

Title this document

CAPABILITY STATEMENT

Show your logo and contact information, with a specific person's name, phone and email.

This is a CONTENT guide, not a design guide.
Add color & graphic elements as appropriate.

Use this section title: Core Competencies

Short introduction statement relating the company's core competencies to the agency's specific needs followed by key-word heavy bullet points

Tips:

- No long paragraphs.
- Use 2-3 short sentences followed by keyword heavy bullet points
- Create a new document for each agency, prime or teaming opportunity
- Tailor each Capability Statement to the agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, **not** a Word, PowerPoint or other format
- Keep the file format small, definitely under 1MB
- Use the whole page, keep page margins small

Section Title: Past Performance

List past customers for whom you have done *similar* work. Prioritize by related agency, to all federal to other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list it.

Tip: Ideally, include specific contract details and contact information for immediate references. Include name, title, email, & phone.

Section Title: Differentiators

Identify what makes you different from your competitors and how this benefits the targeted agency

Tip: Relate your key differentiators to specific needs of the agency, prime or teaming partner.

COMPANY DATA

One very brief company description detailing *pertinent* data.

Tips: Readers will visit your web site for additional information. Make sure your web site is constantly updated *and* government-focused. Use graphics if they help tell your story and describe your fit with the target.

List Specific Pertinent Codes and Data:

- DUNS
- CAGE Code
- NAICS (a reasonable number, fewer than 10)
- Socio-economic certifications: 8(a), HUB Zone, SBVOSB, WOSB.
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s) and SIN
- Other federal contract vehicles
- BPAs and other federal contract numbers
- Pertinent teaming agreements

Your logo, address, phone numbers (voice, mobile and fax) email, web site and other related contact information.