It is the policy of the Government to place a fair proportion of its acquisitions with small business, small disadvantaged business, HUBZone small business, women-owned and service disabled veteran-owned business concerns.

Such concerns shall also have the maximum practicable opportunity to participate as subcontractors in contracts awarded by any executive agency.

*FAR 19.201
“Small Business and a competitive, healthy Small Business industrial base are vital to the long term success and affordability of the Department of the Navy (DON).”

Memorandum (12 JAN 2015)
Tapping Into Small Business in a Big Way
The Honorable Sean J. Stackley
Assistant Secretary of the Navy
(Research, Development and Acquisition)
Mission:
Maximize Small Business Opportunities available in NAVSEA and PEO’s to support our mission of designing, delivering, and maintaining the United States Navy’s ships and systems on time and on cost.

Vision:
Increase Small Business inclusion in our efforts to maximize the small business industrial base.

*NAVSEA Small Business Strategy Released January 2016*
# Small Business Achievements – last 5 years

## Targets for FY 16

### PHD Small Business Metrics

<table>
<thead>
<tr>
<th>Small Business Category</th>
<th>FY 11</th>
<th>FY 12</th>
<th>FY 13</th>
<th>FY 14</th>
<th>FY 15</th>
<th>FY 16 Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>SB Target &quot;NAVSEA&quot; Assigned</td>
<td>26.80%</td>
<td>26.35%</td>
<td>25.46%</td>
<td>25.46%</td>
<td>46.83%</td>
<td>51.16%</td>
</tr>
<tr>
<td>Overall Small Business (SB) Achievements</td>
<td>26.93%</td>
<td>30.59%</td>
<td>31.44%</td>
<td>46.78%</td>
<td>49.40%</td>
<td></td>
</tr>
</tbody>
</table>

### Individual Category Achievements

<table>
<thead>
<tr>
<th>Small Business Category</th>
<th>FY 11</th>
<th>FY 12</th>
<th>FY 13</th>
<th>FY 14</th>
<th>FY 15</th>
<th>FY 16 Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Disadvantaged Business (SDB)</td>
<td>5.27%</td>
<td>8.68%</td>
<td>8.93%</td>
<td>14.30%</td>
<td>11.67%</td>
<td>10.64%</td>
</tr>
<tr>
<td>Women-Owned Small Business (WOSB)</td>
<td>5.59%</td>
<td>6.82%</td>
<td>6.14%</td>
<td>6.22%</td>
<td>8.89%</td>
<td>9.38%</td>
</tr>
<tr>
<td>HUBZone</td>
<td>0.38%</td>
<td>0.41%</td>
<td>0.22%</td>
<td>0.77%</td>
<td>2.24%</td>
<td>2.45%</td>
</tr>
<tr>
<td>Service Disabled Veteran-Owned Small Business (SDVOSB)</td>
<td>4.28%</td>
<td>4.39%</td>
<td>5.41%</td>
<td>8.47%</td>
<td>5.19%</td>
<td>3.09%</td>
</tr>
</tbody>
</table>

* Includes All Corona Data

** Includes residual small amounts of Corona Data

* * **

**STATEMENT A - Approved for Public Release; Distribution is unlimited.**
Small Business Set-Aside Process

Acquisition Planning with the Customer
- Held for every new/and follow-on large contract
- Strategy Determination

Sources Sought/Industry Day
- Helps determine 2 or more
- Executed whenever practicable
- Best way to get company information in the hands of end users
- Excellent networking opportunity
- Direct information from the cognizant technical source

Evaluation
- Evaluations based upon criteria set forth in the Sources Sought
- Reviewed by
  - Technical Department
  - Contracts Office
  - Small Business Office reviews evaluation summary

Solicitation Released
- Either Set-Aside or Full and Open Competition

STATEMENT A - Approved for Public Release; Distribution is unlimited.
How You Can Ensure Success

- Identify your product or service
- Register with System for Award Management (SAM)
- Understanding your swim lanes
- Identify your target market within DoD
- Continue to monitor Seaport-e and Federal Business Opportunities (FBO) webpages
- Reach out to Deputies for Small Business

MARKET YOUR FIRM WELL
How You Can Ensure Success

- Watch the Long-Range Acquisition Forecast
- Explore Sub-Contracting Opportunities
- Attend Industry Expo and Site Visits within your market
- Respond to Sources Sought Notices
- Request feedback and ask for a debrief
- Maintain awareness of current regulations and emerging changes within Federal Acquisition Regulations (FAR)
Networking starts today...