CAPABILITY STATEMENT --Guide--

Title this document: Capability Statement

Show your logo, website and contact information, with a specific person's name, phone and email.

TargetGov Tip: This is a CONTENT guide, not a design guide. Add color & graphic elements to complement your firm's brand!

Use this section title: Core Competencies

Short introduction statement relating the company's core competencies to the **agency's specific needs** followed by **key-word heavy bullet points.** Begin this paragraph with the following format: "[Your Company] assists the [Agency or Prime Contractor] in its mission to [specific scope of work] by providing the following products (or services):"

TargetGov Tips:
- No long paragraphs.
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency, prime or teaming opportunity
- Tailor each Capability Statement to the agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint or other format
- Keep the file format small, definitely under 1MB
- Use the whole page, keep page margins small

Section Title: Past Performance

List past customers for whom you have done *similar* work. <u>Prioritize</u> by related agency, to all federal to other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list it.

TargetGov Tip: Ideally, include specific contract details and contact information for immediate references. Include name, title, email, phone.

Section Title: Differentiators

Identify what makes you different from your competitors and how this benefits the targeted agency

TargetGov Tip: Relate your key differentiators to the specific needs of the agency, prime or teaming partner. Add metrics! Contact us for assistance.

COMPANY DATA Section

One very brief company description detailing *pertinent* data.

TargetGov Tips: Readers will visit your web site for additional information. Make sure your web site is constantly updated *and* government-focused. Use graphics if they help tell your story and describe your fit with the target.

List Specific Company Codes and Data:
- DUNS
- CAGE Code
- NAICS (a reasonable number, fewer than 15)
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, ED/WOSB, etc.
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s) and SINs
- Other federal contract vehicles
- BPAs and other federal contract numbers
- Appropriate teaming agreements

Your logo, address, phone numbers (voice, mobile and fax) email, web site and other related contact information