



## How We Help You Sell To Government

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University of Houston APEX Accelerator

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Program Director

UH APEX Accelerator – Your Resource for Selling to Government

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# Program Information

Part of a nationwide APEX Accelerator Program to educate and guide individuals in selling to federal, state, & local government

✓ *Department of Defense program under the Office of Small Business Programs*

Funded by the DoD and the State of TX through the University of Houston (Bauer College of Business Program)

✓ *UH PTAC / APEX Accelerator since 1986*

At least one Accelerator in every state – seven in TX

✓ *Provide services based on principle location of your business*

✓ *To locate your Accelerator visit: <https://www.aptac-us.org/> (Search by State)*

Our Team – Four Advisors, Program Coordinator & Program Director.

# How To Locate Your Nearest APEX

The screenshot shows the APTAC website interface. At the top left is the APTAC logo (Association of Procurement Technical Assistance Centers). To the right, there is a navigation bar with links: HOME, ABOUT US, GOVERNMENT CONTRACTING ASSISTANCE, APTAC PARTNERS, PTAC LOGIN, and CONTACT US. A search bar is located in the top right corner with the text "Find a PTAC" and a magnifying glass icon. Below the navigation bar, there is a "Find a PTAC" section with a "Select a State" dropdown menu. To the right of this is a red banner for "HELP FOR GOVERNMENT CONTRACTING" with the heading "Procurement Technical Assistance Centers (PTACs)". Below this banner, there is a section titled "Free Help with SAM Registration" with a red exclamation mark icon. To the right of this is a "Contracting Success" section with a dark blue header. At the bottom of the page, there is a link to "see also APTAC's Government Contracting".

<https://www.aptac-us.org/>

Welcome, Guest | [Member Login](#)

[Find a PTAC](#)

HOME ABOUT US GOVERNMENT CONTRACTING ASSISTANCE APTAC PARTNERS PTAC LOGIN CONTACT US

Find a PTAC

Find a Procurement Technical Assistance Center  
Click on the map below or select your state above to find the Procurement Technical Assistance Center nearest you.  
[Find American Indian PTACs »](#)

**HELP FOR GOVERNMENT CONTRACTING**

**Procurement Technical Assistance Centers (PTACs)**

**Free Help with SAM Registration** – and other government contracting issues.

System for Award Management (SAM) registration *is FREE*, and your PTAC can help you with this *and everything else you need* to sell to federal, state and local government agencies at little or no charge

- ▶ **Workshops and Matchmaking Events** teach you what you need to know and connect you with other businesses and agency buyers.
- ▶ **One-on-One Counseling** tailored to your specific needs – *always free* of charge!

[Find your PTAC now! »](#)

[see also APTAC's \*Government Contracting\*](#)

**Contracting Success**

*In 2019, PTAC clients were awarded*

**\$24 BILLION IN CONTRACTS**

*with over*

*57,000 businesses receiving assistance.*

[Learn More ▶](#)

# How We Help Businesses Increase Their “P-Win”

## Client-Advising Services

No-cost education and guidance on federal, state, and local government procurement

- ✓ For-profit businesses only
- ✓ We primarily assist with competing for **contracts** – SBIR / STTR and other Federally-Funded Research and Development Programs is the only area we can provide grant assistance
- ✓ We require an online application before can meet with someone.

## Training

No-cost webinars & workshops on a *variety of government procurement subjects*

- ✓ Application not required – anyone can register & attend
- ✓ Visit our website – [www.uhapex.uh.edu](http://www.uhapex.uh.edu), select the “Training” , then “Live Events” to see a calendar of scheduled live training we offer
  - Select “On-Demand Webinars” to view our list of pre-recorded webinars.

*All our Services are No Cost!*

## UH APEX Accelerator Can Assist With ...

- ✓ Registrations (SAM, SBA DSBS, CMBL etc.)
  - ✓ Certifications (SBA 8(a), HUBZone, ED/WOSB, SD/VOSB, MBE, WBE, SBE, PDBE)
  - ✓ Locating Opportunities (Where to Find Solicitations)
  - ✓ Market Research & Analysis (Who & How to Market Your Business)
  - ✓ Solicitation Review (Bid / No Bid Decision, How to Prepare Your Offer)
  - ✓ Quote / Bid / Proposal Review (Review for Compliance & Responsiveness)
  - ✓ Contract Pricing (How to Develop a Contract Price)
  - ✓ Subcontracting (How to Find & Market To Primes)
  - ✓ GSA / VA Federal Supply Schedules (A Contract Opportunity)
  - ✓ Government Accounting (How to Account for Government Contracts)
  - ✓ Educational Training (Workshops, Webinars – Live and On Demand)
- ...and More!

# How We Put It All Together

## Our Program – The Three/3 Rs of Government Contracting

### 1 – Register:

- ✓ *Required for most government agencies*
- ✓ *Apply for socioeconomic certifications*

### 2 – Research:

- ✓ *Knowing where to locate opportunities (SAM, ESBD, CoH, etc.)*
- ✓ *Developing a Government or Subcontracting Marketing Plan*

### 3 – Respond:

- ✓ *How to submit a compliant & responsive offer*



#### Benefits

- ✓ *Applies to federal, state, & local government*
- ✓ *We'll meet you wherever you are in the process*



Our goal is to have individuals receiving opportunity notices within three – five meetings!

# Let's Review the Socioeconomic Certification Spreadsheet



U.S. Small Business Administration



# How To Become a UH APEX Accelerator Client

Visit <http://www.uhapex.uh.edu/>

✓ Click the *ONE-ON-ONE ADVISING* icon

or

✓ *Application pulldown*

to submit your application

Our Program Coordinator or Program Director will contact you with any questions, problems or concerns

An Advisor will contact you to schedule an Initial Meeting.





Q&A

ANY  
Questions?

## Follow us on Facebook and LinkedIn



The UH APEX Accelerator Facebook and LinkedIn pages are the place for you to keep up on what is going on in government procurement. We post:

- ✓ Opportunities
- ✓ News
- ✓ Upcoming workshops and events

Please feel free to share our pages with any of your friends and colleagues

**Facebook:** <https://www.facebook.com/uhptac>

**LinkedIn:** <https://www.linkedin.com/company/uhptac/?viewAsMember=true>

THIS CONCLUDES THE  
PRESENTATION...

*Thank you!*

