

Market Research

Path to Procurement Series: Sourcing Opportunities

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GOVERNMENT CONTRACTING

PROVIDING GUIDANCE FOR GOVERNMENT
CONTRACTING SUCCESS



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- One-on-one Confidential Counseling
- Government Contracting Technical Assistance
- Market Research and Target Market Assistance
- Small Business Certification Assistance
- Seminars, Webinars, and Workshops
- Bid Matching Services
- Mentor Protégé
- Government specifications and standards
- Guidance with quality assurance issues
- Sub-contracting opportunities
- Contract Administration Information
- System for Award Management (SAM) Assistance
- Review of Bid Packages
- Networking Opportunities



Sourcing Opportunities

Let's get started!



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Path to Procurement Series:

Sourcing Opportunities

Key Aspects

- 1. Market Research**
- 2. USAspending.gov**
- 3. SBA Small Business Search**
- 4. Capability Statements**
- 5. Know your pitch**
- 6. Q & A**



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Market Research

Sourcing opportunities in government contracting refer to the various ways that businesses can supply goods and services to government agencies. You can find government solicitations on several key platforms depending on the level of government and the type of contract you're interested in.

What does the government purchase?

What are some primary sources for finding government solicitations?

What are the active and past contracts?

Where do I fit in the supply chain?



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Federal Sourcing Opportunities

SAM.gov: This is the primary database for federal contract opportunities. Use it to search for current and past contract awards, agency procurement forecasts, and small business opportunities.

Agency Procurement Forecasts: Many federal agencies publish procurement forecasts, listing anticipated contracting opportunities. Check individual agency websites or use the forecast links on SAM.gov.

USA Spending: This site provides a comprehensive view of federal spending, including contract awards. It's useful for identifying which agencies spend the most in your industry.

The Small Business Administration's (SBA) Small Business Search (SBS) is a powerful database that contracting officers, prime contractors, and others use to find small business suppliers. It's especially valuable for small businesses aiming to increase their visibility for government contracting opportunities and to find similarly situated companies.



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PAST

How to search: [USA Spending](#):

- Search Fiscal Years: Choose the current and past three fiscal years
- Search Keywords: Identify contract activity with industry keywords
- NAICS Codes: Use your codes and those that match your activities
- PSC Codes: Use your codes and those that match your activities
- Agency: Isolate the purchases based on awarding agencies
- Awardee: Understand who was awarded in the past
- Award Total: Find the appropriate sized contracts
- Review Award: The Prime Award ID has the details
- Sub-Awards: Identify Sub Contractors
- Review Solicitation: Download the transaction data for the solicitation
- Repeat as necessary



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Present

How to search **SAM.gov**

- Search Keywords: Identify contract activity with industry keywords
- NAICS Codes: Use your codes and those that match your activities
- PSC Codes: Use your codes and those that match your activities
- Agency: Isolate the opportunities based on agency and Office
- Companies: See ACTIVE/Inactive Companies and Awardees
- Review Solicitations: Download the solicitation and READ everything
- Bid/No Bid Strategy: Determine if this is an opportunity to bid
- Repeat as necessary

Helpful Hint:

Begin to respond to Pre-Solicitations, Sources Sought and RFIs that fit



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Future

Agency Procurement Forecasts:

Start with Agency-Level Forecasts

Navigate to the “Procurement Forecasts by Agency” section and identify *where demand is coming from* before searching SAM.gov

Focus on agencies aligned with your capabilities and NAICS codes

Filter by NAICS Code & PSC

Use filters within each agency forecast and Cross-reference NAICS/PSC codes

Pro Tip: Match these codes with what you already used in SAM.gov, USAspending.gov & SBA Dynamic Small Business Search.

Identify Upcoming Opportunities (Pipeline Building)

Determine estimated solicitation dates & anticipated award dates and flag opportunities that are 3–12 months out

Why this matters:

This is *pre-SAM.gov visibility*—you’re getting ahead of the solicitation

Analyze Contract Type & Size

Look for contract value estimates, Set-aside designations and contract type to determine if you should pursue as Prime or Subcontractor



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Future

Capture Points of Contact (POCs)

Many forecasts include Contracting officer names and Email addresses. Conduct capability introduction outreach and reference the forecasted opportunity in the email.

Align with Subcontracting Strategy

If opportunity is too large identify likely prime contractors and use forecast data to prepare outreach to primes.

This is market research → subcontracting entry point

Crosswalk with USAspending.gov

Take forecasted opportunity then, search historical awards in USAspending.gov and identify: Incumbent contractors, Award size trends and Re-compete cycles.

Build a Target List

Create a simple tracker with the Agency, Opportunity name, NAICS / PSC, POCs, estimated solicitation date and Strategy (Prime/Sub)

Use It for Pre-RFP Engagement

Prepare Capability statements tailored to the opportunity and questions for future engagements with Small Business Liaison Officers (SBLO) and Contracting officers



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Your Collaborators

[The Small Business Administration's \(SBA\) Small Business Search \(SBS\)](#)

Start with Targeted Searches (NAICS + Keywords)

Enter primary NAICS codes aligned to your client's capabilities and add keywords (e.g., machining, logistics, cybersecurity, fabrication)

Filter by: Location (state, region, nationwide), Business size / socioeconomic status

Identify Competitors (Market Positioning)

Review company profiles to understand Capabilities listed, Certifications (ISO, CMMC, etc.) and Past Performance indicators

Find Teaming & Subcontracting Partners

Search for companies with complementary capabilities and firms already working with target agencies. Build a teaming list for: Joint ventures, Subcontracting relationships and Mentor-Protégé opportunities

Target Prime Contractors

Filter for larger small businesses nearing size thresholds & firms with multiple NAICS codes and federal experience. These are often prime contractors needing subs and clients use DSBS to build a subcontracting outreach list.



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Your Collaborators

Extract Contact Information for Outreach

Capture business POC, Email / phone and Website and conduct capability introduction outreach position your company as a solution provider or subcontractor

Filter by Socioeconomic Certifications

Narrow results by WOSB / EDWOSB, HUBZone, SDVOSB and/or 8(a) to help align with set-aside opportunities that supports strategic partnerships for eligibility.

Cross-Reference with Procurement Data

Take companies found in DSBS and validate in SAM.gov, USAspending.gov and confirm who is actually winning contracts

Reverse Engineer Winning Profiles

Study top-performing firms and how they describe capabilities and keywords they use with NAICS/PSC combinations. Optimize your SBS profile, Capability statement and SAM.gov keywords

Optimize Your SBS Profile

Ensure your profile includes a strong capability narrative, keywords aligned to federal buyers, certifications, differentiators and clear contact info. Contracting officers and primes actively search SBS



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Your Collaborators

Build a Strategic Contact List

Create a tracker with:

Company name

Capability focus

Contact info

Role (Competitor / Partner / Prime)

Target agency alignment

Use SBS for Pre-Matchmaking Prep

Before events (like Defense Industry Day or Matchmakers):

Identify who will likely attend

Research companies in advance

Prepare tailored talking points

Limitations to Understand

Profiles are **self-reported** (may be outdated)

Not all active contractors maintain strong profiles

Should always be paired with **SAM.gov + USAspending**



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DEVELOPING A Compelling Capability Statement



Illinois APEX Accelerator – Govology
Government Procurement
Readiness Academy – Week 5



It's Great To Showcase
What You Do...

But You Can't Be
Everything To Everybody



Your
Business
MUST BE



Source: www.bemissioncapable.com

Continuous Evaluation for Continuous Improvement:

The SWOT Analysis

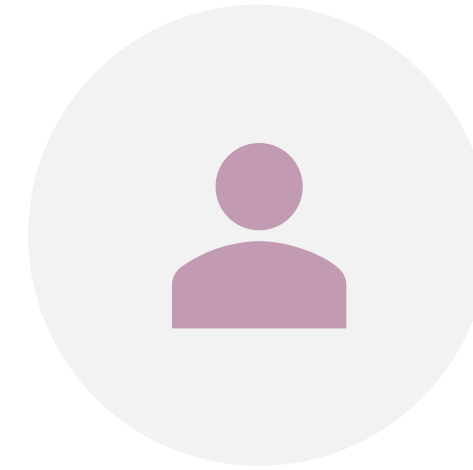




**CORE
COMPETENCIES**



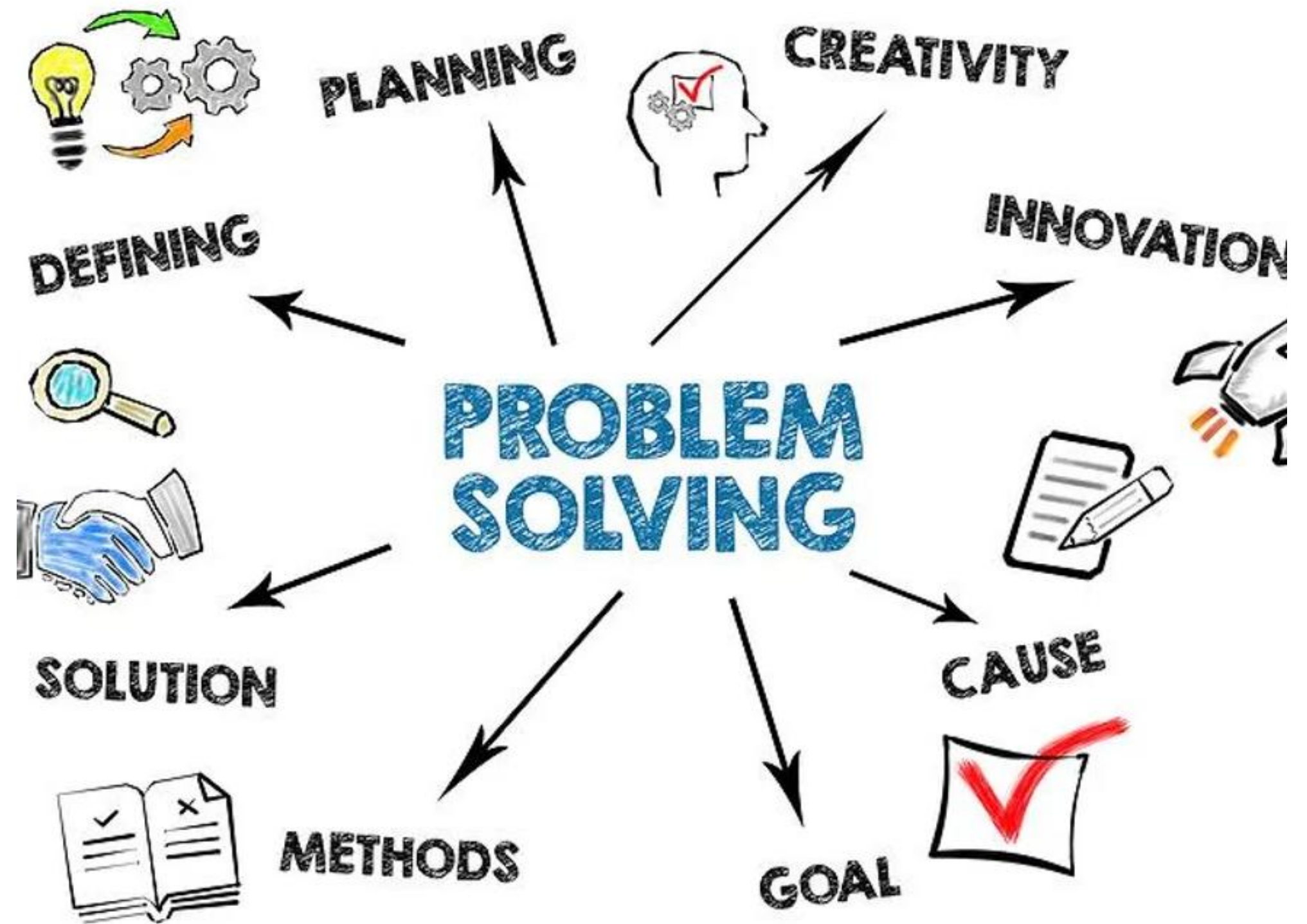
**QUANTIFIABLE
DIFFERENTIATORS**



**RELEVANT PAST
EXPERIENCE**

BE SURE YOU FOCUS
ON WHAT YOUR
AUDIENCE WANTS and
needs TO SEE

you offer a solution the
audience wants to
learn **more about**



The Expertly Crafted Capability Statement:



COMPANY NAME

CAPABILITY STATEMENT

WHO WE ARE

TechNova Solutions is a leading provider of innovative IT and software solutions dedicated to helping businesses achieve operational efficiency through cutting-edge technology. With over 10 years of experience, we specialize in custom software development, IT consulting, and cybersecurity services.

CORE CAPABILITIES

Custom Software Development: Tailored software solutions to meet your unique business needs.
IT Consulting: Expert guidance to optimize your IT infrastructure and processes.
Cybersecurity Services: Comprehensive protection for your digital assets.
Cloud Solutions: Scalable and secure cloud-based services for business growth.

PAST PERFORMANCE

Client 1: Developed a custom CRM system for a Fortune 500 company, improving efficiency by 30%.
Client 2: Implemented a cybersecurity framework for a financial institution, reducing vulnerabilities by 95%.
Client 3: Migrated a retail business to the cloud, cutting operational costs by 20%.

WHY CHOOSE US?

- **Expertise:** Over a decade of industry experience.
- **Quality:** Commitment to delivering high-quality, reliable solutions.
- **Customer-Centric:** Personalized services designed to meet your specific requirements.
- **Proven Track Record:** Successfully completed 150+ projects for 50+ clients.

OUR DIFFERENTIATORS

- Certified professionals with industry-leading credentials.
- 24/7 customer support for uninterrupted service.
- Innovative solutions that drive measurable results and ROI.

CERTIFICATIONS & AFFILIATIONS

- ISO 9001 Certified
- Microsoft Gold Partner
- Member of the National Association of Software Developers

CONTACT US
READY TO PARTNER WITH US? LET'S DISCUSS HOW WE CAN HELP YOU ACHIEVE

- **PHONE:** (555) 123-4567
- **EMAIL:** [INFO@TECHNOVASOLUTIONS.COM](mailto:info@technovasolutions.com)
- **WEBSITE:** WWW.TECHNOVASOLUTIONS.COM



**POSITIONS YOUR
BUSINESS**

**PRECISE
FOCUSED
CONCISE
STRATEGIC
TARGETED**

Creating a cape statement can seem overwhelming at first – but you don't need a Cyrano whispering in your ear telling you what to communicate – you will learn your audience to tell your story!



You are the hero in
your own business
story to your
targeted audience!

