Five key elements are included in a successful capability statement:

1. *Core competencies*
2. *Past performance*
3. *Differentiators*
4. *Corporate data*
5. *Contact information*

A Capability Statement should also include your firm's name, logo, tag line and other branding elements. It should be free of long paragraphs, instead, using short sentences and bulleted lists for quick review. Although we recommend that you customize your CAPE's for various market segments, but for this competition, we are looking for your general CAPE version. You do not need to itemize or number in your CAPE but do include ALL 5 elements.

- ***Core Competencies***

Begin this section with a short introduction statement relating the company's basic capabilities to the agency's specific needs followed by key-word heavy bullet points. This is NOT everything a firm is able to do. Focus on what is important to your potential customer.

- **Past Performance**

In this section you want to highlight your past experience. Include past customers (if they approve) for whom your business has done similar work. Focus on projects that will highlight the capabilities your potential customer will be looking for. Each listed reference should include: the organization name, location, project name or contract, month/year completed, a brief sentence describing work performed and the value of the contract. CRITICAL – always ask permission to use this information from the past customer! ALSO – do not include any contact information or value of project. Also include if your projects or your work received recognition.

- **Differentiators**

Why should I pick YOU? How is your company best suited for the needs of your potential customer? What is it about your product / services that make you stand above the rest? What is it about your people that give you the advantage over your competitors? Why are your products / services a better solution than the others that are available? Are you or your firm active members of business or philanthropic organizations or participate in community, STEM, business or youth initiatives?

- **Company Data**

Include one or two short sentences about your company. This is the section where you would include:

- *Socio-economic program certifications: including Federal, State, Local and corporate including 8(a), HUB Zone, SDVOB, DBE, etc.*
- *NAICS (all) Do not include code descriptions – limit to 12 or so*
- *DUNS number / CAGE code (if you have one)*
- *Acceptance of Credit Cards for payment*
- *Current Federal GSA Schedule or IDIQ / long term contract / agreement number(s)*
- *State / Local long-term contracts*

- **Contact Information**

Your contact information should include a specific person(s) in your organization that could be contacted if there is interest in following up with your organization.

- *Full name of organization (include if division of a parent company)*
- *Individual contact and title*
- *Address (physical location as listed in your DUNS profile, not a PO Box)*
- *Telephone (main and cell)*
- *Email(s) of individuals listed*
- *Company web site*

We would suggest that you have someone review prior to submission review your submission for *CLARITY – MESSAGE – APPEARANCE – FOCUS*

Email to: markd@wispro.org / 608-633-3605

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