



FEDERAL SPENDING DATA MADE EASY

Immensely Powerful
Intelligently connects
key data points

Win more business, and
go beyond the ordinary

GSA IN FOCUS:

REQUIREMENTS, CONSIDERATION & POWER

June 10, 2021



DISCUSSION OUTLINE

About Fedmine

Panel Introductions

Panelist Presentations

Q & A with Panelists

Q & A — please use the Q+A button to ask questions

*We will send out the recording and slides following today's presentation

AGENDA

Fedmine's mission is to bring accurate information, unmatched transparency and clear accountability to the world of government contracts. We provide the shortest path to conducting mutually beneficial relationships between government and industry.

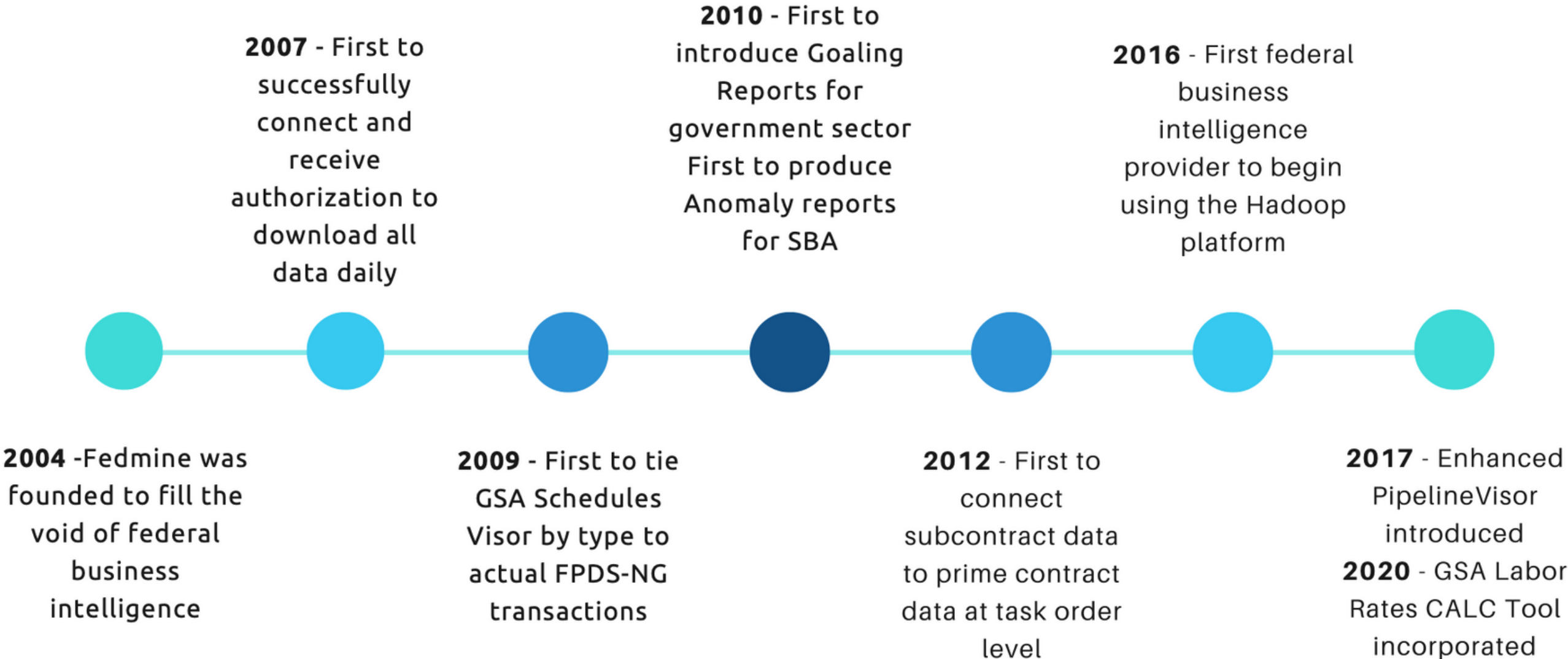
Founded in 2004, we provide prime contractors, federal agencies and support firms convenient, simplified access to the most comprehensive federal contract data sets available anywhere.



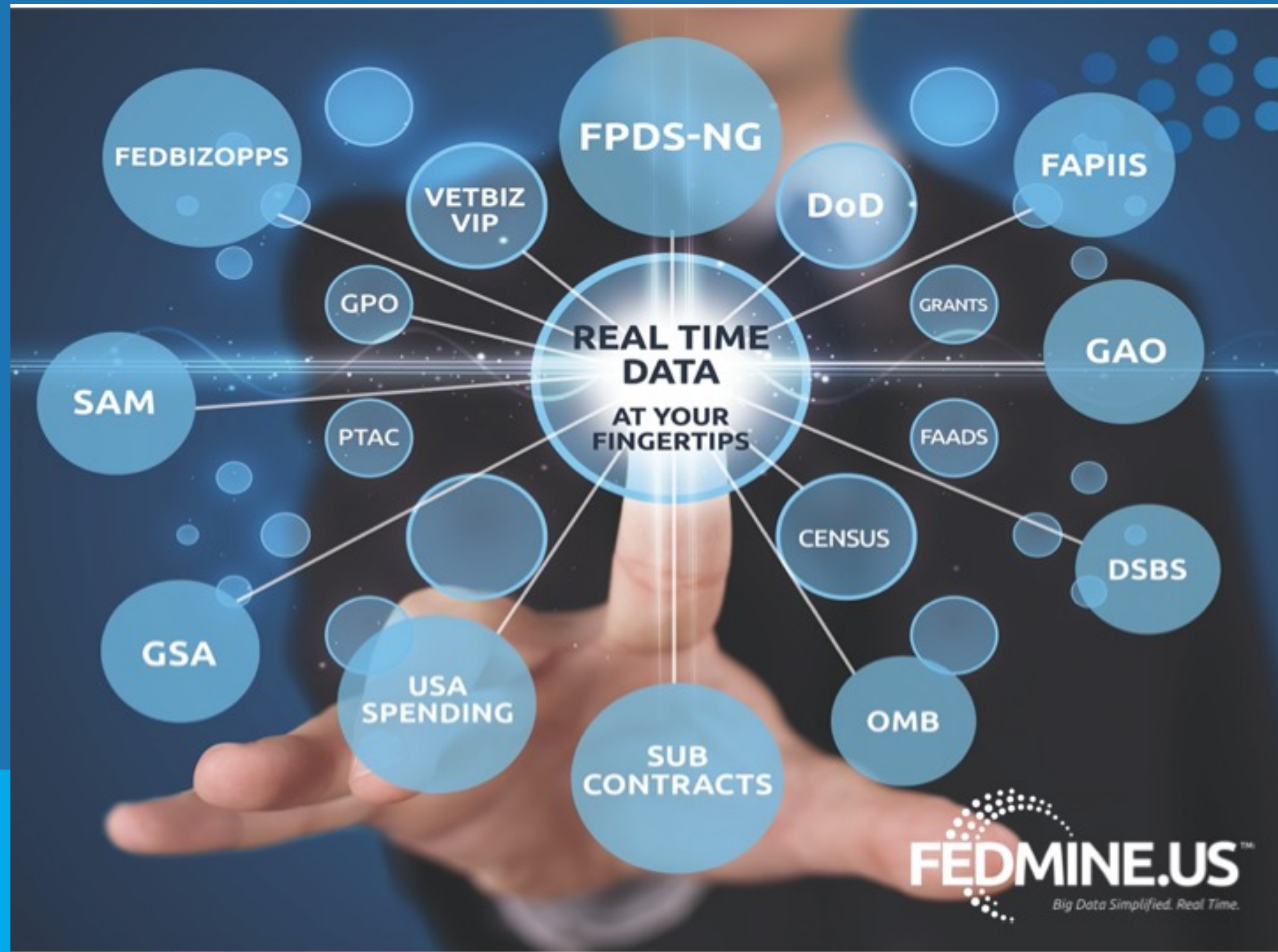
ABOUT FEDMINE

LEADERS IN BUSINESS INTELLIGENCE FOR GOVERNMENT INDUSTRIES

Fedmine Timeline of Achievements



INTEGRATED DATASETS ARE KING



- Monitor Federal Spending
- Conduct fast Super Searches, create custom keyword alerts
- Discover subcontractors at the task order level, with complete comprehension of what matters most
- Receive daily alerts based on awarded contracts within your addressable market
- Build a pipeline with addressable recompetes and newly forecasted solicitations
- Dissect competition, quickly view agency markets, drill down to key contacts and download information for marketing needs

OUR ONLINE PLATFORM ANALYZES AND SIMPLIFIES THE INCREASINGLY COMPLEX FEDERAL BUSINESS LANDSCAPE IN REAL TIME, PROVIDING YOU THE VISIBILITY YOU NEED INTO YOUR ADDRESSABLE MARKET OF BUSINESS OPPORTUNITIES.



OUR MODERATOR



Archisha Mehan
Vice President,
Fedmine

With over 25 years of diversified experience in business management, strategy and finance, Archisha manages the business development at Fedmine.

She is an active Advisory Board member at the Maryland Women's Business Center, Member at the Small Business Committee at SAME and a loan committee member for SBA 504 loans at the Business Finance Group.

She enjoys spending time with her family and dog, painting and reading mysteries.

Archisha@Fedmine.us

OUR SPEAKER



**Jennifer
Schaus**

**Founder,
Jennifer Schaus
& Associates**

Jennifer has been in federal contracting over 20 years.

Her professional consulting firm is focused on helping companies secure GSA Schedules as also with marketing, business development and compliance.

She sits on the Board Of Directors at the NCMA Bethesda Chapter, and SAME – Society Of American Military Engineers.

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OUR SPEAKER

Greg Jacobs is the Chair of Polsinelli's national Government Contracts Practice Group. Greg Regularly handles bid protests and contract disputes litigation before a variety of forums.

In addition, Greg counsels government contractors and grantees on transactions, compliance matters, and mandatory and voluntary disclosures. As part of his practice, Greg assists new and existing GSA Schedule contractors on obtaining, negotiating, renewing, and complying with FSS contracts.

Gjacobs@Polsinelli.com



Greg Jacobs
Gov Con
Practices Group
Attorney,
Polsinelli



OUR SPEAKER



**Andrew
Kirkpatrick**
**Business
Development,
GSA**

Andy Kirkpatrick has over 15 years experience in creating and delivering organizational and leadership development training both at GSA and previously as a Civilian working for the US Army.

In his current role as a Business Development Specialist for GSA out of Region 2, Andy provides training and strategic procurement guidance to over 3,000 vendors in the AEC, Office Supply and Human Resources Line of Business categories throughout the country. He also contributes as an Executive Coach and Facilitator for GSA employees and events.

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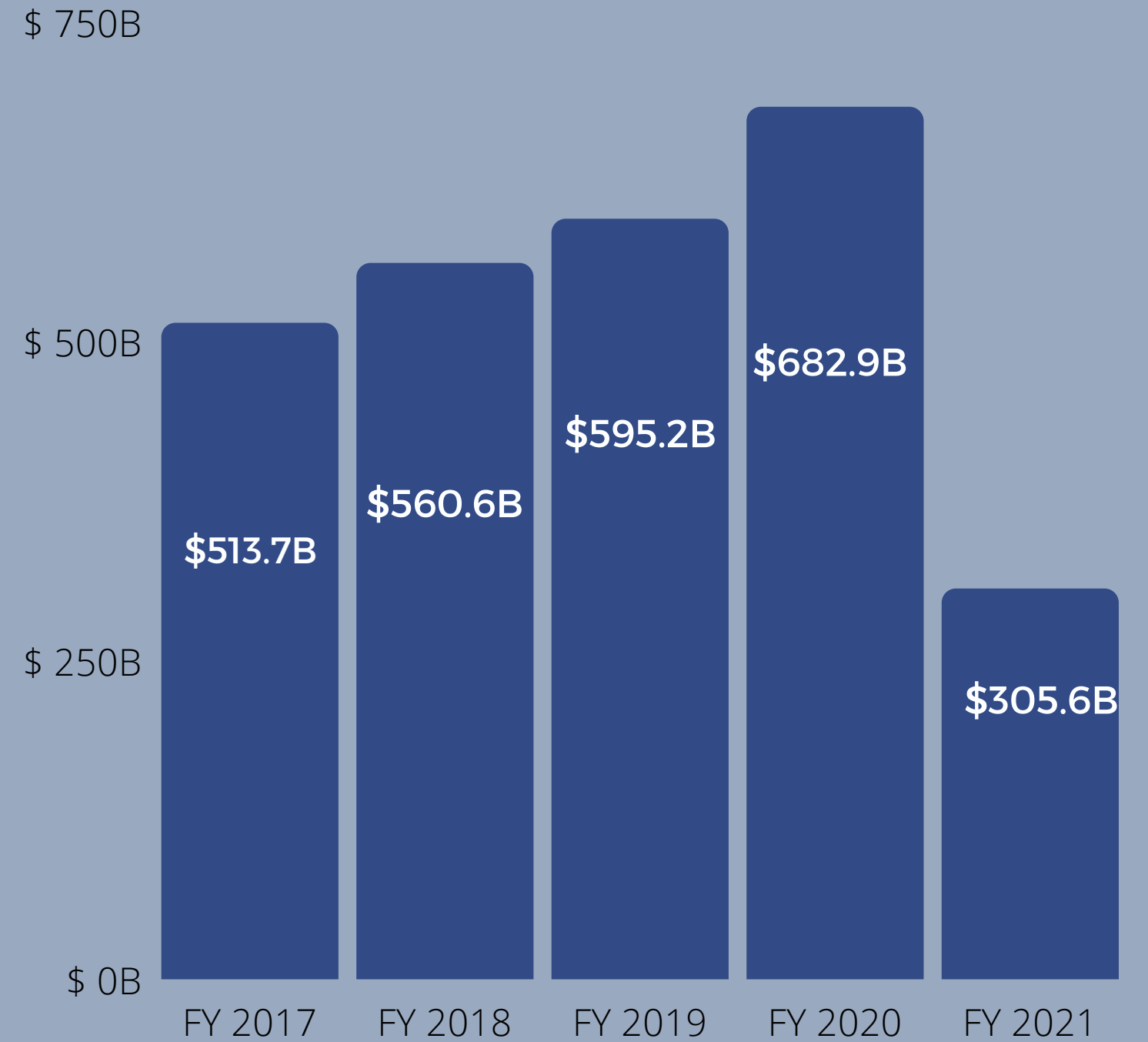
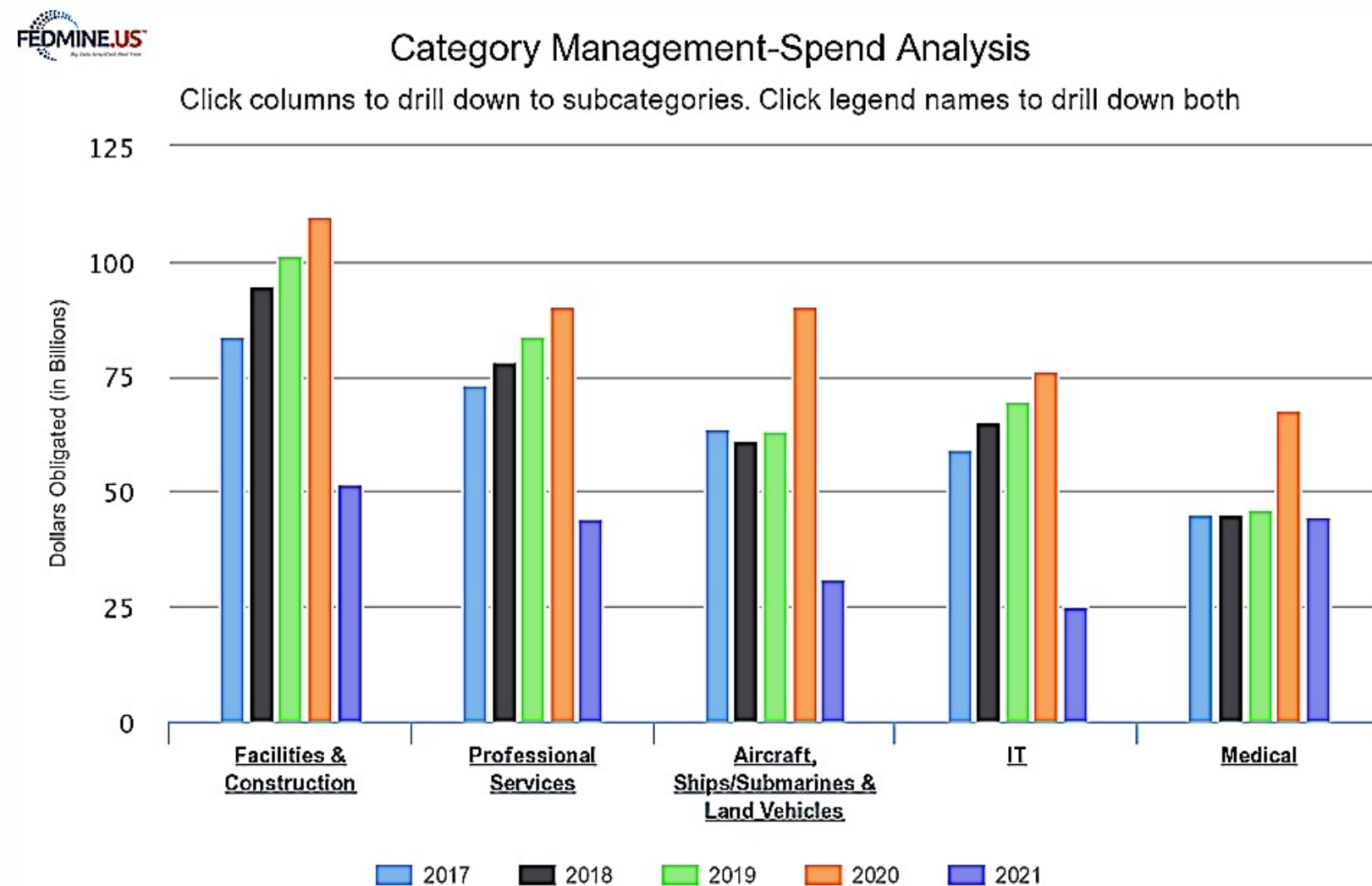


Federal Contract Spend



TOTAL FEDERAL CONTRACTS BY FISCAL YEAR

Total federal spending YTD 21 (AS OF June 6, 2021) is \$305B, with IT and Professional Services in the top categories along with Facilities & Construction, Aircraft, Ships & Land Vehicles, and Medical



AWARDS ON GSA SCHEDULES

	FY 2021 YTD		FY 2020		FY 2019		FY 2018	
GRAND TOTAL	16.45B		36.28B		36.25B		32.58B	
Small Business	6.38B	38.76%	15.92B	43.90%	16.31B	44.99%	15.35B	47.09%
Other Than Small Business	10.07B	61.24%	20.35B	56.10%	19.94B	55.01%	17.24B	52.91%

Sales on GSA Schedules have averaged around \$34B over the past three years.

Contracts awarded as SB have averaged around 45% of the sales on GSA Schedules.



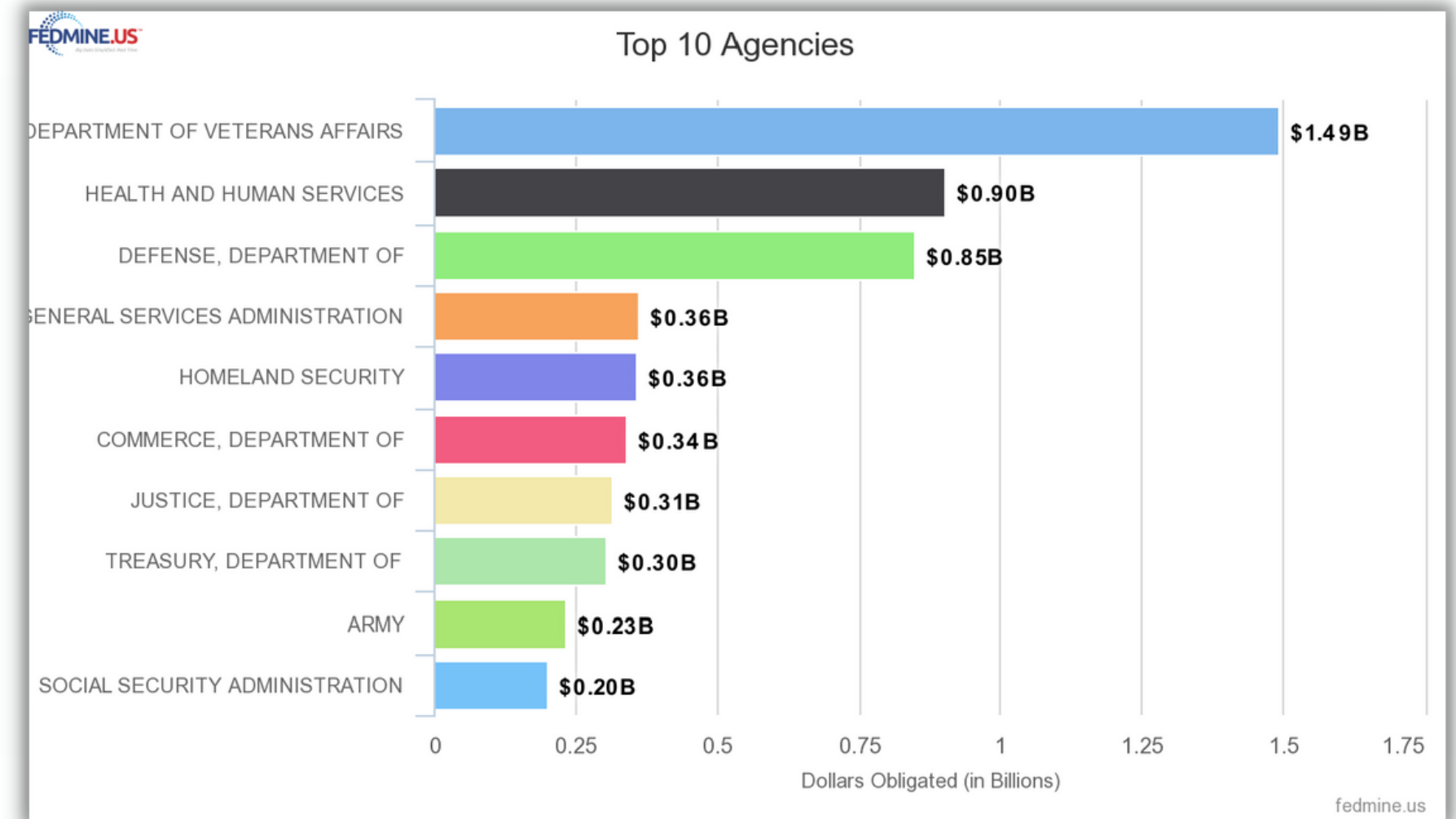
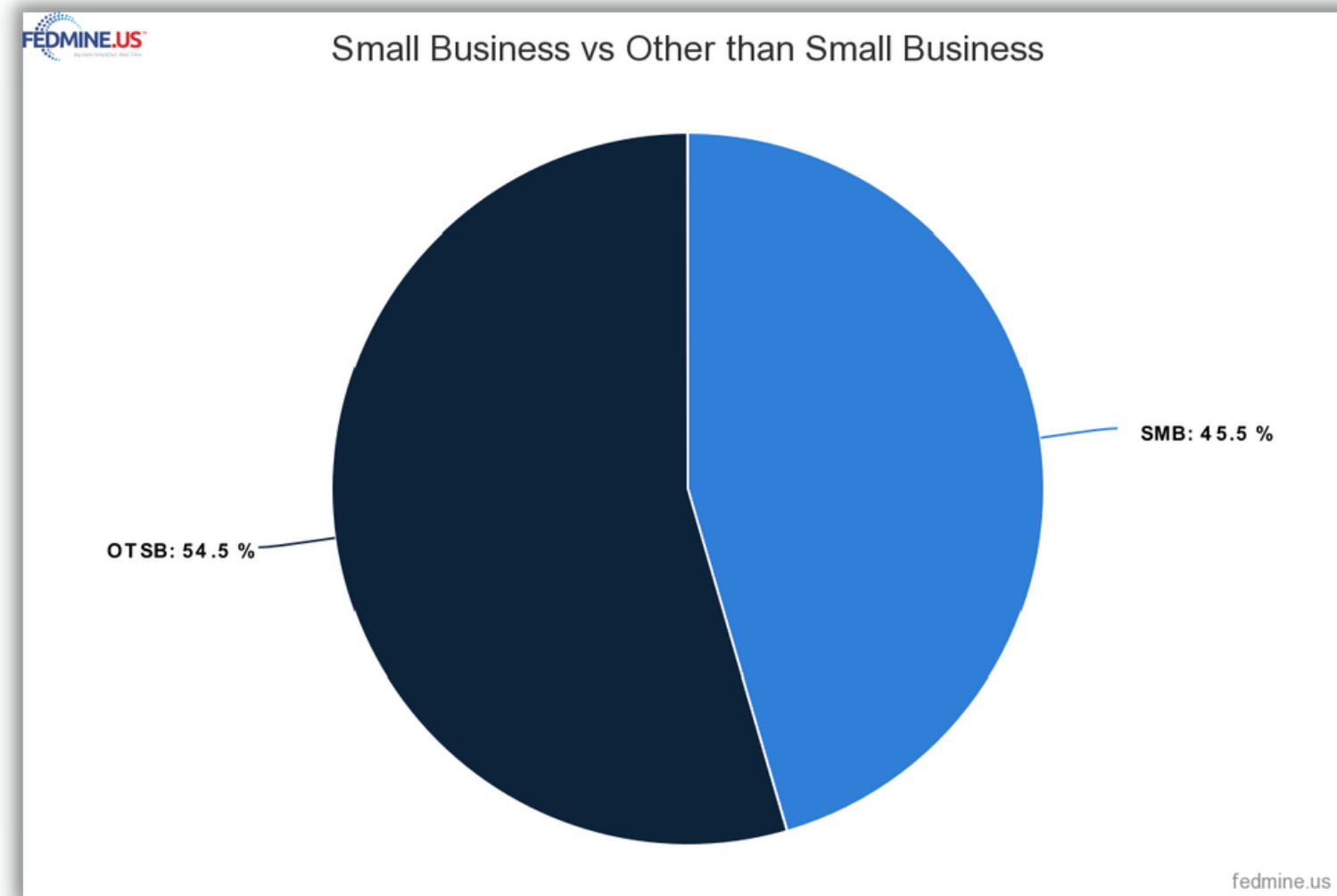
TOP GSA SCHEDULES

Schedule	FY 2021 YTD		FY 2020		FY 2019		FY 2018	
	Total	%	Total	%	Total	%	Total	%
70	\$4,346,446,379	26.42%	\$7,829,105,458	21.58%	\$7,269,099,364	20.05%	\$6,618,356,251	20.31%
00CORP	\$2,431,961,336	14.78%	\$5,348,820,998	14.75%	\$5,525,788,053	15.24%	\$4,707,677,117	14.45%
OASIS	\$2,522,846,638	15.34%	\$5,245,553,126	14.46%	\$5,098,644,384	14.07%	\$3,732,413,490	11.45%
CORP	\$2,054,435,432	12.49%	\$4,574,424,413	12.61%	\$4,999,012,834	13.79%	\$4,474,286,066	13.73%
OASIS SB	\$1,328,651,538	8.08%	\$3,671,147,477	10.12%	\$3,475,215,836	9.59%	\$2,531,330,236	7.77%

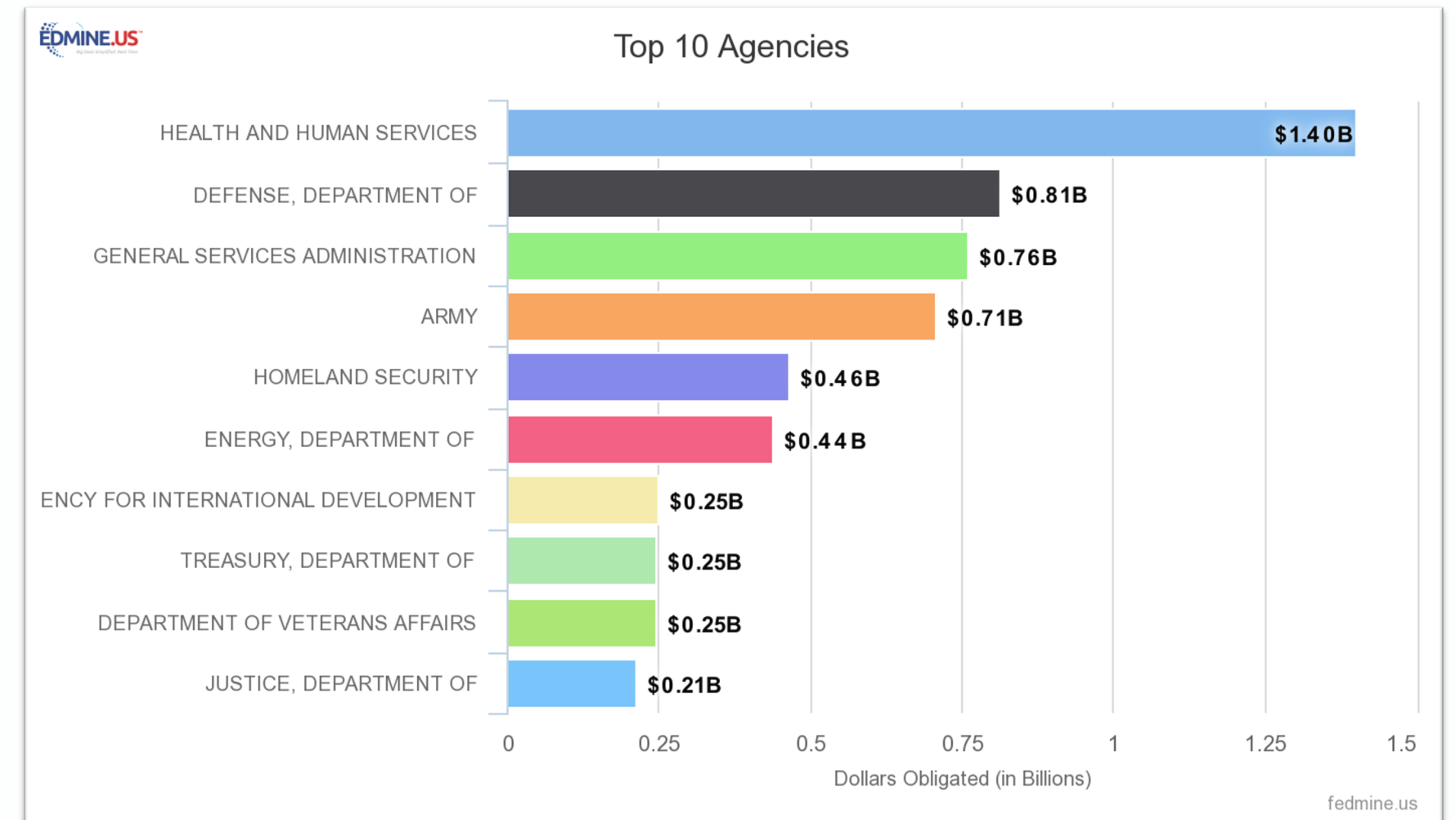
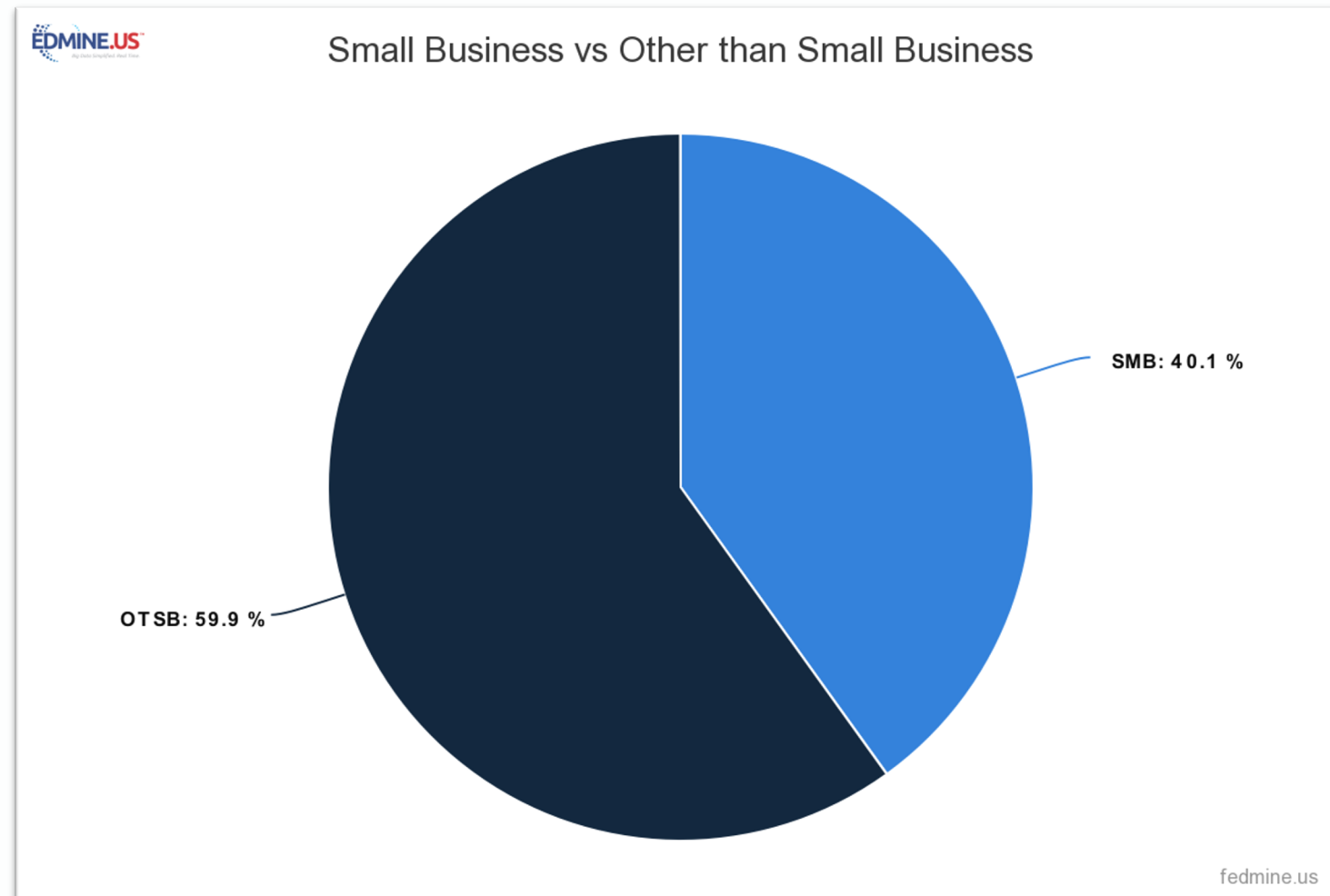
No surprises to see Schedule 70 and Professional Services Schedule in the top five Schedule awards



ON SCHEDULE 70, \$10.37B DOLLARS OF CONTRACTS ARE EXPIRING IN THE NEXT 12 MONTHS



ON SCHEDULE 00CORP, \$7.65B DOLLARS OF CONTRACTS ARE EXPIRING IN THE NEXT 12 MONTHS





GSA Schedule - Basics



GSA Schedules – Basics

- > Contract Vehicle / Marketing Tool / Not Required
- > Vendor short list / Box out competition
- > Primarily based on your **LOWEST PRICES** / NTE Rates!
- > Status symbol / Builds credibility
- > Simplifies acquisition process
- > One Schedule, Multiple SIN (Special Item Numbers)
- > FAR Part 38 / FAR Part 8.4 - Reference



GSA Schedules – Qualifications

- > Qualify does **NOT** mean proceed!
- > Read the Solicitation – RFP
- > Requirements / Refresh # will change
- > Past Performance / Experience
- > Invoices, Quotation sheets, References, Copies of Contracts
- > Financial Statements
- > Narratives, Quality Control, HR Plan, etc.

GSA Schedules– Best Practices

- > Do homework in advance / Customer procurement preference / pricing
- > Marketing & BD should happen BEFORE
- > Make a business case for getting on the GSA Sched
- > “Build It And They Will Come” – Not a strategy!
- > Tools: calc.gsa.gov and gsaadvantage.gov
- > (Human) sales rep: GSA / Fed Gov / Your Solution



Legal



Changes to the Mentor-Protégé Program

- Consolidated 8(a) Business Development Mentor-Protégé Program and the All Small Mentor-Protégé Program
- Under the Final Rule, all mentor-protégé programs are governed under 13 C.F.R. § 125.9
- 13 C.F.R. 124.520 was replaced with a statement that 8(a) BD program participants can participate in ASMPP
- Conforming amendments were made to SBA's size regulations in § 121, joint venture regulations in § 125.8, and ASMPP in § 125.9
- Existing 8(a)s will continue for the same remaining amount of time under the ASMPP as they had under 8(a) and will count as one of the two lifetime mentor-protégé relationships that a small business may have
- Joint venture agreements (JVAs) for sole-source 8(a) awards still need SBA pre-approval, but JVAs for competitive 8(a) set-aside awards no longer need pre-approval (§ 124.513(e))



NDAA Section 889 Compliance

- Part A – Sale prohibition (Section 889(a)(1)(A)) – Aug. 2019
 - Prohibits selling telecommunication and video surveillance equipment and services as a “substantial or essential component” of any system or as “critical technology” from five Chinese companies
- Part B – Use prohibition (Section 889(a)(1)(B)) – Aug. 2020
 - Prohibits use of “covered telecommunications equipment or services” from the five Chinese companies
 - Contractors are required to make a “reasonable inquiry” regarding use
- Five Chinese Companies: Huawei Technologies Company, ZTE Corporation, Dahua Technology Company, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company



Price Reductions Clause/Transactional Data Reporting

- The Price Reductions Clause is a long-standing FSS provision that requires contractors to agree to maintain a pricing relationship between government and a defined class of commercial customers (sometimes called a “tracking or BOA customer”);
- Starting in 2017, GSA allows contractors on certain schedules to opt into participating in Transactional Data Reporting, which requires the monthly submission of sales data under the contract;
- Where a contractor participates in TDR, the Price Reductions Clause is removed from its contract;
- Despite criticism from the OIG, in April 2021 GSA announced its intent to expand the use of TDR



Hourly Pricing May be Eliminated at FSS Level

- The general rule is that price must be a factor in the evaluation of all proposals;
- Under the 2019 NDAA, GSA has the authority to make award of FSS contracts for hourly rate services without establishing hourly rates;
- This exception is available where: (a) the awarding agency intends to make a contract award to each qualifying offeror; and (b) there will be competition for task or delivery orders based on hourly rates;
- GSA is still considering implementation of this change.





Opportunities & Outlook



GSA SCHEDULES – Opportunities & Outlook

Federal Acquisition Service

What do we do?

Provide Customer Relationship and Marketing support to vendors in order to create more efficient and effective acquisition strategies.



GSA SCHEDULES – Opportunities & Outlook

Federal Acquisition Service

How can we help

Market Research As a Service (MRAS)



GSA SCHEDULES – Opportunities & Outlook

Federal Acquisition Service

Why do we do what we do?

Customer Accounts & Stakeholder Engagement (CASE) is responsible for providing a “human touch” to the acquisition process, working in cooperation with all the other GSA Divisions to promote customer loyalty and increase utilization.

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Questions?



GET IN TOUCH WITH US

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