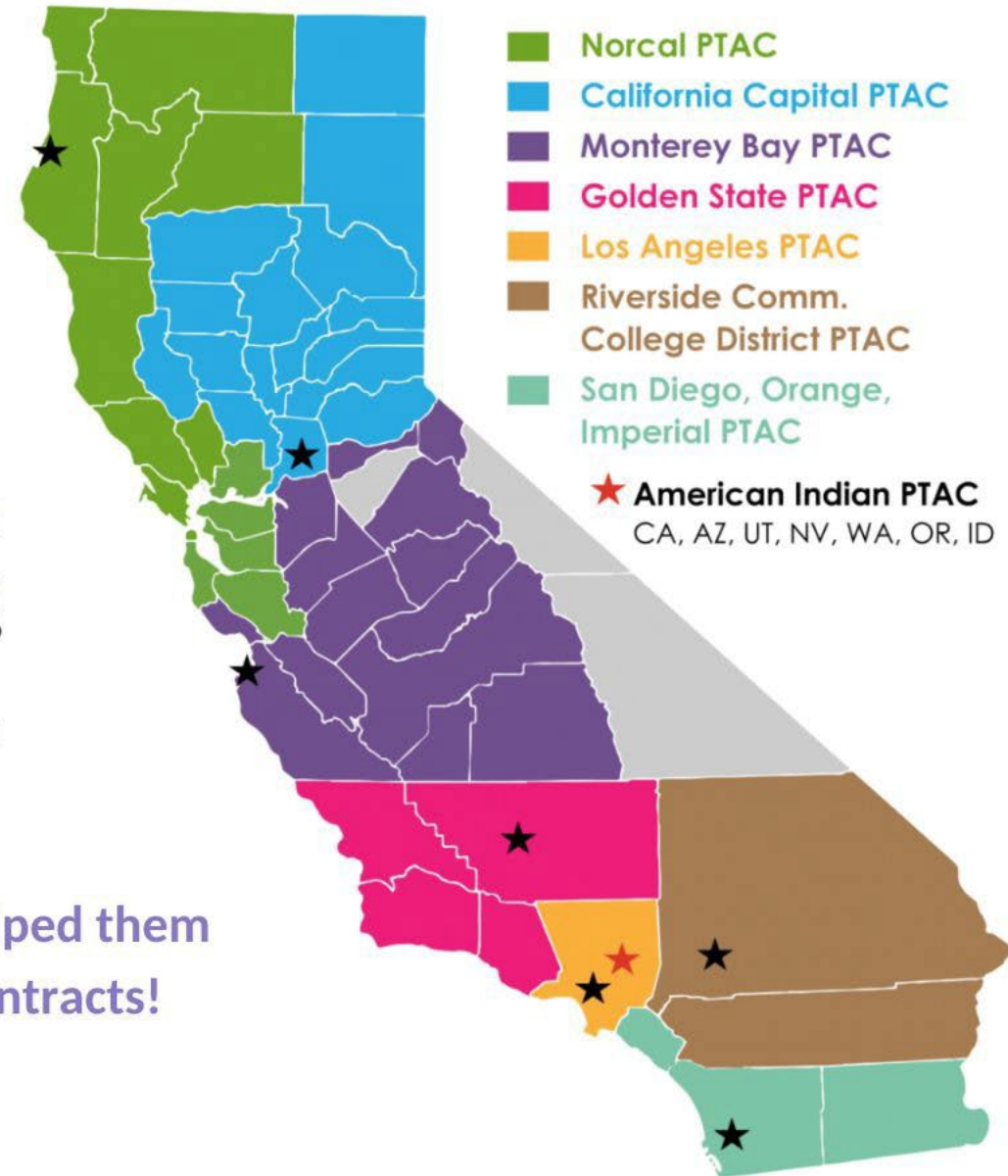


# APEX Accelerators in California

- ▶ Formerly known as Procurement Technical Assistance Centers, the APEX Accelerator program provides education and training to ensure that all businesses can become capable of participating in federal, state, and local government contracts.
- ▶ **96** APEX Accelerator Centers Nationwide
- ▶ All resources are available at NO-COST - we are funded through grants from federal, state, and local governments



In FY 21, APEX Accelerators served over 56,000 clients and helped them win more than \$24 billion in government contracts and subcontracts!



# Norcal APEX Accelerator

No-Cost Government Contracting Assistance



One-on-One  
Counseling



Custom Bid  
Matching



Resources &  
Training

**In 2022, our clients won more than  
\$900 million in government contracts!**

Sign up with Norcal APEX Accelerator!

[www.norcalptac.org/join](http://www.norcalptac.org/join)

Find your local APEX Accelerator!

[www.aptac-us.org/find-a-ptac](http://www.aptac-us.org/find-a-ptac)



# SAM Registration Requirements



- ▶ Registration is required to do business with Federal Government
- ▶ Requires these Items to register:
  - IRS Tax Id (TIN/EIN) or SSN if using as a sole proprietor
  - Business bank account, routing number, and bank phone number
  - Average annual revenue over the past five years or however many years in business if less
  - The average number of ALL employees over the past 12 months
  - All applicable NAICS and Product Service Codes (PSC)
- ▶ Documents for first-time registration
  - Business incorporation documents or Doing Business/Fictitious Name document
  - Statement of Information from Secretary of State
  - May require other documents to establish legitimate business and location



# Download our Capabilities Statement Resources!

- [Free Template](#)
- [Instruction Guide](#)

**YOUR LOGO HERE**

**Your Company Name**  
(If not apparent from your logo)

**CAPABILITIES STATEMENT**

(1) Replace this with a short introductory paragraph briefly describing your business. (2) Share your business mission in three sentences, detailing what is special about your business (not your certifications!) using clear, concise, and substantiated statements. (3) This is meant to tell your story without repeating your core competencies, differentiators, or certifications word for word.

**Core Competencies**

- **Bulletized list**
  - o of services that your company offers
  - o List in priority order - significance
  - o No narrative descriptions
- **Customize to focus on what the potential client needs**
- **Write topics as needed**
  - o Make this an easy at-a-glance list - not too long!
  - o If using details... quantify and qualify whenever possible

**Differentiators**

What makes you different than the competition? How do you stand out? Are your employees especially skilled? Why is your service/products better? BE VERY CONCRETE AND BRIEF.

**Past Performance**

**Most Recent or Most Relevant Client**

List experience in order similar to the targeted audience (Federal, State, Local, public, etc.) Customize to focus on what the potential client. When was the job, what was it for, how much were you paid?

**Past or Next Most Relevant Client**

Include dollar value, performance period, or other aspects that provide examples of successful experience. The goal is to reflect depth - lowering the potential client's risk. Stay away from testimonials and references.

**Company Snapshot**

Established: 1996  
CAGE: 1A283C  
UEI: 0123456789  
Accept Credit and Purchase Cards  
List any contract vehicles - GSA schedule, CMAS, BPAL, etc.  
(Specify if you serve a specific geographic area)

**Pertinent Codes**

(Include NAICS codes if for Federal agency and Oregon/CA for California agency)  
**NAICS** (include description as well as code)  
236220 - Commercial and Institutional Building Construction  
236210 - Industrial Building Construction

**Licenses & Certifications:**

CA SB #5555, WOSB, WBE, etc.  
Contractors' license, MCP, UIC, etc.

**Key Clients:**

Include a few logos or titles of the companies and/or agencies that would stand out most to your target audience.

**Contact**

POC: Joe Smith  
Email: [youremail@address.com](mailto:youremail@address.com)  
(try to avoid generic "info" or "sales" addresses - personal email is best)  
Phone: 111-222-3333  
Fax: 333-222-1111  
Address: 123 Your Street  
City, CA 98765

Visit Our Website: [www.company.com](http://www.company.com)

111-222-3333 | 123 Your Street, City, CA 98765 | [www.company.com](http://www.company.com) (This text box is anchored to text above)