



**USAID**  
FROM THE AMERICAN PEOPLE

# Partners' Day

December 1, 2015

## Small Business At USAID

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Business Utilization (OSDBU)

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## Agency Profile

- USAID operates in 85 countries overseas, primarily on a decentralized basis
- Contracts Budget: Approximately \$4-5 Billion per year, of which \$1.5BN is awarded in the U.S.
  - Technical Assistance
  - Training
  - Information Technology
  - Administrative Support
  - Financial Support
  - Construction

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## Where to Find USAID Opportunities

- Agency Website: [www.usaid.gov](http://www.usaid.gov)
- Business Forecast: <https://www.usaid.gov/work-usaid/get-grant-or-contract/business-forecast>
- Congressional Budget Justification (CBJ)
- Country Mission Sites
- List of Top 40 Primes: <https://www.usaid.gov/results-and-data/budget-spending/top-40-vendors>
- USAID OSDBU Website: [www.usaid.gov/partnership-opportunities/small-business](http://www.usaid.gov/partnership-opportunities/small-business)
- FedBizOpps: [www.fbo.gov](http://www.fbo.gov)

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## USAID OSDBU Activities

- Advocate for the use of SB's as Prime or Subcontractors
- Conduct SB Outreach Activities
  - Annual SB Conference
  - Bi-Monthly SB VOS
  - Participate in External Local and National SB Outreach
- Review/Approve Domestic Acquisitions Over \$25K and Identify Qualified SBs
- Assist SB's w/USAID Procurement Process
- Manage the Mentor/Protégé Program
- Track Subcontracting Compliance

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## Current Initiatives to Assist SBs

- Starting in FY2016, Overseas awards will count towards official Agency SB goals so USAID will begin setting regional worldwide targets
- Internal Bureau and Regional Level SB Goals set for all Acquisition Awards
- Mandatory SB training for Cos, CS, and CORs
  - One day training began March 2012, 750+ trained so far in DC and at 19 Missions in Latin America, Africa, Asia, E&E

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## Final Tips

- Do Your Homework
- Know Your Niche – Where Do You Fit With The Agency/  
What Value Do You Bring
- Network and Partner
- Perform, Perform, Perform – Past Performance is **key!**
- Have A Plan for Growth
- Stay in Touch with the OSDBU

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# Breaking into the USAID Market As a Small Business

**Betsy Bassan, President and CEO, Panagora Group; Chair, SBAIC**

“A woman-owned small business providing novel and integrated solutions in health and development.”

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# What are my tips?

- Develop a clear offer
  - Nail a defining niche with market value
  - Articulate your offer virtually and in print
- Organize your bench and how to expand it
- Learn how USAID opportunities are broadcast, assiduously track their progress
- Network, network, network to find win-win opportunities
  - Be a joiner -- SBAIC is a must!
  - Go in person to client and partner offices
- Be prepared to modify as engagement clarifies your opportunities





# Organize your backroom

- Organize your backroom to match USAID needs
  - Outsource to keep costs down
  - Maintain a minimum base of knowledge in-house on admin, contracts, and finance
- Lean on SBAIC members – intranet and vendor resource list
- Create an MPP with a clear ask
- Use SBA resources – great classes and advice
- Know your costs and drive them down
- Proactively seek a NICRA as soon as possible



# Bidding and implementing

- Understand small business categories and their advantages, angle broadly and into sole source space if possible
- Be prepared to prime and sub
  - Recognize some efforts are precursors
  - Diversify your bidding partners
  - Stand your ground
- Parse your time, maintain focus on contracts versus consulting, **recognize performance is paramount**
- Gird yourself for a 3-5 year investment



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# Thank you!

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# *USAID Partners' Day: Small Business at USAID*

Kurt Olsson

Vice President of Business Development &  
Small Business Liaison

December 1, 2015



# Subbing to Large Primes: What Works

1. Know your clientss.
2. Do your research.
3. Make sure you understand what the prime buys.
4. Take another look at your CV. And don't skimp on your website.
5. Identify a set of opportunities and hone your value proposition.
6. Be firm, persistent, but gentle.
7. Deliver.

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# Subbing to Large Primes: What Works

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