



# SMALL BUSINESS OPPORTUNITY

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# US DEPARTMENT OF STATE: OVERVIEW

## MISSION

**Established in 1789 as the Department of Foreign Affairs, whose sole mission was to provide for the safekeeping of the Acts, Records, and Seal of the United States.**

**Today we are the U.S. Department of State. Our primary responsibility is to fight terrorism, protect U.S. interests abroad, and implement foreign policy initiatives while building a freer, prosperous and secure world.**

# OVERVIEW

- ~60 Major Bureaus and Offices
- 191 embassies, consulates, and missions
- 90,000 people
- \$10 Billion annual Spend

[Organization chart](#)

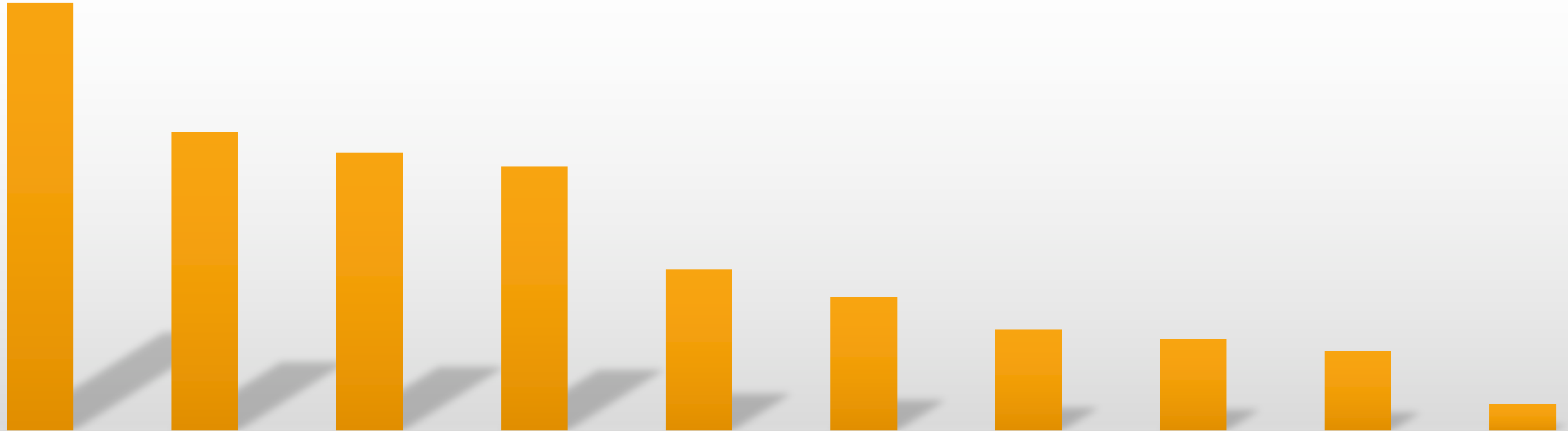


US DEPARTMENT OF STATE:  
TOTAL FY 2020 OBLIGATIONS



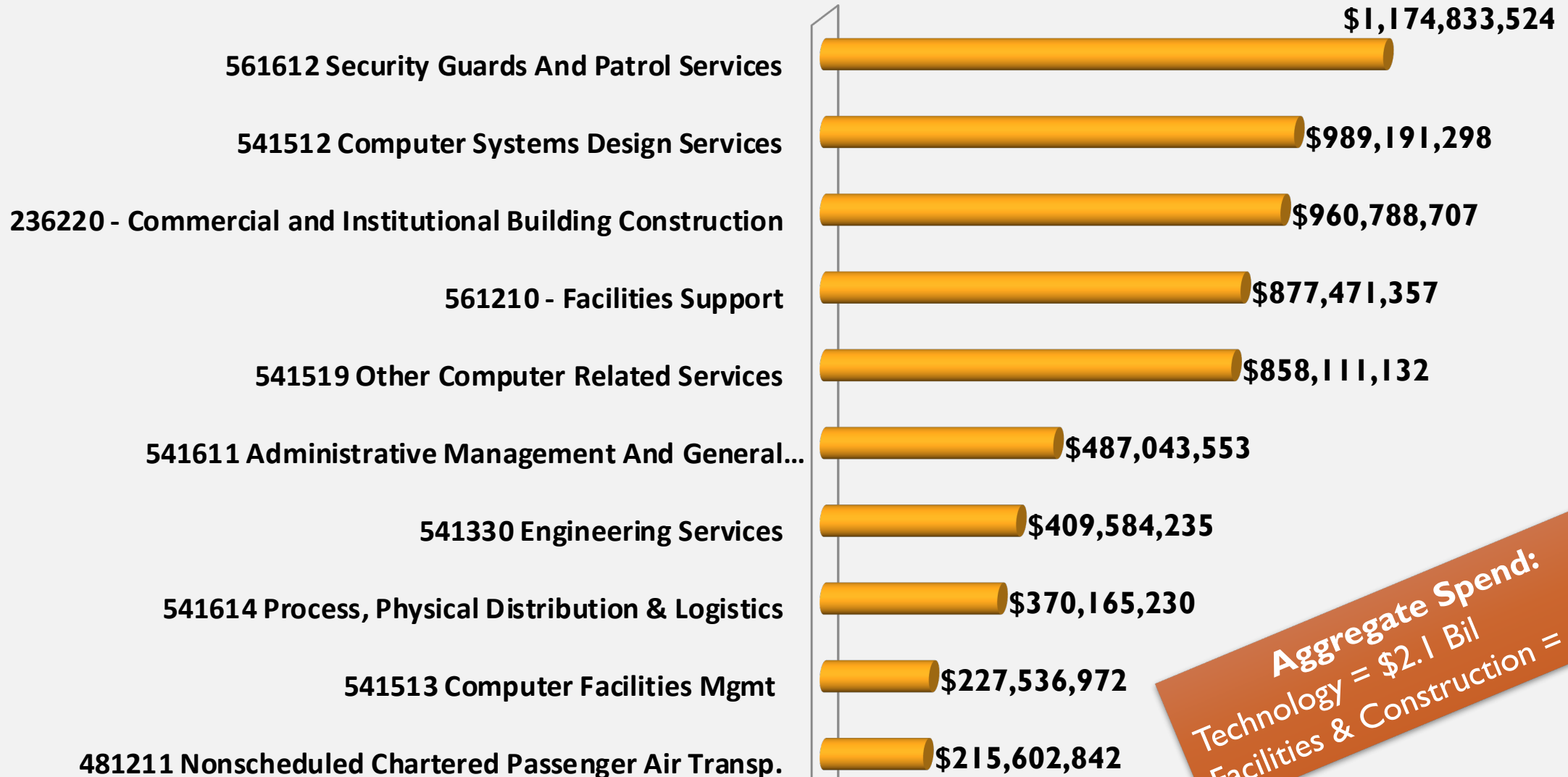
**FOLLOW THE DOLLARS**

# TOP BUREAUS, FY2020 OBLIGATIONS



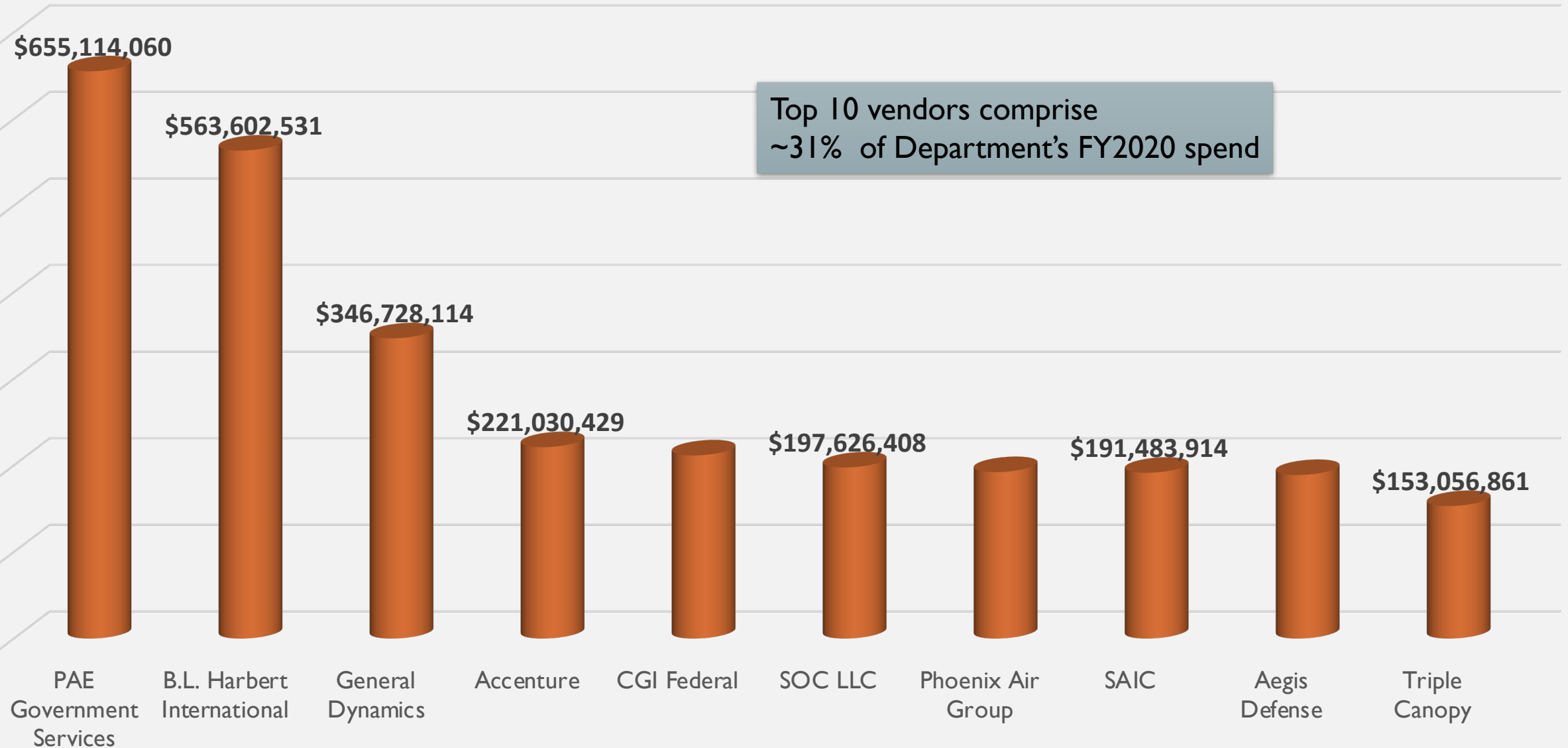
	BUREAU OF CONSULAR AFFAIRS	BUREAU OF DIPLOMATIC SECURITY	BUREAU OF OVERSEAS BUILDINGS OPS	BUREAU OF INFORMATIO N RESOURCE MGT	FOREIGN SERVICE INSTITUTE	BUREAU OF ADMINSTRAT ION	BUREAU OF POPULATION, REFUGEES AND	BUREAU OF INTERNATIO NAL NARCOTICS	BUREAU OF HUMAN RESOURCES	OFFICE OF MEDICAL SERVICES
■ Total	\$114,926,852	\$80,285,357	\$74,757,701	\$70,964,083	\$43,341,639	\$35,987,602	\$27,209,272	\$24,748,974	\$21,551,438	\$7,266,931

# TOP NAICS, ALL FY2020 OBLIGATIONS



**Aggregate Spend:**  
Technology = \$2.1 Bil  
Facilities & Construction = \$1.8 Bil

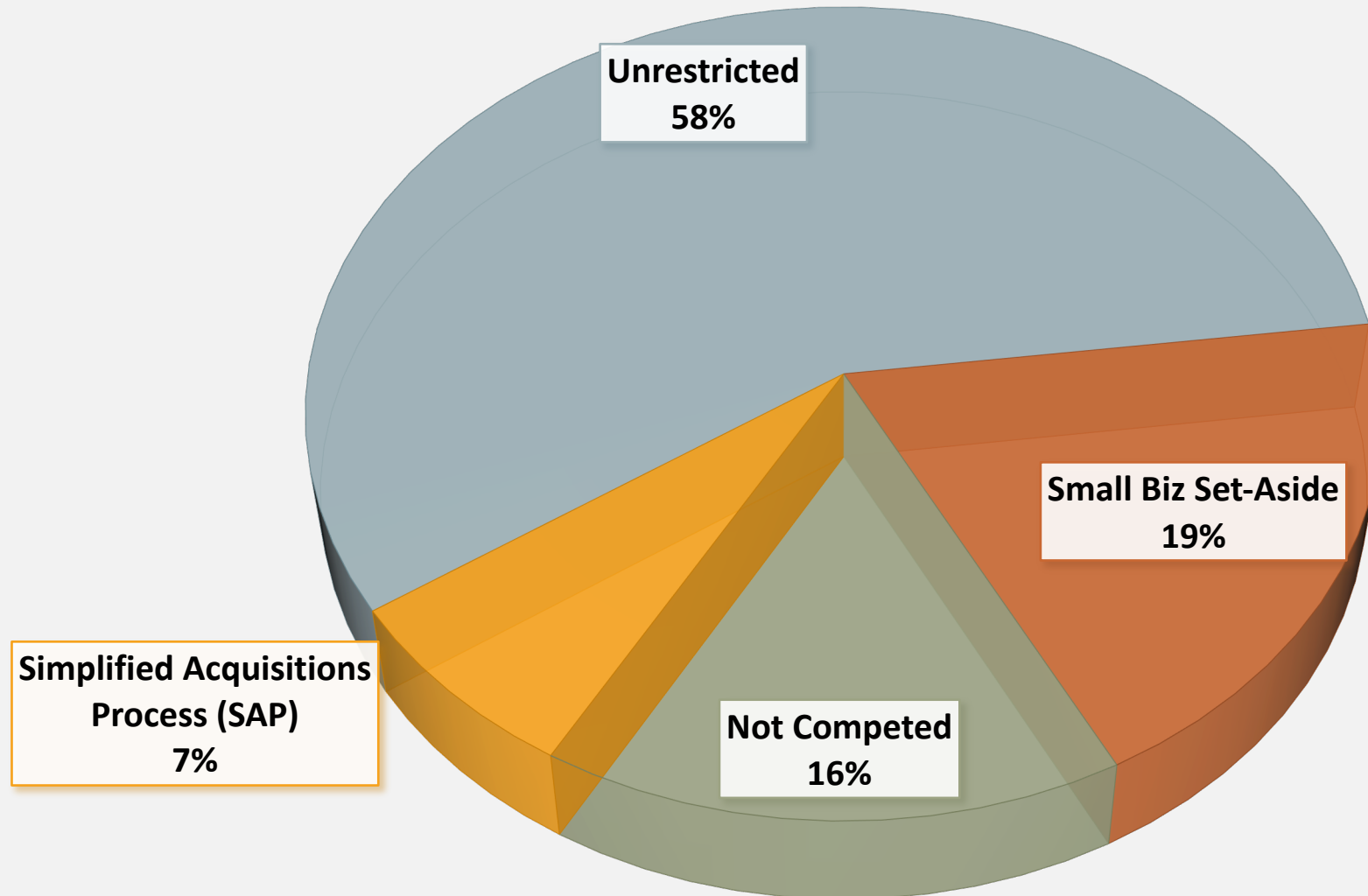
# TOP 10 VENDORS, 2020



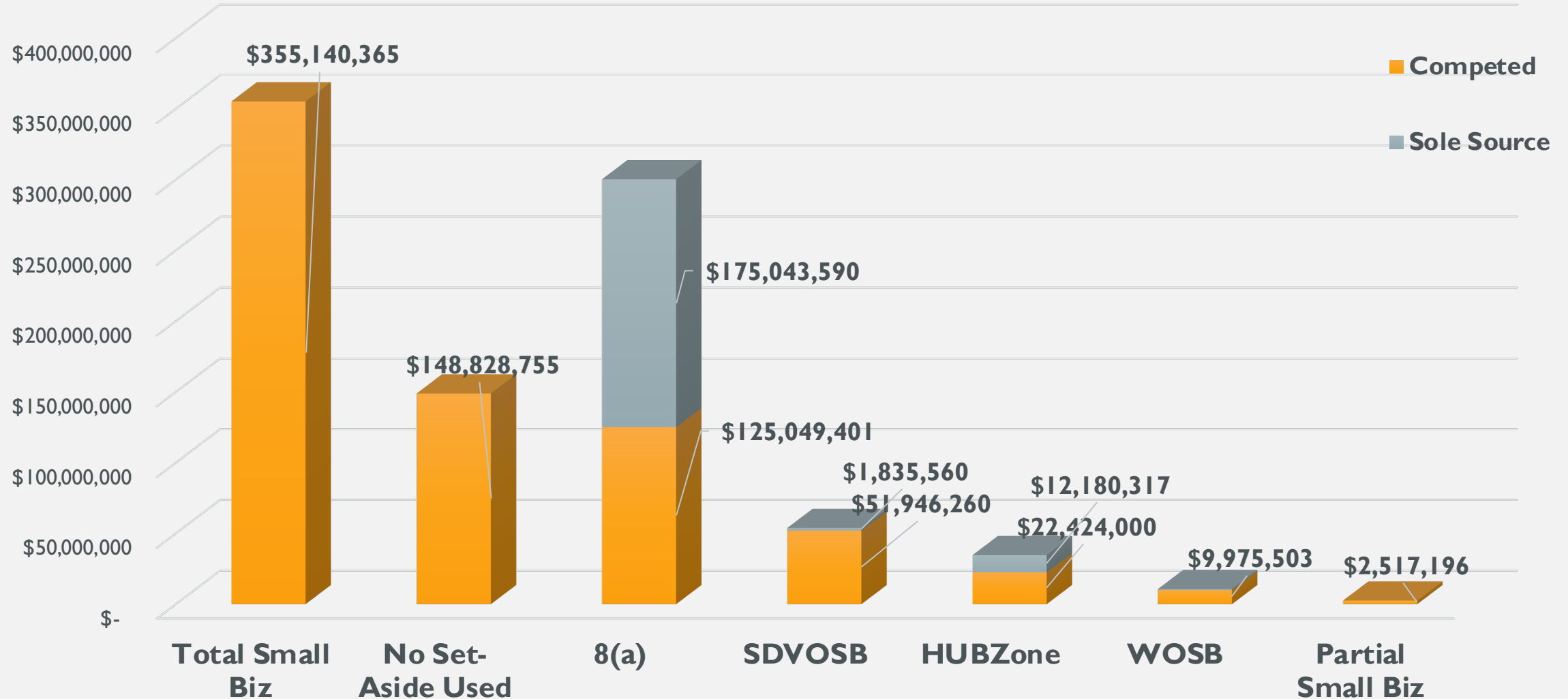
# U.S. DEPARTMENT OF STATE FY 2020 SMALL BUSINESS SPEND



# COMPETITION TYPES



# OBLIGATIONS TO SMALL BUSINESSES, FY2020

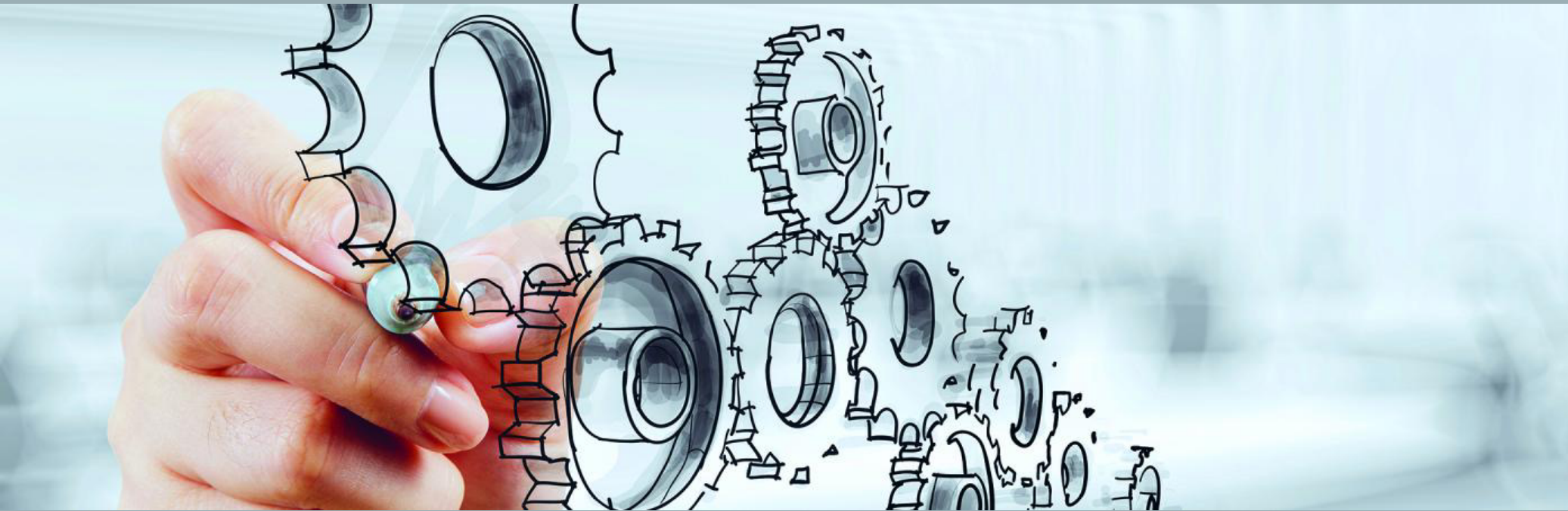


# FY 2021 SMALL BUSINESS GOALS & ORDER OF PREFERENCE

Order of Preference		Category	Prime Contracting	Sub Contracting
5		Small Business	23.5%	28.25%
4		Small Disadvantaged / 8(a)	5%	5%
2		SDVOSB	3%	3%
3		HUBZone	3%	3%
1		WOSB	5%	5%

## SMALL BUSINESS PROGRAM CHANGES

- NAICS size employee-based standards update
- 8(a) program extended by 1 year
- WOSB certification now with SBA self-cert
- SDVOSB moving to SBA
- HUBZone updates for employees and Principal Place of biz
- Sole source limit updates
- Past performance ratings for subcontractors
- *Buy American Act enhancement – supply chain security*
- *Facility Security Clearances for JVs*



# PURSuing WORK AT THE DEPARTMENT OF STATE

# KNOW THE MISSION

- Multiple bureaus (functional and geographic focus)
- Multitude of missions
  - E.g. security, anti-narcotics, passport issuance, environmental policy
- Speak the language
  - Acronyms, programmatic, and procurement
- Understand our Culture
  - Diplomacy Driven
  - Foreign Service First
  - People, postings change frequently
  - Security is Paramount

# DOING BUSINESS OVERSEAS

## CHALLENGES

- Political & world events influence, alter priorities
- Differences in Cultural norms
- Potential corruption
- Unreliable “Dirty Power”
- Dangerous conditions: hostility, sanitation, medical...
- International regulatory & compliance requirements
- Long lead times, short deadlines, transport costs, travel & time zones affect work
- Expect greater range of performance norms
- Staffing: U.S. nationals & local personnel
- Currency fluctuations

## BEST PRACTICES

- Understand local laws, identify resources
- Link with well vetted and capable local / international business partners
- US Dept of Commerce Programs (Trade Office at post)
- Research best practices for local operations
- Build solid operation procedures, contingency plans
- Develop verifiable financial processes
- Look for OCONUS opportunities that require “cleared Americans.”



# DO YOUR HOMEWORK

- **Department Generally**

- [www.state.gov](http://www.state.gov)
- Directories: <https://www.state.gov/telephone-directory/>
- [www.fam.state.gov](http://www.fam.state.gov) – Foreign Affairs Manual.
  - Defines the Department's functions in detail (*instruction manual: missions, keywords, organization*)
- Specific Bureau Sites, Social Media, Publications, Interviews

- **Procurement Resources**

- [www.state.gov/smallbusiness/](http://www.state.gov/smallbusiness/) - MANY resources
  - Forecast
  - Events
- Public Sites: [www.sam.gov](http://www.sam.gov) , [www.Usaspending.gov](http://www.Usaspending.gov) , Unison Marketplace
- DOSAR – FAR Supplement

- **Industry Groups and Associations**

- Interviews, briefings, networking
- Where are your customers, primes going / speaking / sponsoring?

# BUSINESS DEVELOPMENT “INSIGHT”

## Build relationships with current vendors

- Build past performance
- Learn from experience of others
- Obtain Facility Security Clearance (FCL) – esp for service contracts
- Leverage partners’ contracts & vehicles

## Understand Programs and Contracting (AQM)

- Acquisitions is a shared service, not within specific bureaus
- Vehicles and Category Management are strategic tools
- Timelines change to reflect priorities, personnel, urgency
- Leverage your contacts (CORs): referrals, market existing contract

## Participate in the Process

- **Respond to Sources Sought and RFIs** –to enable set-asides  
→ *Don't be generic*
- **OSDBU** - assistance on specific requirements
- **industry** - program, policy updates, thought leadership, teaming
- **Advocacy** – [Agency Competition Advocate](#), SBA Ombudsman

# SET-ASIDES AND BEYOND



## Total addressable market is larger than set-aside

- Competing on the merits is always an option even 'unrestricted'
- Successful Teaming allows participation on larger programs
- HUBZone Price preference allows HZs an advantage

## Smaller-Dollar Acquisitions as an entry point

- Allow vendor to build past performance on a lower-risk engagement
- Micro Purchases, Simplified Acquisitions (SAP), and Reverse Auctions (Unison) are a "WIN"

## "CREATE" Set-Asides by responding to Sources Sought & RFIs

- Set asides can only happen if Rule of 2 is substantiated
- Encourage industry partners, "coopetition" to participate to create set-aside opportunities

## Teaming and Subcontracting

- Look for "Small Business Participation Plans" on significant unrestricted procurements, e.g DREAM. (ILMS?)
- Leverage partners' credentials, competencies
- Define team / JV in RFI, SSN, RFP responses so CO understands performance roles, risks, expectations

## CONTACT INFO



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