



April 7<sup>th</sup>, 2021

# How to Form a Successful JV

# Agenda

- Introductions
- Presentation by Patrick McMullen
  - When should you form a Joint Venture (JV)?
  - How to use data to find the best JV partners
  - Lessons learned
- Presentation by Fonda Lindfors New
  - What makes a JV successful
- Q & A – *please use the Q+A button to ask questions*

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.

Monitor federal  
spending by  
industry, geography  
or socioeconomic  
status

Conduct fast Super Searches, create custom keyword alerts, discover subcontractors at the task order level, with complete comprehension of what matters most

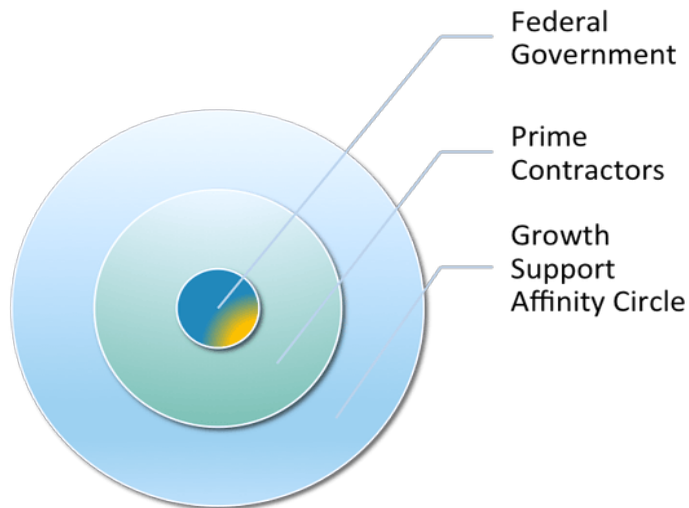
- Receive daily alerts based on awarded contracts within your addressable market
- Build a pipeline with re-compete and newly forecasted solicitations
- Dissect competition, quickly view agency profiles, drill down to key contacts and download information for marketing needs

## Our Strength



Accessible content, easy to use functionality, aggregated data sets that unify views of information from disparate data sources in real-time

Clients include Prime Contractors, Growth Support organizations and the Federal Government itself – we call this the “Fed Circle”



## Integrated Datasets are King

Curated, ready-to-use content is an asset many in government ascribe a premium value, especially if it is through SaaS delivery



# Meet the Presenters

Patrick McMullen  
President, MGS Business Development

Fonda Lindfors New  
CEO + Founder, QRI



# Overview

- When should you form a JV?
- How to use data to find the best JV partner
- Beyond data mining — lessons learned from past JV's

# Capture Planning Pillars

## Opportunity Assessment

- what is the ideal contractor for this opportunity?

## Internal Assessment

- what capabilities do we have?

## Competitor Assessment

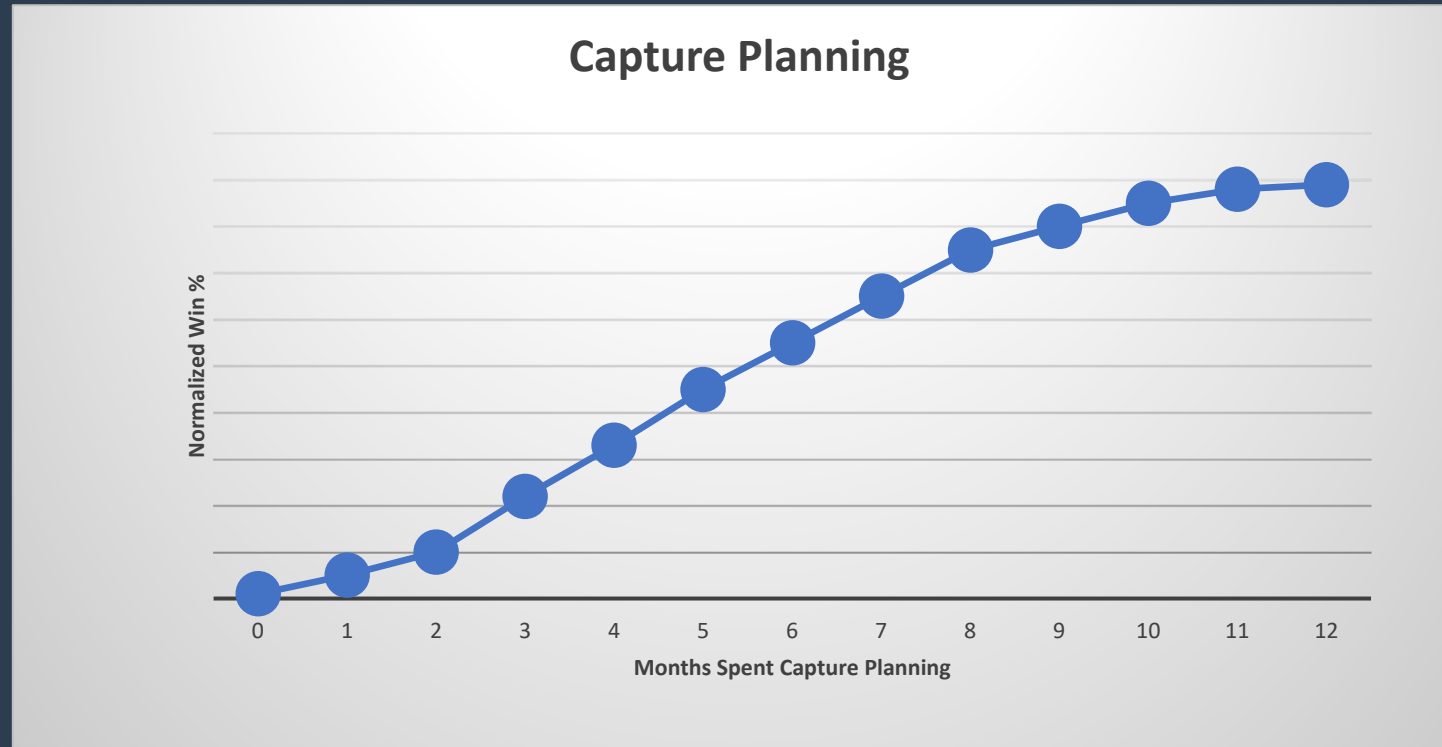
- what do our competitors have?

## Gap Assessment

- identify gaps

***Lesson Learned – don't form a JV and then seek clients***

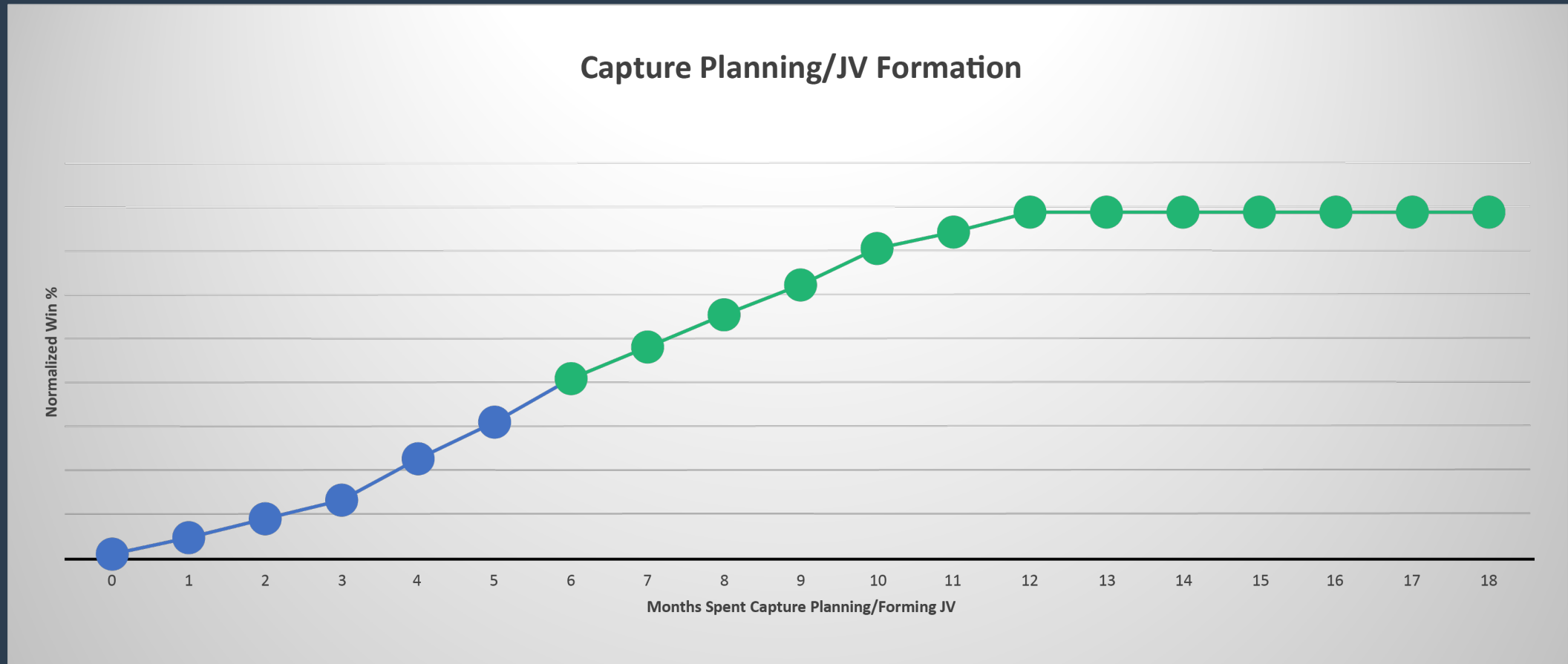
# When Do You Start Capture Planning?



***Lesson Learned – for those new to federal contracting, tell your boss to trust the process***



# When Should You Decide if You Need a JV?



***Lesson Learned – don't oversell the schedule***

# How Did JVs Become Such a Big Deal?

- After 10 years, industry figured out how to make them work
- 2017: SBA made forming them easier
- Federal clients realized their value
- GWACs/Mega MATOCs

# Does a JV Give You an Advantage?

- Better Project Descriptions
- Better Past Performance
- Better Resumes
- Better Written Management Sections

# Is it Hard to Find a Good JV Partner?

- Short answer: *yes*
  - There are far fewer quality mentors than protégés
  - Mentor/JV partner has to be able to help with your clients
  - Many LBs don't like the risk

***Lesson Learned – don't assume the person you're talking to has the authority to approve a JV***

# ***How Does Fedmine Help?***

# Are JVs Really Growing?

544 new awards made in FY15 vs. 767 in FY20

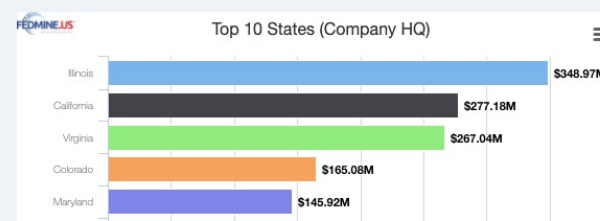
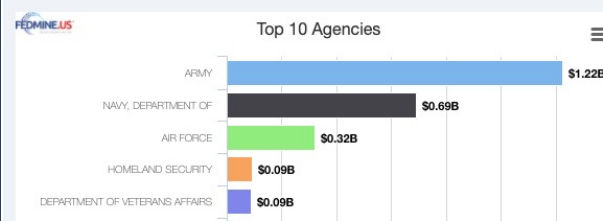
- TIP 1: Reveal specific federal markets by clicking any dark blue NAICS or PSC code from their respective columns
- TIP 2: Click on any dark blue DUNS Number to view its FEDMINE Company Profile
- TIP 3: Click on any light blue dollar amount to view details comprising that total

Total Actions : 10,081  
Total Amount : \$2.73B  
Total Companies : 544

## Selected Criteria

Display: By Company Year: 2015 Type: By (Contracting) Agency Mod Number: 0

Vendor Name: jv, joint venture Agency: SHOWING RESULTS FOR ALL AGENCIES

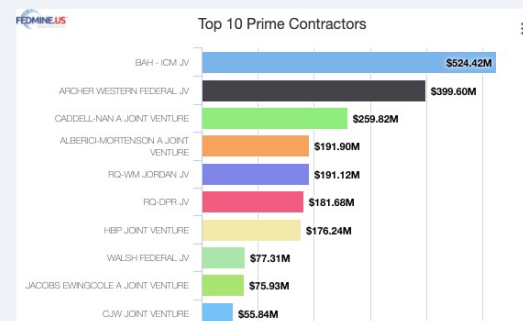
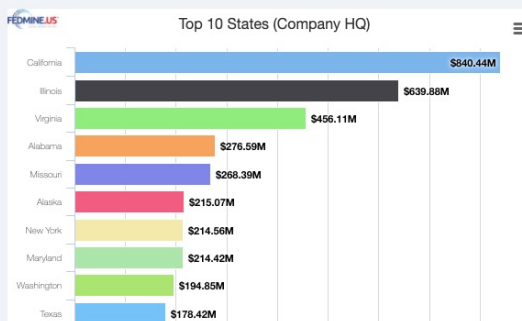
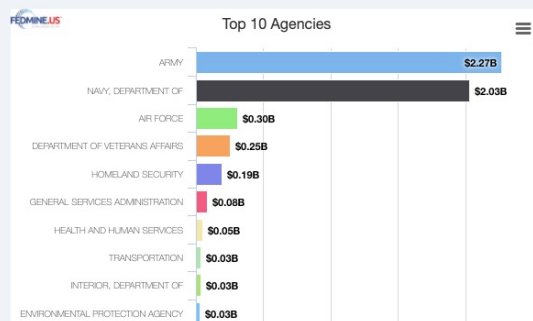


Total Actions : 4,895  
Total Amount : \$5.48B  
Total Companies : 767

## Selected Criteria

Display: By Company Year: 2020 Type: By (Contracting) Agency Mod Number: 0

Vendor Name: jv, joint venture Agency: SHOWING RESULTS FOR ALL AGENCIES



Showing 1 to 50 of 767 entries

# Does the Agency Prefer JVs?

FY18 – present at  
USACE Fort Worth,  
NAICS 541330

- 3 of the top 4 are JV's
- Of all top 10 awards, over 50% of \$'s went to JVs

*Lesson Learned – some don't...*



# Finding Possible ASMPP Mentors



***Lesson Learned***  
***– if an LB is***  
***already in a LB***  
***JV, that can be***  
***a plus as they***  
***are already***  
***experienced in***  
***JV execution***



# Review Task Order List for Scope

Sr No	Agency Code	Agency Name	PIID	IDVPIID	Contract Description	Office Id	Effective Date	Ultimate Completion Date	Obligated Amount	Links to Details
1	2100	ARMY	W9126G20F0333	W9126G20D0003	ARCHITECT AND ENGINEER SERVICES FOR DESIGN-BID BUILD JOINT BASE SAN ANTONIO LACKLAND AIRMAN TRAINING COMPLEX (ATC) BMT SATELLITE CLASSROOMS/DINING FACILITY 4 DCF4 AND BMT RECRUIT DORMITORY 8	W9126G	03/05/2020	08/26/2020	\$2.50M	<a href="#">Details →</a>
2	2100	ARMY	W9126G20F0348	W9126G20D0003	A-E MILITARY PROJECTS BASE YEAR	W9126G	01/17/2020	04/27/2021	\$2.43M	<a href="#">Details →</a>
3	2100	ARMY	W9126G20F0462	W9126G20D0003	TASK ORDER, A-E SERVICES, ATC7. DELIVERY DATE: 03-MARCH-2020	W9126G	03/24/2020	03/03/2023	\$2.06M	<a href="#">Details →</a>
4	2100	ARMY	W9126G17F0039	W9126G16D0004	AE ATC #7	W9126G	08/20/2018	12/21/2021	\$679.01K	<a href="#">Details →</a>
5	2100	ARMY	0002	W9126G16D0004	THE PURPOSE OF MODIFICATION P00006 IS TO CHANGE THE ATC6 SANITARY SEWER FROM A VACUUM SYSTEM BACK TO CONVENTIONAL GRAVITY FLOW AS ORIGINALLY INTENDED.	W9126G	01/20/2017	09/13/2024	\$314.40K	<a href="#">Details →</a>
6	2100	ARMY	W9126G18F0422	W9126G16D0004	PLANNING CHARRETTE FOR ATC RECRUITMENT DORMITORY # 8 AT LACKLAND AFB TX	W9126G	09/30/2018	03/29/2019	\$309.15K	<a href="#">Details →</a>
7	2100	ARMY	0002	W9126G16D0004	THE PURPOSE OF P00005 IS TO ADD ADDITIONAL CONSTRUCTION PHASE SERVICES SCOPE TO DCF3, ATC5 AND ATC6. ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.	W9126G	01/20/2017	03/14/2022	\$293.52K	<a href="#">Details →</a>

*Merrick & Company Task Orders*

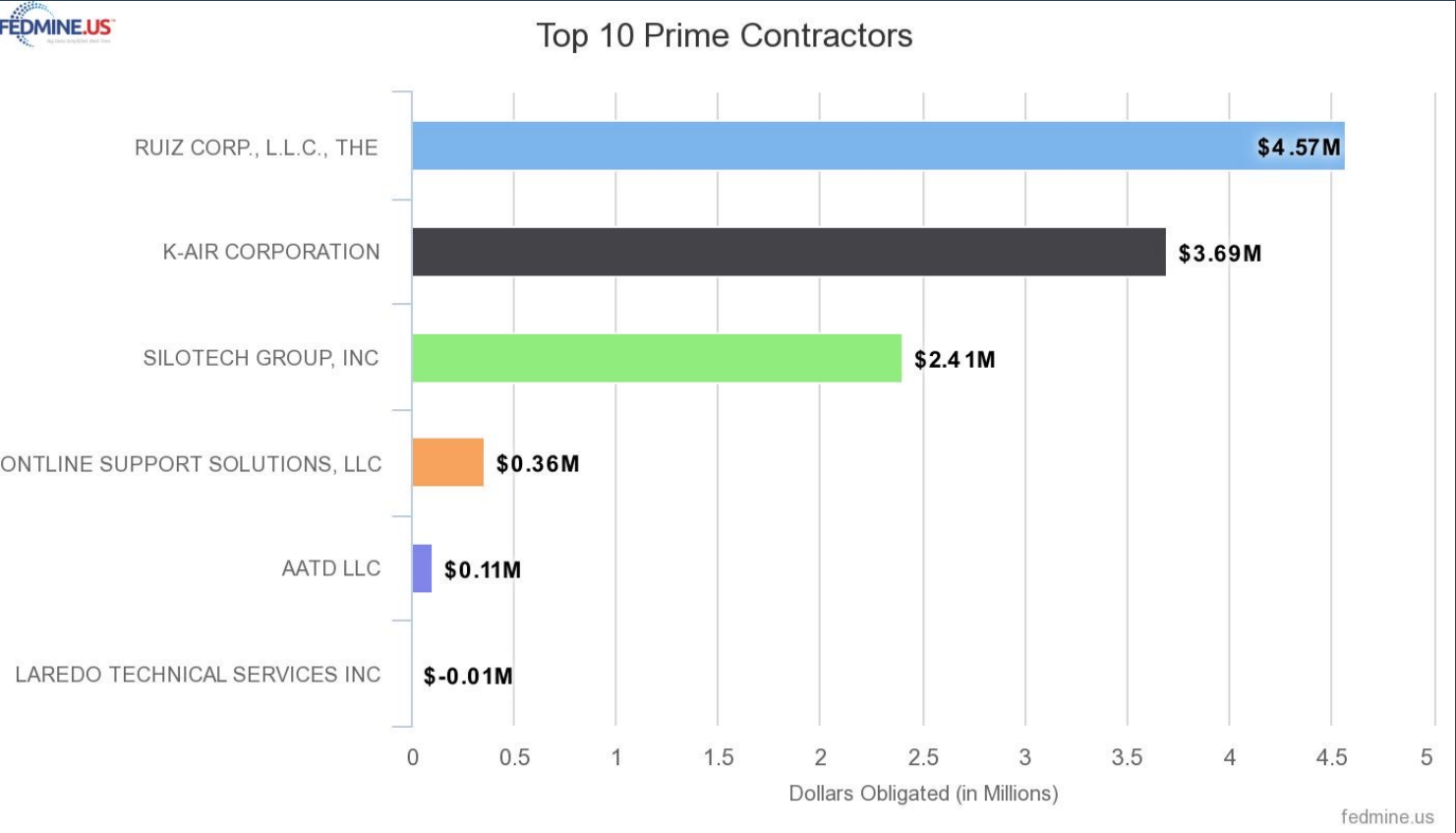
# Cross Referencing with SBA ASMPP List

- <https://www.sba.gov/document/support-active-mentor-protege-agreements>
- Data also available within Fedmine Company Profiles

SBA Mentor-Protege Program Active Agreements	
Tetra Tech, Inc.	
Date Approved:	15/05/2019
Telephone:	(225) 292-1400
Address:	13588 Florida Blvd., Baton Rouge, LA 70819
NAICS:	541330 - Engineering Services
Socio Status:	8(a), WOSB, SDVOSB

***Lesson Learned – look at the dates, most MP's run out after 36-48 months and some sooner***

# Finding Potential Protégés



SBA 8(a) Certification:	
Case Number:	C005E6
Entrance Date:	2012-09-04
Exit Date:	2022-09-04
Small Disadvantaged Business:	
Entrance Date:	2012-09-04
SDB Exit Date:	2021-09-04
Hub Zone Certification:	
Currently Certified:	Y
Certification Date:	2014-10-24
Business Type Percentages:	
Service (100 %)	

*When are they exiting the 8(a) program?*

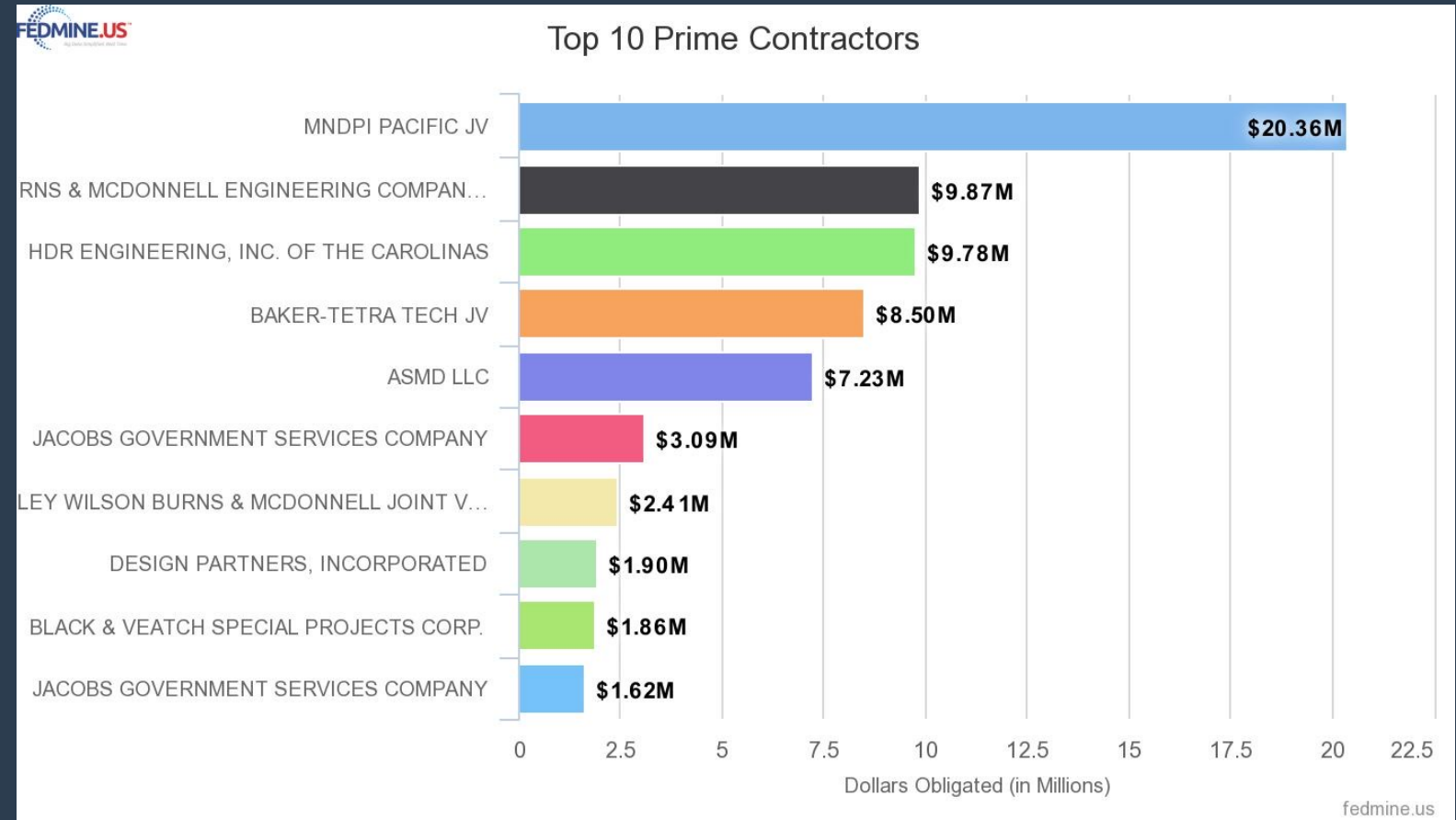
# Need to Monitor PSC for Each NAICS

*If a commonly used NAICS across industries, look at PSCs for finding partners*



# Understanding the 80-20 Split

- No matter how you search, understand that the 10 top contractors are winning a disproportionately large amount of the overall \$
- In NAICS 541330 this FY at NAVFAC, \$86.89M has been awarded to 129 companies, the top 10 make up \$66.62...77%





## ***What Makes a JV Successful***

# Why Should a Company Have JV's in Their Arsenal?



- Protects you from change:
  - Industry Downturns
  - Natural Disasters
  - Mergers & Acquisitions
  - Political, Social, and Economic Events
- Gain Market Share by JVing with incumbents
- Improves your infrastructure
- Manages your 5YR Average
- “Competimate” is a Partner!
- Sharing Relationships
- Niche Expertise
- Improvements
  - Cashflow Improvement
  - Personnel Improvement
  - Geography Improvement
  - Qualifications Improvement
  - Market Share Improvement
- Increases & Decreases
  - Bonding Capacity Increases
  - Increase NAICS Codes
  - Sharing Risk





# JVing Properly Can Turn Your Company into a Powerhouse!



**Financial  
Capability  
to include  
additional  
bonding**



**Increases  
Staff  
Capabilities**



**Collectively  
we are still  
small under  
several  
NAICS**



**Our network  
of business  
partners just  
doubled, if  
not tripled**



**Systems  
capability  
just became  
more  
robust**



**Formal  
process and  
procedures**



**A great blend  
of senior,  
middle and  
junior technical  
capability**



# Winning Rate Will Increase

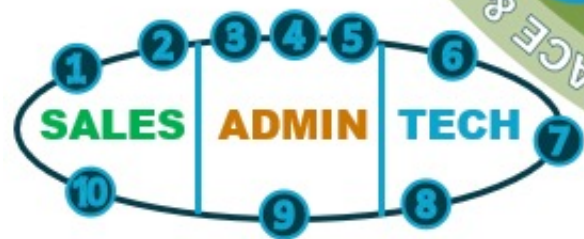
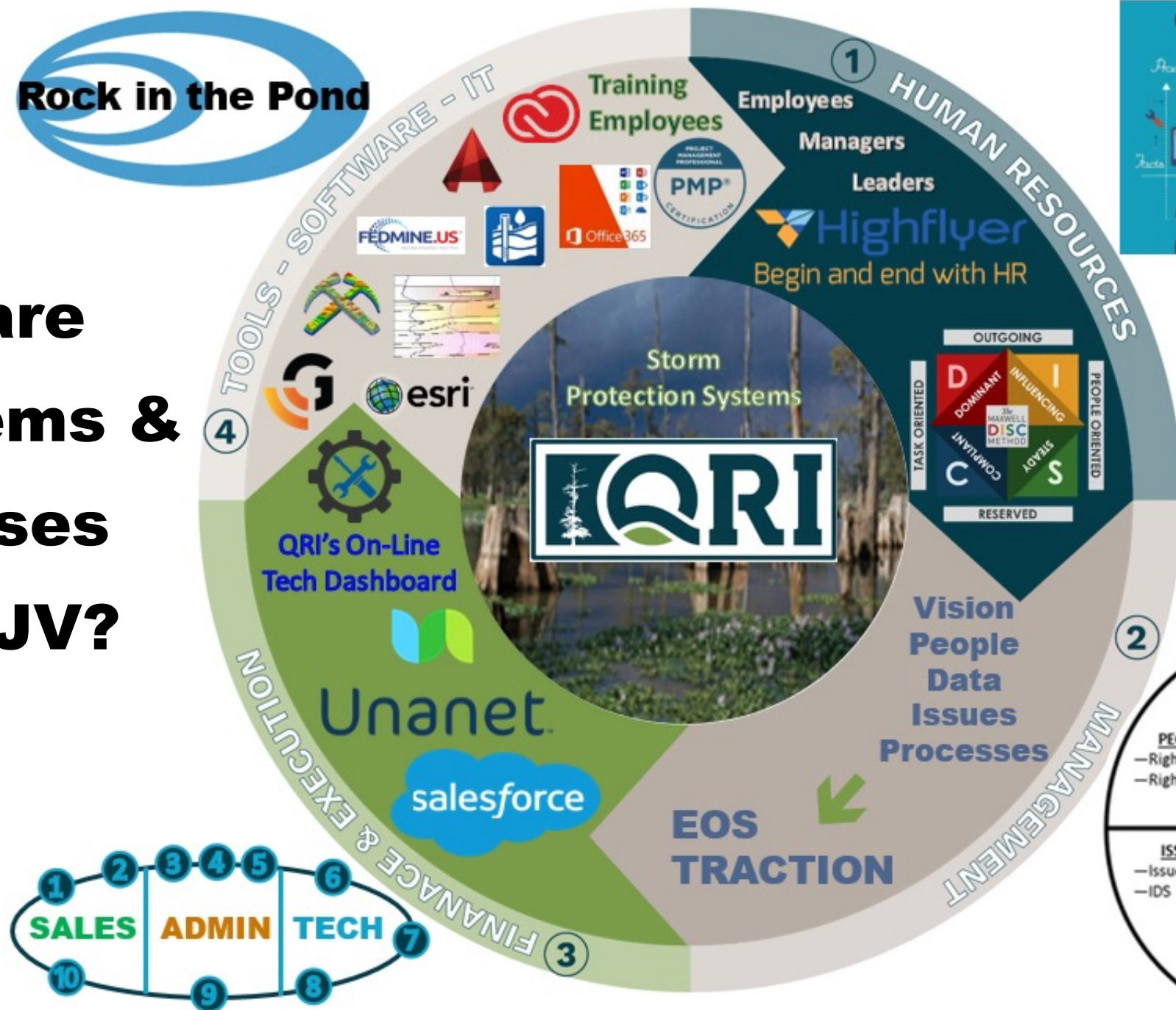
## **Meshing our capabilities:**

- More Projects,
- More Past Performance,
- More Geographic Coverage
- Stronger Systems
- More Bandwidth in Marketing & Biz Development
- Bigger Technical Capacity to Perform





# What are the Systems & Processes for the JV?



# Small or Large →

## IT IS a

## Journey of Change

- Are you nimble enough to change?
- Do you have the cashflow to overcome change?
- Can you overcome disasters?
- What happens if the USA economy goes into recession?
- Can you overcome market change?
- What happens after 8(a)?
- What happens after you become Large?



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