

# 30 STEPS FOR STARTUPS™

AN INTENSE, 7-WEEK, FREE, ONLINE COURSE DESIGNED TO QUICKLY INCREASE THE REVENUE OF NEW COMPANIES AND ADD LOCAL JOBS IN MARYLAND COMMUNITIES



## Session 1



# 30 STEPS FOR STARTUPS™

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# WELCOME

1

**Welcome and Remarks**

2

**Discussion: Steps 1 through 5**

3

**Homework Page and Resources**

4

**Q&A**

## **Mentors:**

Sahmra Stevenson (Law)

Dr. Johnetta Thurston (HR)

Catherine Wright (Accounting)

Dr. Rhonda Farrell (Operations)

Dawn Foster (Marketing)

Rennard Brown (Operations)

## **Facilitator:**

Will Holmes

**Scheduled Breaks at 7pm and 8pm**

**Info at <https://whcusa.com/30steps>**





# About Will Holmes

## RECOGNIZED FOR COMMUNITY SERVICE AND ECONOMIC IMPACT BY:

The Governor of Maryland  
 The Comptroller of Maryland  
 The Maryland General Assembly  
 The Mayor's Office of the City of Baltimore  
 The Baltimore City Council  
 The Baltimore City Chamber of Commerce  
 United States Senator Chris Van Hollen  
 United States Senator Ben Cardin  
 Baltimore County Executive Kevin Kamenetz  
 The Mayor's Office of Employment Development  
 The University of Baltimore Merrick School of Business  
 The Greater Baltimore Leadership Association  
 Network for Teaching Entrepreneurship  
 Baltimore Urban Alliance  
 American Cancer Society  
 Johns Hopkins Carey Business School



### Founder of WHC

Established in 2006

Serving Government Agencies, Banks and Universities

[www.whcusa.com](http://www.whcusa.com)



### Entrepreneur in Residence, Johns Hopkins Carey Business School

Contracted in 2019 | 105 Businesses | 155 MBAs



### Chairman Emeritus, Baltimore City Chamber of Commerce

Elected 2019

400+ Members, representing 23,000 employees



### Founder, Baltimore Economic Leadership League

Founded in December 2021, providing Micro Loans to small businesses.

[www.JoinBell.org](http://www.JoinBell.org)



# Success Metrics



The success of the program is based on your commitment to:

- Attendance and Program Completion
- Revenue Growth
- Job Growth
- Impact on Local Communities

## Program Milestones

- Cash Flow Projections Due in Week 6
- Program Completion in Week 7

## Important

- Attend all classes and submit all homework on time
- Homework is due before the next class
- Resources are located at [whcusa.com/30steps](http://whcusa.com/30steps)
- Meet with Will at no cost
- Meetings with other Mentors are optional and at a discounted rate
- Seek help early and often
- Share resources with your cohort
- Be ready to build your profitable business ideas utilizing your cash flow projections



# 30 STEPS FOR STARTUPS

## Learning Session One

### **During this session, we will cover:**

1. Prepare Your Mind for the Journey
2. Evaluate the Opportunity
3. Choose Your Profit Goal
4. Know Your Customer and Find the Need
5. Identify Advisors and Mentors

-Resource Page

-Q&A

**Prepare to take notes. Let's go!**





# STEP ONE

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## Prepare Your Mind

# 30 STEPS FOR STARTUPS

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# 1. Prepare Your Mind for the Journey

## Trait One: You deal with your fears.

Your fears of failure, inadequacy, uncertainty, rejection, running out of money and losing control must be understood and managed. These fears may never go away. However, you must work on strengthening your ability to understand why you are feeling this way and how you will stay calm and address whatever challenge you are facing. Being a business owner is risky. That doesn't ever change. But how you respond to and manage your fears must improve so you can properly lead your team and make sound decisions every day. Everyone is counting on you.



# 1. Prepare Your Mind for the Journey

**Trait Two: You hold yourself accountable for the performance of your team.**

Take responsibility for your organization's performance and properly train and place people in the right positions based on their skill sets. Delegate tasks and give them ownership of the tasks associated with their job. If your team isn't doing well, think about how you can help them to do better. You must create solutions and create tools for them to do their work. You are responsible for their success and their failures. Their success determines the success of your company so you must be willing to find ways to help them do their jobs better.





# 1. Prepare Your Mind for the Journey

**Trait Three: You find comfort in stressful, uncomfortable, risky situations.**

You know entrepreneurship is risky and you do it anyway. Why? Because you'd rather take control of your future than let someone else decide your worth. If you are going to run a business, you must be willing to step up every day and deal with staffing issues, customer needs, late payments, slow months, running low on money and making payroll. It is not easy and the more money you make, the more expensive your problems become. However, in return, you determine your path and live your life on your terms. The desire to live free must be greater than the discomfort that comes with everyday stress and risk. You must accept the risk, take control of your future and make it happen every day.



# 1. Prepare Your Mind for the Journey

## Trait Four: You manage your emotions during stressful situations.

Every day you will deal with difficult people and be put in difficult situations. You can't fold under the pressure. You can't explode in frustration and anger. You must think clearly and make strategic decisions based on data and the long-term plan. You must learn yourself and work on your weaknesses. You must learn your triggers and practice maintaining control when you are put in situations that can easily bring out your dark side or make you cry. Your future depends on your day-to-day actions and your entire team is watching every move you make. Self-mastery takes a lifetime, but it requires intentional effort and practice every day.



# 1. Prepare Your Mind for the Journey

## Trait Five: You value knowing your numbers.

You must know how much it costs to make one of whatever it is that you sell or offer. Without knowing that base number per item, you cannot confidently set a price to sell your product or service and earn a profit. You can't be sure if you are making or losing money on every sale. You must create a pricing model and growth strategy based on expenses and profitability goals. Otherwise, you run the risk of losing money on every sale and going out of business quickly. You must know your numbers so you can intelligently speak with lenders, investors and partners. You must know your numbers so you can pay your team appropriately. You must know your numbers so you can set your price, set your monthly sales goals, build your business, leverage assets and plan a comfortable retirement.



# 1. Prepare Your Mind for the Journey

**Trait Six: You look for needs and create products and services that people find valuable.**

Your ability to find a need in the market and fill that need with a product or service that people find valuable is how you will get paid. People make purchases to fix a problem, address pain or to feel better. You must help them at a price that they can afford and that allows you to make a profit. As a business owner, you must find ways to create value as efficiently as possible and create processes that allow you to offer this product or service consistently in a repeatable manner. Creating high-quality, in-demand products and services that meet customer needs, will get you paid and help you build a sustainable business.



# 1. Prepare Your Mind for the Journey

**Trait Seven: You value clearly communicating expectations and delegating tasks.**

When you have a challenge, you must think about who can do the work and who you can delegate the work to. To be effective, the instructions and expectations need to be clear so your team can give you the results you desire. You must take the time to create Standard Operating Procedures (SOPs) and performance metrics so people can understand what to do and how fast to do it. You must become comfortable with delegation. It is scary sharing responsibility for the success of your business. But without a team you are limited to just your time and abilities. You can only grow so much by yourself. Willingness to delegate becomes easier when you find ways to attract people who excel in the skill sets you need, and who are willing to follow your SOPs and strive to meet your performance metrics. This takes time to build, but it is essential to your growth.



# 1. Prepare Your Mind for the Journey

**Trait Eight: You accept short-term discomfort in order to reach your long-term goals.**

There is pain in being an employee. There is pain in being an employer. It is your choice. You must decide that having no limits on your income or freedom as an entrepreneur is worth the pain, anxiety and risk that comes with being your own boss. The uncertainty and instability have broken many people before you. But that's part of the game. Are you willing to be uncomfortable for a few years so you can live the life you want and build a comfortable future for your family? Yes. Yes, you are.



# 1. Prepare Your Mind for the Journey

**Trait Nine: You are driven to produce results even if no one helps you or believes in you.**

It is lonely as an entrepreneur. Most don't understand why you put yourself in such a risky position. They may think you are crazy, or irresponsible leaving your job and chasing your dreams. But that's probably their own fears talking. They are projecting their limitations on you. Don't let their fears influence you. You have to believe in yourself when no one else does. You have to be able to motivate yourself when no one is there to cheer you on. You must be able to pick yourself up and dust yourself off when no one is there to help you recover. If you can do this, you are unstoppable and you will succeed. And when you succeed, they will say how proud they are of you.



# 1. Prepare Your Mind for the Journey

**Trait Ten: You believe in yourself, and your business, and you are willing to sell your products and services.**

Many people will say, I am not a salesperson, or I can't sell. Or I prefer to be behind the scenes and do the work. Or someone did that part when I worked for someone. Well, someone has to sell what you are making and no one knows your business better than you. Even if you have the money to hire someone, they still must be taught about your value proposition and how your business fills a need in the market. And even if you train them, they probably won't have your level of passion for what you've built. As the owner, you must be able to understand your value, listen to the needs of customers and customize a solution that fills those needs.





# 1. Prepare Your Mind for the Journey

**Trait Eleven: You have a desire to compete and win.**

There are a limited number of customers. If you win a customer, you are taking them from a competitor. Your competitors will try to win them back and more. You must create value daily, so your customers will continue to choose you. And your value must be greater than that of your competition. If you think you don't have any competitors because what you do is so special and you only compete with yourself, you are setting yourself up for failure. You must be intentional on creating value, winning customers and generating revenue every day. This is what your competition is doing right now as they plot to be number one in the market. Will you let them beat you? No. You will do what it takes to ethically, efficiently and profitably create more value and win.



# 1. Prepare Your Mind for the Journey

**Trait Twelve: You value scheduling time for thinking and innovating.**

You must set aside time each week for thinking about the future and how you can create more value for more people. This time for innovation and contemplation will allow you to grow your business and give you time to focus on what you love. To be truly successful, you must figure out how you can stay focused on doing what you love without the interruptions that naturally come with running the day-to-day of the business. With smart planning, proper pricing and effective delegation you can be left to focus on growing the business instead of running the business. But you must be intentional in blocking this time to think about how you will sell enough stuff so you can hire enough people so you can be free to think about selling more stuff so you can hire more people.





# STEP TWO

## Evaluate the Opportunity

# 30 STEPS FOR STARTUPS

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# DO YOU NEED A PARTNER OR INVESTOR?

## Or do you just need capital?

What's worth giving up a finger?



A business partner can be valuable for many reasons, but some of the most common include:

- Increased resources.
- Shared risk.
- Diversified skills and experience.
- Increased motivation.
- A stronger team.
- Access to capital or connections.

**Before you give away ownership, consider waiting until you can qualify for a loan or line of credit. If you can pay a contractor or employee to do the work and get the same result, and maintain ownership of you company, would it be worth the wait?**



1 Artist (Kim)  
1 Work of Art  
1 Week to Create  
Sells for \$200

FT for 1 Year with  
52 weeks in a year

Possible Revenue:  
 $52 \times \$200 =$   
\$10,400

Is that enough \$?



**Kim innovates!**

**1 Work of Art  
Makes Copies  
Sells Each for \$100**

**FT for 1 Year. Sells  
4 per week. 52  
weeks in a year.**

**Possible Revenue:  
52 x \$400=  
\$20,800**



**Kim works harder!**

**1 Work of Art  
Makes Copies  
Sells Each for \$100**

**FT for 1 Year. Sells  
10 per week. 52  
weeks in a year.**

**Possible Revenue:  
52 weeks x \$1000 per week=  
\$52,000**



## How much does Kim keep?

Expenses:  
\$10 per copy for  
materials

\$100 revenue  
-\$10 expenses

---

= \$90 **profit** per  
copy





**Profit per copy:  
\$100 revenue  
-\$10 materials**

---

**= \$90 Profit per  
copy**

**\$90 x 10 Copies  
per week = \$900  
profit per week**

**\$900 x 52 weeks =  
\$46,800 profit**



**Kim hires sales staff!!!**

**\$100 revenue**

**-\$10 materials**

**-\$10 commission**

---

**=\$80 Profit per copy**

**\$80 x 20 Copies per  
week= \$1600 profit  
per week**

**\$1600 x 52 weeks=  
\$83,200 profit**





# What is \$1 million in revenue?

**You need to create ways to generate \$83,334 per month in sales.**

That is \$4,167 per day if you're open 20 days per month.

- That's \$521 per hour if you're open 8 hours per day.
- That's \$348 per hour if you're open 12 hours per day.

That is \$2,778 per day if you're open 30 days per month.

- That's \$348 per hour if you're open 8 hours per day.
- That's \$232 per hour if you're open 12 hours per day.

**You must create quarterly/ monthly/ daily sales goals for your team!**

A person in a white lab coat is writing on a clipboard. The image is dark and serves as a background for the text on the left side of the slide.

# What is \$1 million in revenue?

## You need to create ways to generate \$83,334 per month in sales.

Average price of Services?

- Charge \$100 per hour? That's 834 total hours per month. If you have FT staff, you're billing your clients for 5 to 6 FTEs at \$100 per hour. You pay them a lesser amount so you can make a profit.
- Charge \$5000 per project? That's about 17 projects per month or 200 projects per year.
- Charge \$50,000 per project? That's about 2 projects per month or 20 projects per year.

Think about the infrastructure and target clients you'll need to make this happen. Don't market to people who can't afford to pay you at this level. They aren't your clients anymore. We are in business to generate revenue and make a profit.

# Average Price?

## Average price of your services and products?

You may offer your customers a wide range of choices. For the purposes of projecting volume of sales, consider the range of your prices but identify the average price that you charge your customers. This helps plan for the infrastructure needed to sell higher volumes.

Example: Salon Services

\$35 for a hair wash. \$150 for a hairstyle.  $(\$35 + \$150) / 2 = \$92.5$  on average for a service.

To hit 1 million in revenue, that salon owner would need to consider how much infrastructure would be needed to support 10,811 services.

$\$1,000,000 / \$92.5 = 10,811$  services

This is NOT a perfect number. It is a start to assess needed infrastructure.

A person is shown from the chest down, wearing a white long-sleeved shirt, sitting at a desk and writing on a document with a blue pen. The background is dark and out of focus.

# Break Even Point?

**Knowing your average price and your total monthly expenses helps you set minimum sales goals and assess pricing.**

Look at your expenses for the month. Determine how much revenue you need to bring in to keep the lights on and cover your expenses.

Divide that number by your average price.

Total Monthly Expenses/ Average Price= Minimum Sales Goal to Stay Open

That Minimum Sales Goal to stay open is a VERY important number. This doesn't include any profit. But once you know this number, you can start to determine if you can keep sales volume the same and increase pricing or keep pricing the same and increase sales volume. Or maybe increase both.

A person wearing a white lab coat is shown from the chest down, sitting at a desk and writing on a clipboard with a blue pen. The background is dark and out of focus.

## Cost to Make One?

## How much does it cost to make one of whatever you sell?

Look at your expenses for the month. Divide that number by your average number of sales per month.

Total Monthly Expenses/ Average Number of Monthly Sales= Average Cost to Provide One Product or Service to Customer

This is NOT a perfect number. But what it does is that it requires you to look at ALL your expenses for the month and determine HOW MANY sales you make in a month.

You should include everything in your expenses! It's not just the ingredients to make a cupcake. It's also your business insurance, utilities, marketing, your pay, your team's pay and any other business expenses involved in making that cupcake. This will help you get closer to the right price to charge your customers.



# STEP THREE

## Choose Your Profit Goal

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# The Value of Your Company Now and Later...

What will your company be worth when you are ready to exit?

There are a few ways to determine a company's valuation. Some of the most common methods include:

- Book value.** This is the value of a company's assets minus its liabilities. Count all the cash, equipment, inventory, real estate, stocks, options, patents, trademarks, and customer relationships as you calculate the asset valuation for your business.
- Earnings multiples.** This is the value of a company's historical earnings multiplied by a certain multiple, often 2x to 3x revenue. The multiple is typically based on the company's industry and financial performance. **A business's gross income, ability to repay debt, and capitalization of cash flow or earnings determines its current value.** If your business struggles to bring in enough income to pay bills, its value drops. Conversely, repaying debt quickly and maintaining a positive cash flow improves your business's value.
- Discounted cash flow analysis.** This is a more complicated method. It projects your business's future net cash flows and discounts them to present day values due to factors like inflation, earnings instability and market conditions. **This is a more complex method used when profits are not expected to remain stable in the future.** The DCF analysis is based on the idea that money is worth more today than it will be in the future. This is because money can be invested today to earn a return. The higher the discount rate, the lower the present value of future cash flows.

**Why is this important? You need to start building the infrastructure necessary to create a sustainable company valuable enough to give you a comfortable exit. Pay attention to these factors so you can build toward the number.**



# Long term: Consider your retirement plan, inflation and that everything costs money.

NEEDS AND APPROPRIATE LEVEL OF RISK BASED ON RETIREMENT JOURNEY

JP MORGAN CHASE

Youth  
HIGH GROWTH



Mid-age  
GROWTH



Retiree  
INCOME



## FAR FROM RETIREMENT

It is important to maximize growth, because this is the time when you have the **greatest capacity to take on risk** for higher return, due to your longer time horizon.

## 5-10 YEARS TO RETIREMENT

While still seeking some growth during your remaining working years, it is important to shift to **a more conservative strategy** to protect the wealth you have accumulated.

## IN RETIREMENT

You may want **a consistent and attractive income stream** to cover your day-to-day expenses, whilst at the same time grow your principal and protect your wealth.

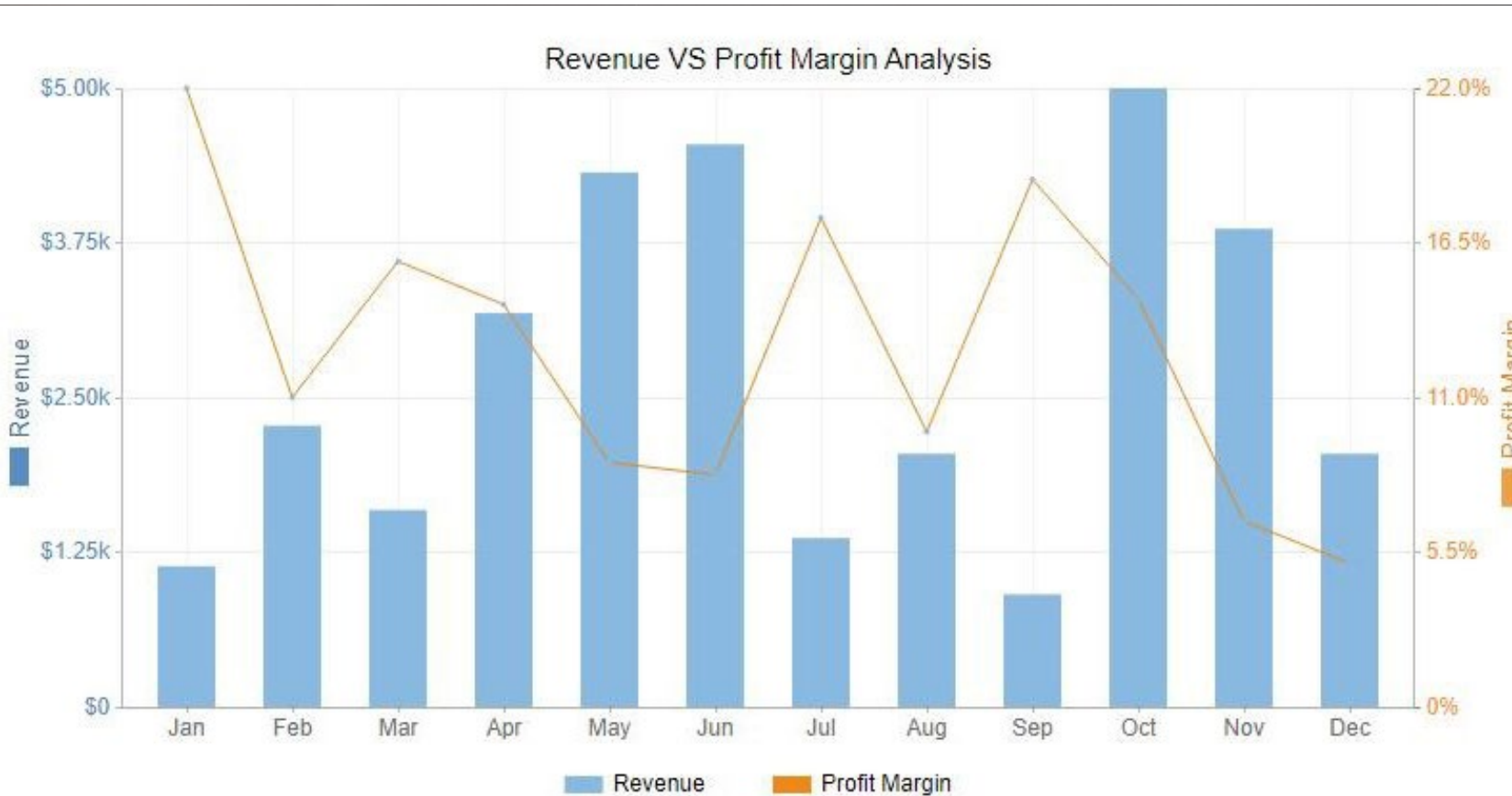
Time frame? How much?

Income Sources?

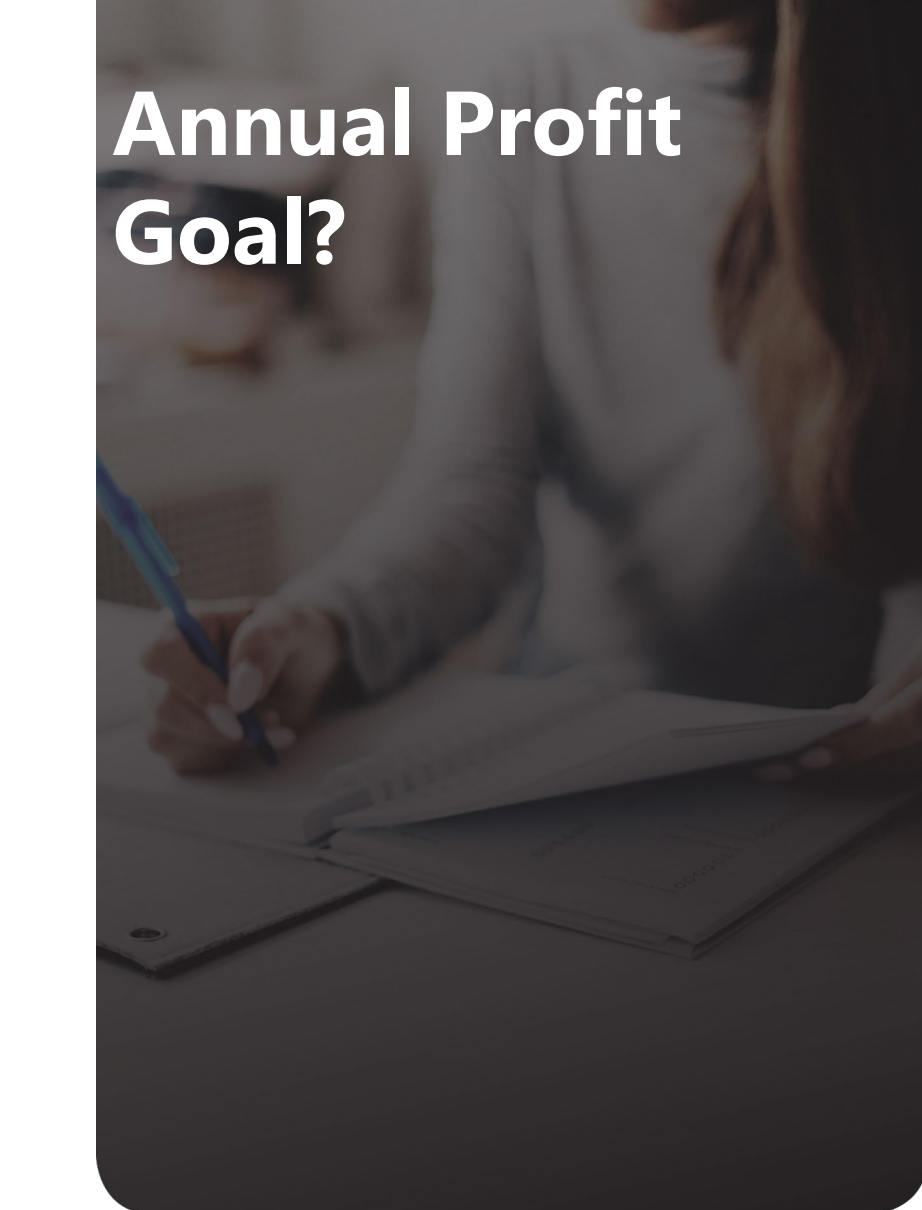
Business?  
Sell? Keep Working?

Where?  
Beach? Maryland?

# Near term: How much do you need to take home after expenses?



- Take home annually?  
Monthly?
- Paying yourself as an employee?
- Consider expenses with you not doing the work.



# Annual Profit Goal?

## **How much do you want to bring home each year or each month after all your expenses?**

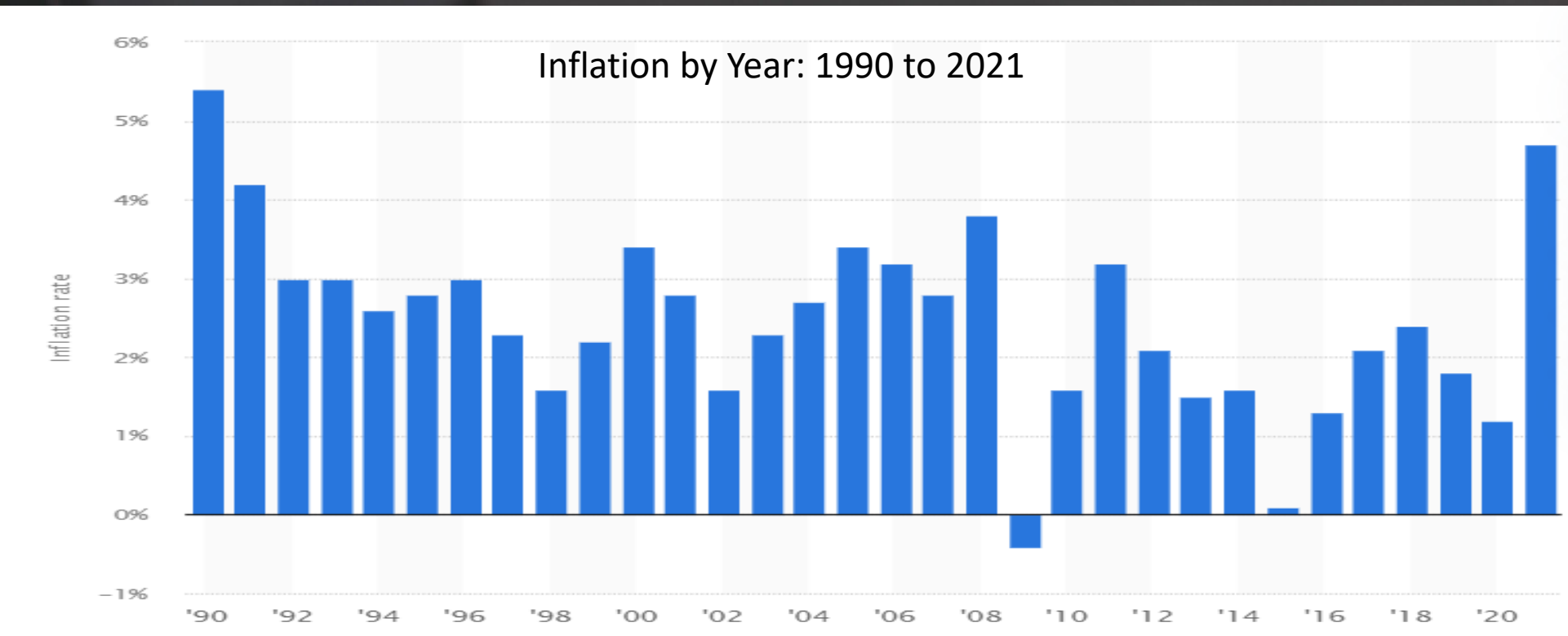
You should run your business. It should not run you. Your business should be a tool to generate the money you need to live the life you want.

Your business should be profitable. Otherwise, it is an expensive hobby and a liability. If it is not making a profit, you need to move quickly to find a fix. An unprofitable business it will drain you mentally and financially and probably negatively affect your health and home life.

Also, you should be paying yourself. And we recommend that you consider your pay an expense. Why? Someone has to do the work if you sell the business or get sick. That labor should be accounted for in your pricing. Plus, lenders want to see that you pay yourself.

What is left over after expenses is profit. So, how much?

# Inflation is real! How will you meet your profit goals next year? How much do you need to retire?



If your business is part of your retirement plan, it must be able to support your expenses when you retire. Average inflation is 2% to 3% per year.

## Inflation

Inflation is a fundamental economic indicator. For example, if an average pair of shoes costs 100 dollars one year and 105 dollars the following year, the inflation rate is five percent. This means the purchasing power of the dollar has decreased. The data presents the average rate of inflation throughout a year. How much will a pair of shoes cost when you retire? *Source: <https://www.statista.com/statistics/191077/inflation-rate-in-the-usa-since-1990/>*

# Make a plan!

- Prepare for the worst and hope for the best.
- Use your cash flow projections to create a budget for your plan! Extend it 3, 5, 10 years...
- Your efforts now will help to ensure a better financial future for you and your family.

## RETIREMENT PLANNING

Simple formula for building a retirement nest egg

SPEND 50% ON NECESSITIES

30% ON ENJOYING THE PRESENT



SAVE 20% FOR THE FUTURE.



### What is retirement Planning



Retirement planning is the process of setting goals for your retirement years and actions and decisions needed for achieving those goals.



### Why plan for retirement?

Limited income  
Difficulty in meeting basic living expenses  
Dependency on children  
Healthcare issues with related expenses  
Sacrifices and hardships  
No enjoyment.

# 12 Month Cash Flow Forecast

- Tell your story with numbers! Use actual cash flow based on reality. No place holders or even splits.
- Slow seasons? What else can I sell?
- Every action costs money and requires something to happen prior.
- Set milestones and sales goals or funding needs for hiring, major purchases, expansion.
- More sales usually require more or different marketing and that usually costs money.
- Savings Plan? Investing Plan? Your customer pays for your retirement in every purchase.
- Include repayment plan for loans/ lines of credit/ other debt.

WHC Cash Flow Projections Tool (12 months)																	
Your company name:		WHC										When does this projection start?:		Feb-23	(This can project this current year using actuals or project the next 12 months.)		
What is your profit goal for the year?																	
	Startup Capital	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Total	Your Projected Profit for the Year		
<b>BANK BALANCE</b> - This row represents your bank account at the beginning of month. This could be negative or positive based on your sales and expenses from the prior month. Find ways to earn more revenue to make this positive.			0	-10,000	-5,800	400	9,100	15,800	24,500	30,700	34,900	43,600	37,300	29,000	0	\$	19,000.00
<b>REVENUE (Money In)</b>															Total	Notes	
8	Research		1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200			12,000		
9	Consulting				2,500	2,500	2,500			2,500	2,500				15,000		
10	Speaking		15,000	15,000	15,000	15,000	15,000	15,000	15,000						120,000		
11	Books														0		
12	Revenue Source 5														0		
13	Revenue Source 6														0		
14	Revenue Source 7														0		
15	Money from a loan or line of credit														0		
16	Money from a loan or line of credit														0		
17	<b>TOTAL REVENUE</b> (not including money in the bank)	0	0	16,200	16,200	18,700	18,700	18,700	16,200	18,700	3,700	3,700	0		147,000		
18	<b>Total Cash Available:</b> All your revenue for the month added together, including money in the bank. This is before expenses.	0	0	6,200	10,400	19,100	27,800	34,500	40,700	46,900	53,600	47,300	41,000	29,000		147,000	
<b>EXPENSES (Money Out)</b>															Total	Notes	
21	Estimated Tax Payments Federal			2,000			2,000			2,000			2,000		8,000		
22	Estimated Tax Payments State														0		
23	Reinvest in the business														0		
24	Loan Repayment 1		5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000		60,000		
25	Loan Repayment 2														0		
26	Line of Credit Repayment														0		



**STEP FOUR**  
**Know Your Customer &**  
**Find the Need**

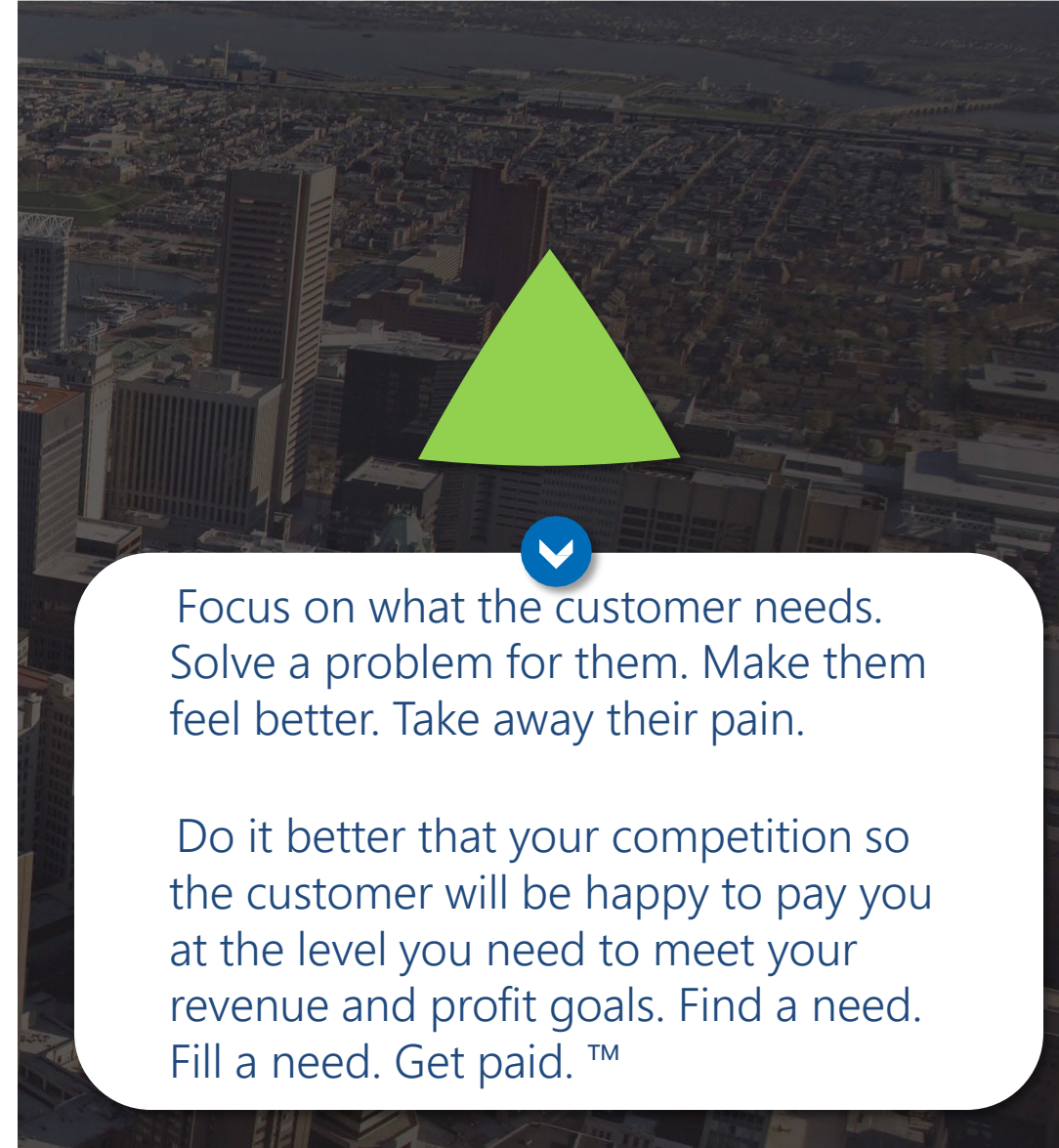
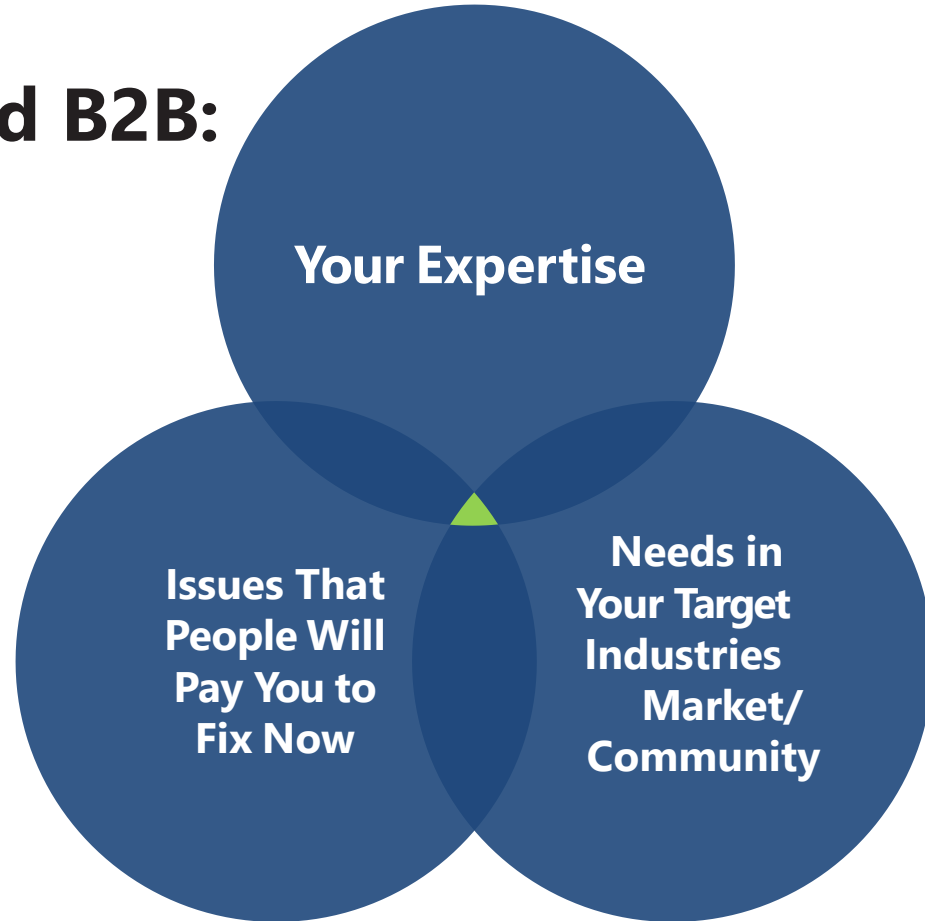
**30** | **STEPS**  
**FOR STARTUPS**

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**Find a need. Fill a need. Get paid!™**  
**Match the customer's need to what products and services you can offer.**

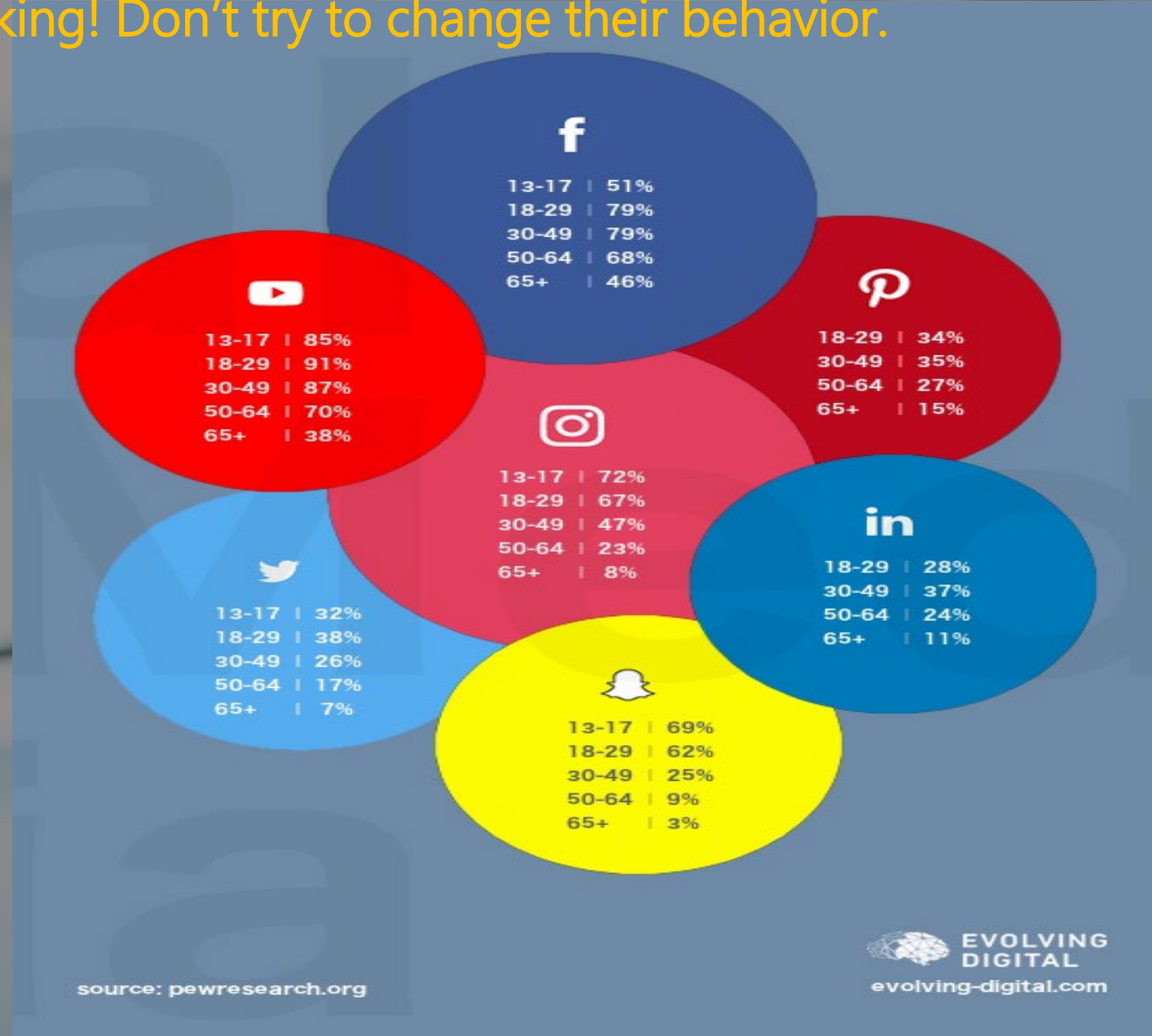
**B2C and B2B:**



# When Attempting to Reach the Target Customer...

→ Use Data & Be Where They Are Looking! Don't try to change their behavior.

1. Email Marketing
2. Facebook
3. Instagram
4. Tic Tok
5. Pinterest
6. Proposals in response to RFPs, RFIs
7. In-person business development
8. SMS text
9. YouTube
10. LinkedIn
11. Twitter
12. Local and Online Events
13. Partner introductions and referrals
14. Review Sites



# B2C & B2B

Selling B2C & B2B- Market Research Tools to Understand Your Customer

## B2Customer

<https://www.pewresearch.org/>

<https://www.census.gov>

<https://www.bls.gov>

<https://www.livingfacts.org/>

<https://trends.google.com/trends/>

<https://www.google.com/>

<https://www.facebook.com/business/>

[insights/tools/audience-insights](https://www.facebook.com/business/insights/tools/audience-insights)

<https://www.pickfu.com/>

## B2Business

<https://www.paychex.com/employment-watch/#!/>

<https://adpemploymentreport.com/>

<http://www.nfib-sbet.org/>

<https://www.yelp.com/>

<https://www.trade.gov/export-solutions>

[https://www.franchise.org/franchising franchise-industry-research](https://www.franchise.org/franchising/franchise-industry-research)

<https://smallbiztrends.com/small-business-statistics>

<https://nrf.com/retails-impact>

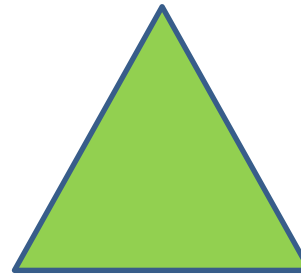
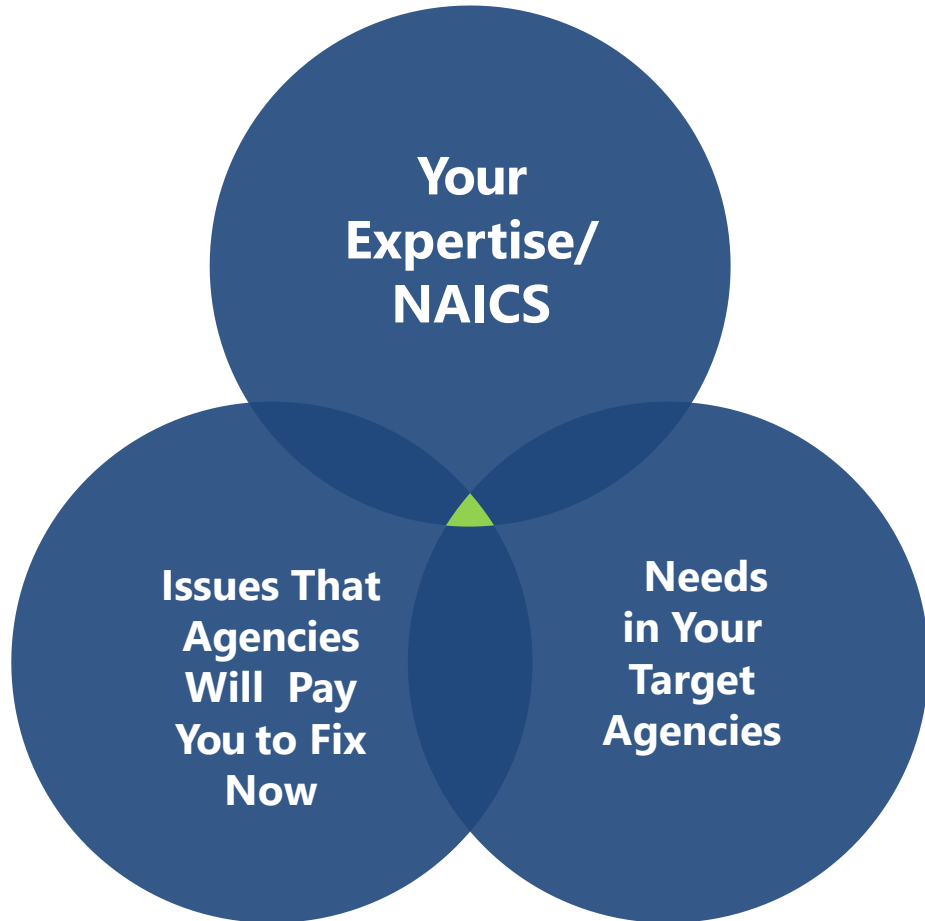
# B2C & B2B

Simplify Your Message! Simple benefits for Businesses & Individuals may include:

- Easier to use, manage, sustain or implement.
- Higher quality. More efficient. More accurate. Faster. Newer technology.
- Better reporting, metrics or visibility.
- Addresses current needs better than existing product.
- Better customer experience.
- Higher Likeability & Trust (They prefer working with you & feel more confident with you).

Create trust to get to know their need. Understand the emotion in their needs and use that along with your knowledge and expertise to close the deal. People buy from those they know, like and trust.

# B2G: Choosing the Target Agencies



— The overlap contains the products and services you may want to offer in your marketing campaigns and search for when identifying contract opportunities.

**Be creative and market where there is money!!!**

**If you want to win contracts, build relationships, go to pre-bid meetings and write proposals!!!**

# B2G: Capabilities Statements

In its simplest form, a capabilities statement is a promotional or marketing statement about your business and its capabilities and skills that advertises who you are and what you do. However, Capabilities Statements must be tailored to your audience: the government buyer or prime contractor.

## What to Include:

1. Name and company branding, slogan (if any).
2. Summary description of the company.
3. Core Capabilities or Competencies.
4. Past Performance and Experience.
5. DUNS and/ or Unique Entity ID.
6. Contact information. Do you take credit cards.
7. Cage Code. NAICS Codes.
8. State and Federal Certifications.
9. Featured Clients/ References.

**WIDESCOPE**  
CONSULTING AND CONTRACTING SERVICES

Widescope Consulting and Contracting Services LLC.  
Email: [info@widescopeccs.com](mailto:info@widescopeccs.com)  
Phone: (404) 545-7908  
[www.widescopeccs.com](http://www.widescopeccs.com)

FLORIDA:  
14466 Kandi Ct. Largo Fl. 33774

PENNSYLVANIA:  
2339 Pineview Dr. Malvern Pa. 19355

## CAPABILITIES STATEMENT

### ABOUT WIDESCOPE

Widescope Consulting Contracting and Services delivers information technology and staff augmentation services to the federal government, state and local municipalities. We bring to bare fast, reliable, immediately productive, and experienced resources from multiple disciplines to reduce risk and ensure customer satisfaction. Utilizing customer focused demand management processes, we continuously prepare and develop talent tailored towards your specific needs.

We constantly strive to be a company that delivers an outstanding work product without requiring a lot of maintenance from our government clients. Our ultimate goal is to surpass your expectations and make your job easier, not more difficult.

### CORE COMPETENCIES

Widescope Consulting Contracting and Services helps customers meet their technology objectives by providing technical resources to meet their short and long term IT requirements related to the following:

- Staff Augmentation
- Project Management
- Program Management
- Software Development
- Executive Administration

### PAST PERFORMANCE

- Submarine Fiber Optics Mapping & Cabling
- Cyber Security & Visitor Management Solutions
- Facility Management & Security Modernization
- Dynamic Dashboards for Data Mining & Analytics
- Software & Website Development/Maintenance
- IT, Communications, & Internet Connectivity
- Advanced Training & Curriculum Development
- Modern Video Teleconferencing (VTC) Installations

### FEATURED CLIENTS

- Space and Naval Warfare Systems Command (SPAWAR)
- US Defense Information Systems Agency (DISA)
- The Christian Methodist Episcopal Church
- Naval Computer and Telecommunication Station (NCTS)

### CODES & CERTIFICATIONS

- Service Disabled Veteran Owned Small Business
- Center for Verification Evaluation (CVE) Certified
- Minority Owned Small Business
- 8(a) Business Development Program
- DOT certified DBE
- CAGE Code – 743B9
- We Accept Credit & Purchase Cards

NAICS CODES: 541330, 5141512, 541611, 541612  
541614, 561320, 541519, 611430

DUNS NUMBER: 079310444 CAGE CODE: 743B9

**SBA**  
8(a) Certified

# “Quick” Guide to Getting Started in Government Contracting

- 1. State-** Obtain a Dunn & Bradstreet Number <https://www.dnb.com/> | **Fed-** Unique Entity ID through SAM Systems Awards Management <https://sam.gov/content/home>
- 2.** Match your products and services to a North American Industry Classification System (NAICS) code. <https://www.census.gov/naics/>
- 3.** To participate in government contracting, you must register your business in the federal government’s System for Award Management (SAM). SAM is a database that government agencies search to find contractors. <https://sam.gov/content/home>. They also use [https://web.sba.gov/pro-net/search/dsp\\_dsbs.cfm](https://web.sba.gov/pro-net/search/dsp_dsbs.cfm). For information about state contracts, find link to relevant website at: <https://www.nigp.org/our-profession/state-and-provinces-procurement-websites>
- 4.** In order to participate in government contracting, you must comply with all laws and regulations. The federal government's purchasing process is governed by the Federal Acquisition Regulation. Regulations covering government contracting programs for small businesses are listed in 13 CFR 125. <https://www.acquisition.gov/browse/index/far>

# B2G: What is your message?

## **Simplify Your Message! Simple benefits for Government may include:**

- Less risky.
- SWP-> Smaller. Lighter Weight. Uses less power.
- Saves more lives & creates a safer situation.
- Less expensive. Saves money. More efficient.
- Reduces man hours or personnel.
- Easier to implement & manage.





# STEP FIVE

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## Identify Advisors and Mentors

**30** | **STEPS**  
**FOR STARTUPS**

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# Free Resources & Mentors

Governor's Office of Small, Minority & Women Business Affairs

<https://gomdsmallbiz.maryland.gov/Pages/default.aspx>

Maryland Department of Commerce

<https://commerce.maryland.gov/>

Maryland Department of Housing & Community Development  
Business Lending Unit

<https://dhcd.maryland.gov/Business/Pages/default.aspx>

Maryland Business Express

<https://egov.maryland.gov/businessexpress>

SCORE

<https://www.score.org/>

Maryland Small Business Development Center

<http://www.mdsbdc.umd.edu/>

Maryland Women's Business Center

<https://marylandwbc.org/>



Maryland is rich with free resources for Entrepreneurs.

Take advantage of these experts as you plan for the growth of your business!

# Recommended Advisors

## Accounting and Bookkeeping

Kim Royster | kroyster@kimberlyservicesllc.com

Catherine Wright | catherinewright@wrightwaytax.com

## Legal

Sahmra Stevenson, Esq. | s.stevenson@saslawoffices.com

Hasson Barnes | hassonb@hbarneslaw.com

## Human Resources

Dr. Johnetta Thurston | jthurston@getjda.com

Alicia Williams | contact@humanityinhr.com

View the full list at [whcusa.com/30steps](https://whcusa.com/30steps)

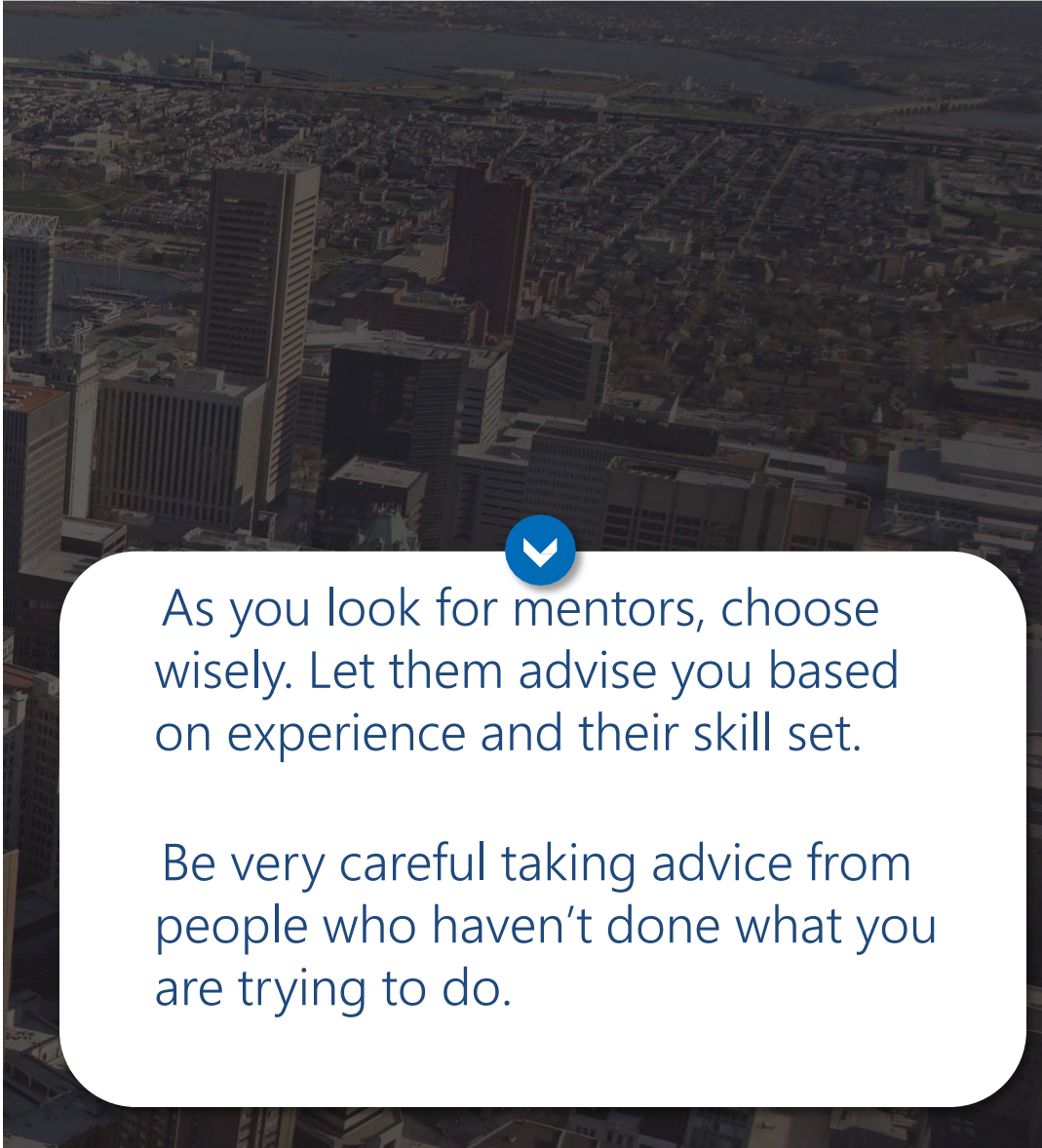


As you build your team, consider contacting these professionals.

Their services are not free, but they can help you avoid trial and error as you grow your business.

# Evaluate Your Advisors

- 1. Do they have experience?**
- 2. Were they successful?**
- 3. If unsuccessful, what can you learn from their mistakes?**
- 4. If successful, do the same market conditions exist now?**
- 5. What do they gain by helping you?**
- 6. Are their fears affecting the advice they give you?**
- 7. Is there a place for them, on your team, working for you?**
- 8. Can you trust them?**
- 9. Have you outgrown them?**



As you look for mentors, choose wisely. Let them advise you based on experience and their skill set.

Be very careful taking advice from people who haven't done what you are trying to do.



# Homework Page and Resources

[whcusa.com/30steps](http://whcusa.com/30steps)



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Q&A

# 30 STEPS FOR STARTUPS

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