

Capabilities Statements

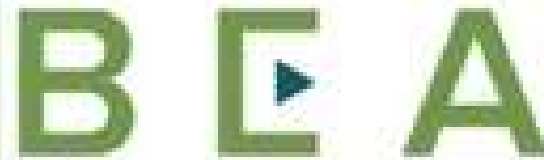
Presented by: Jane Brezosky, Procurement Counselor

with assistance from the NH PTAC team:

Dave Pease, Program Manager

Danielle Bishop and Larry Findeiss, Procurement Counselors

Deb Avery, Training Coordinator



New Hampshire

**PROCUREMENT TECHNICAL
ASSISTANCE CENTER**



Introduction and Participant Guide

- Stuff to know before we start
 - Muting
 - Chat function
- Slides will be posted at www.NHEconomy.com/ptac under Training Presentations
- Session is being recorded
 - We will post the recording as soon as we're able



Your Capabilities Statement is:

- ▶ Your most important marketing tool for the federal marketplace
- ▶ A single-page, hard copy/PDF document
- ▶ A summary of your business, your products and/or services, and:
 - How and why you excel over your competitors at what you do, and:
 - Proof of your Excellence.
- ▶ A Snapshot of a Good website



Most Important Marketing Tool?

- Clear and concise
- Unique to your company's highlights, yet:
- Standard, uniform in format
(make it easy for the customer!)
Templates
- Contact information, Company Data
- Eye-catching color and graphics



When, Where, & How to use this Marketing Tool?

- Introduction to OSDBU, SBLO
 - **Small Business Matchmaking Event**
 - Virtual, May 2021
 - Meet the agencies/primes
- Include with Prime Contractor website registrations
 - ❖ *Better than a business card, better than a brochure*



Standard and Uniform in Format

- ▶ 4 required sections:
 - Company Data and contact information
 - Core Competencies
 - Differentiators
 - Past Performance

- A fifth section of a very brief company introduction is optional.



Company Name	Capabilities Statement
Company Data	Core Competencies
	Differentiators
	Past Performance

Sample



STEFAN@NEARVIEW.NET



207-200-7879



WWW.NEARVIEW.NET

NEARVIEW, LLC
P.O. BOX 4224
PORTSMOUTH, NH 03802

COMPANY DATA

DUNS:
080538212
NAICS:
541370, 541922

PAST PERFORMANCE

- Roof Inspection, South Church, National Register Property (Portsmouth, NH)
- Real Estate Listing Photography and Video, Keller Williams Coastal Realty (Portsmouth, NH)
- Landscape Cinematography

change your world view

INTRODUCTION

Nearview provides government agencies and businesses with professional aerial drone survey and mapping solutions that are affordable, flexible, and with rapid mobilization and response times to meet project and client needs. Services include aerial photography, video, photogrammetry, multispectral and thermal imaging, and 3D topographic and landscape modeling for environmental, scientific, engineering, land-use planning, and emergency or disaster response applications.

CORE COMPETENCIES

- Accurate and high-resolution aerial drone survey and mapping products
- Geographic Information Systems (GIS) and geospatial data management
- Federal and state environmental compliance
- Monitoring and inspection of infrastructure, utilities, and buildings
- Architectural and archaeological surveys
- Agricultural assessments (plant health and soil moisture)
- Volumetric measures for mining and aggregate industries
- Vegetation, habitat, and wetland delineation mapping
- Viewshed analysis and 3D modeling
- Forensic documentation (accident scene, damage assessment, insurance)

DIFFERENTIATORS

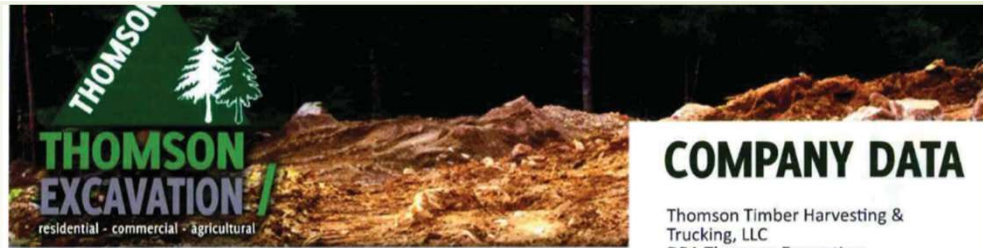
Nearview's Principal, Stefan Claesson (Ph.D.), is a highly-regarded research scientist. He has:

- 25 years of experience in natural and cultural resource management
- Extensive knowledge of federal and state environmental regulations, policies, and compliance procedures including NEPA and NHPA
- Performed environmental consultation for DoD and numerous state and federal government agencies
- Worked with interdisciplinary teams of scientists and engineers from a variety of backgrounds from fisheries science to forestry

Key benefits of aerial drone solutions:

- Fractional cost of traditional aerial acquisition
- Rapid deployment and response times
- Flexible and scalable to project requirements
- Higher resolution and accuracy than fixed-wing aircraft or satellite imagery

Sample



COMPANY DATA

Thomson Timber Harvesting & Trucking, LLC
DBA Thomson Excavation

Small Business
DUNS: 013879676
CAGE Code: 7C024

NAICS Codes:
238910, 237310, 423320, 484220,
113310

SIC Codes:
1794, 1795, 1611, 5032, 4212, 2411

Bonding Capabilities:
Contract \$400,000
Aggregate \$800,000

CAPABILITY STATEMENT

Introduction

Thomson Excavation is a small business with more than fifteen years of experience doing all forms of common and mass excavation. We are capable of Excavation, Timber Harvesting, Trucking and Aggregate production.

Core Competencies

- Common and Mass Excavation
- road building
- culverts
- small bridges
- septic systems
- bank stabilization
- ponds
- horse arenas
- building site work
- demolition
- logging
- land clearing
- equipment rental
- aggregate production
- trucking
- manure pits

Past Performance

- USDA / NRCS - Connecticut River bank stabilization
- State of Vermont - Hurricane Irene - rebuilt roads during flood, bank stabilization, tree removal
- State of Vermont AOT - culvert replacement
- State of New Hampshire - produce and deliver aggregate (sand and gravel)
- Daniels Construction - subcontracted dirt work for Town of Orford, NH bridge
- Penta Corporation - Town of Lebanon, NH - mass excavation, waste water improvements, pipe laying
- Penta Corporation - Town of Claremont, NH - pump station upgrades
- Killington Ski Area - Bank Stabilization, tree removal

CONTACT INFORMATION

WWW.GOTHOMSON.COM

53 NH ROUTE 10
ORFORD, NH 03777

INFO@GOTHOMSON.COM

TEL: 603.353.9700
FAX: 603.353.9730

Differentiators:

While we are a small business we stand out in our ability to handle large jobs quickly. We have 50 pieces of equipment and access to enough full time operators to accomplish any size excavation or logging project. We regularly work with small towns and large dairy farms giving us an impressive range of project sizes from culvert replacement to barn demolition to bridge work and building site preparation.

We are conveniently located in the center of New Hampshire and Vermont, in Orford, NH giving us quick access to any location in the Twin State region.

Sample



Insurcomm
RESTORATION PROFESSIONALS AT WORK™

CERTIFIED HUBZONE SMALL BUSINESS
CURRENT GOVERNMENT CONTRACT HOLDER

INSURCOMM IS NEW ENGLAND'S LEADING RESTORATION CONTRACTOR

We specialize in fire and water damage cleanup and restoration, mold remediation, asbestos and lead abatement, remodeling, and reconstruction.

Insurcomm provides expert emergency services to government clients, commercial clients, municipalities, and residential customers when disaster strikes. Our mission is to serve our clients with a deep sense of professionalism and dignity, and to do so on time and on budget.



EXPERIENCED

We provide comprehensive nationwide disaster recovery services and large loss mobilization that mitigate damages caused by natural and man-made disasters, including:

- Floods
- Structure fires and wildfires
- Hurricanes and tornadoes
- Hail, snow and ice storms
- Earthquakes
- Mudslides

SERVICES

Water Damage Cleanup and Repair	Mold Remediation
Fire Damage Cleanup and Repair	Storm Damage Cleanup and Repair
Board Up	Catastrophic Loss Services
Construction	Biohazard Cleanup
Contents Restoration and Storage	Asbestos and Lead Abatement
COVID-19 Cleaning and Disinfecting	Janitorial Services

SETTING US APART

<ul style="list-style-type: none">• IICRC Certified• Trained and Certified Staff• DBIDS and NAVSEA Badges & Clearance• IAQA Certified• Fast Response Time• A Live Person Answering Emergency Calls	<ul style="list-style-type: none">• IEE Certified• 25 Years in Business• Independently Owned and Operated• RSA Certified• 24/7 Service, 365 Days a Year• Bonded/insured• Certified Small Business• Certified Hub Zone
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Duns: 080219945
Cage: 8DDL8
NAICS: 236118, 562910, 236115, 236116, 236117, 236210, 236220 & 561720

CERTIFIED HUBZONE SMALL BUSINESS

CURRENT CONTRACTS:
GSA MULTIPLE AWARDS SCHEDULE (MAS) CONTRACT: 47QRAA20D006E
SIN: 562910REM


COVID-19 CLEANING & SANITIZATION SERVICES
IDIQ CONTRACT: N4008520D0049

CONTACT:
Glenn Pafford
glenn@insurcomm.com
603.686.4242

COMPANY HEADQUARTERS
290 Heritage Ave. #1
Portsmouth, NH 03801



Introductions

- ▶ “Thompson Excavation is a small business with more than fifteen years of experience doing all forms of common and mass excavation. We are capable of Excavation, Timber Harvesting, Trucking and Aggregate production.”
 - ▶ “Nearview provides government agencies and businesses with professional aerial drone survey and mapping solutions that are affordable, flexible, and with rapid mobilization and response times to meet project and client needs. Services include aerial photogrammetry, multispectral and thermal imaging, and 3D topographic and landscape modeling for environmental, scientific, engineering, land-use planning, and emergency or disaster response applications.”
- 



Company Data

- ▶ Contact person name, email, phone number

DUNS #

CAGE Code

NAICS Codes

PSC Codes

Special Designations go here!

Licenses and Certifications

Bonding and Insurance

Credit cards/P-cards

GSA Schedule contract #.

Your basic company information can be included in this section, or it can appear on the header or footer of the document: Website, physical address, email, phone number



Core Competencies

- ▶ *What do you do well that your target customer cares about?*
- ▶ *Use a bullet pointed List of products/services*
 - *No sentences*
 - *No phrases (generally)*
 - *No run-on lists*

Clear & Concise



Differentiators

- ▶ What makes you the best choice among the competitors *that your target customer cares about?*
 - Special Equipment
 - Location/Service Area
 - Capacity
 - Specialized Service or Product
 - Shoemobile
 - Robotic Sports Training Equipment



Past Performance

- ▶ What have you done well *that your target customer cares about?*
 - ▶ Clear and Concise
 - ▶ Details for project size, scope of services, etc.
 - ▶ May use side 2 for photos and more details
 - ▶ Contact names & information where appropriate



Color and Graphics

.....enough but not too much

- ▶ Company logo, tagline
- ▶ Generic graphic
- ▶ Ample white space; not too crowded
- ▶ Photos
- ▶ Font



Shameless Commercial:

- ▶ NH PTAC offers free assistance with all this & more.
 - ▶ You must have a physical presence in New Hampshire.
 - ▶ You have to sign up online.
 - ▶ To continue “active client” status, you have to use us as a resource.
-
- ▶ Our Contact Information:
 - ▶ New Hampshire Procurement Technical Assistance Center
 - ▶ Division of Economic Development
 - ▶ Department of Business and Economic Affairs
 - ▶ 100 North Main Street, Suite 100
 - ▶ Concord, NH 03301-4991

How do I get started with NH PTAC?

- ▶ Go to the website and answer our questionnaire (www.nheconomy.com/ptac)
- ▶ Give us a call at (603) 271-7581
- ▶ email us at: govcontracting@livefree.nh.gov
- ▶ Meet with us in Concord (currently via Zoom)

