



Ohio

**APEX Accelerator
Ohio University**



Ohio APEX Accelerator Tiffin-Seneca

June 29, 2023

OHIO
UNIVERSITY

Voinovich School of
Leadership and Public Service

APEX services can help businesses:

- Identify potential agencies that buy your goods/services
- Free Daily Bid-Match Service
- Find Federal/State/Local agency bid opportunities as a prime or sub-contractor
- SAM Registration & other necessary registration needed to conduct government contracting.

APEX services can help businesses:

- Develop sales and marketing strategies geared towards government customers
- Assess eligibility and complete certifications for small business preference categories such as 8(a), HUBZone, Veteran and Service-Disabled Veteran-Owned, Woman-Owned, and Ohio's Minority-Owned, Woman Owned, DBE, and EDGE Certifications
- Understand solicitations and assist with the bid proposal process

APEX services can help businesses:

- SBIR/STTR and other innovation opportunities
- Training workshops on specific contracting topics
- CMMC – Cybersecurity

APEX can assist clients to register:



Connecting Buyers and Suppliers

Access to Contracting Data Tools for Market Research:



Haystack® Gold



Ohio APEX Accelerator Services

Ohio

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APEX ACCELERATORS

Assist in Development of Capability Statements:

LOGO PLACEMENT

(delete shape, add your own logo)

CAPABILITY STATEMENT

CORE COMPETENCIES

- Create a short introductory statement
 - Identify what your company does best
 - Include the skills or technologies that set your company apart
 - Identify what you can deliver with exceptional results
 - May include your mission statement
- Audience specific information
 - Short introduction statement mentioning the agency
 - Example: ABC Company provides the products DHS requires to meet its PPE needs.
 - Relate the company's core competencies to the agency's specific needs

KEY DIFFERENTIATORS

- Why did your biggest customer want you?
- How and why is your company the best choice for the needs of this opportunity or agency?
- What is it about your services/products that make you stand out from the rest?
- What is it about your people that give you the advantage over your competitors?
- Why are your products better solutions than the others that are available?
- Is your business located near the targeted agency?
- Production capacity? Quality assurance program? Industry certifications?
- Awards and Accolades? State of the art technology?
- Green initiatives? Geographic coverage? Training/education?
 - Focus on Agency needs – Address specifics, Upcoming contracts, Highlight specific benefits, Incorporate relevant metrics, Offer a solution.
 - What differentiators are not: Socioeconomic certifications, Generic statements, Static, never changing, One type fits all, "quality" people, services, products, "100" years of experience, "solutions provider", "best in class", "world class", "best of breed", outstanding customer service or other superlatives

PAST PERFORMANCE

- List previous and current customers, include commercial, government sub work
- Provide contact info - Name, title, phone, email (Make sure the contact is still there!)
 - Very brief description of work including -Time frame, Dollar value
 - Prioritize past performance list - Internal to that agency, related agency or company
 - Other government entities: Federal, state, local, commercial contracts
 - List past customers for whom similar work was performed,

Examples:

- Provided ABC services to enable the effective use of XYZ thereby reducing costs by \$\$\$\$ over three years. Name contract vehicle & amount. Give contact reference, name, title, phone and email.
- As a subcontractor to [company name], provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$\$\$\$ over three years. Give contact reference, name, title, phone and email.
- As an employee of (company name), provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$\$\$\$ over three years. Give contact reference, name, title, phone and email.

WHO WE ARE

(Company Data that applies)

- Federal: UEI & CAGE Code
- NAICS, PSC & FSC Codes
- GSA Schedule Contract Number(s)
- BPAs or other contract numbers
- Socio-economic certifications: SB, WOSB, 8(a), HUB Zone, SDVOSB, SDB, VOSB
- State of Ohio: UNSPSC Codes
- State Socio-economic: MBE, EDGE, WBE, VBE, DBE
- Number of employees, capacity
- Accept credit cards

Personal Contact Information

- Person's Name
- Email Address
- Phone Number

Contact your Ohio APEX Accelerator Office



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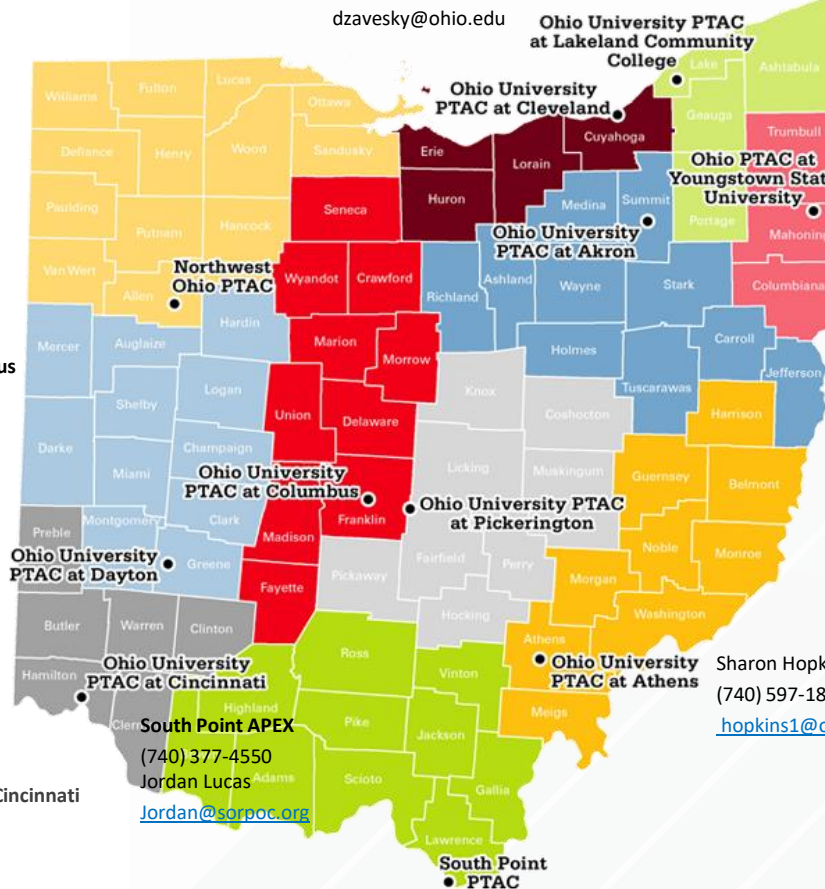
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- APEX Accelerator at Ohio University:

<https://apex.ohio.edu/>

- Ohio APEX Accelerator:

<https://find.govcontracts.ohio.gov/>

- Find an APEX Accelerator Nationally

<https://www.apexaccelerators.us/#/>



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Ohio Apex Accelerator at Ohio University

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