

Text File
“The WOSB Advantage”
A Guide to the Women Owned Small Business Program

Slide 1 “The WOSB Advantage”

A Guide to the Women Owned Small Business program

Office of Government Contracting & Business Development

April 2012

U.S. Small Business Administration

Narrative

This is about increasing contract opportunities for women owned small businesses.

Welcome to **“The WOSB Advantage”** -- a guide to the Women Owned Small Business Program.

Slide 2 Introduction

- Small Business Act authorizes contract set asides for WOSBs or EDWOSBs
- Defined as the Women-Owned Small Business Program
- Creates significant opportunities for women entrepreneurs
- Learn more www.sba.gov/wosb

Narrative

Changes to the Small Business Act now authorize federal contracting officers to set aside certain contracting requirements for women-owned small businesses and/or economically disadvantaged women-owned small businesses. This provision of the law is known as the Women-Owned Small Business Program or simply, the WOSB program.

The new program creates significant contract opportunities for women entrepreneurs.

This guide will help you understand the WOSB program and walk you through the necessary steps to be a participant in the program.

Slide 3 Program Purpose

- Provides a level playing field on which WOSBs can compete for federal contracting
- Assist federal agencies to meet statutorily established 5% government-wide contracting goals for women owned small businesses

Narrative

The program is designed to help more women owned small businesses to win federal contracts by providing a level playing field for WOSBs to compete. It is also intended to help federal agencies to meet contracting goals for women owned small businesses.

That is, in accordance with legislatively established government-wide contracting goals, federal agencies are suppose to award at least 5% of all prime contract dollars awarded each year to women-owned small businesses. This program helps agencies achieve the women’s contracting goal.

Slide 4 WOSB Program Snapshot

- Only designated industries
- Limitations on contract amounts
- Only WOSBs or EDWOSBs are eligible
- Competition is required for all WOSB contracts
- WOSBs are required to self certify as a woman owned small business (or use a third party certifier)
- Learn more (compliance guide)...
http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf

Narrative

The new program opens many doors for women entrepreneurs.

However, not all contract opportunities are eligible and there are limitations. The women-owned small business program is defined by several key tenets: the program applies only to contracts in designated industries; the maximum dollar amount of contracts is limited; only women-owned small businesses or economically disadvantaged women-owned small businesses are eligible; competition is required for WOSB contract awards; and, participating women-owned small businesses are required to self certify, or optionally use a third party certifier.

Each of these provisions is discussed in the following.

Slide 5 Only Designated Industries

- Only contract requirements in industries designated by the SBA as underrepresented or substantially underrepresented are eligible for set-asides under the WOSB program
- Over 300 six-digit industry codes are eligible
- View designated industries by applicable NAICS codes... www.sba.gov/wosb

Narrative

Only contract requirements in industries designated by the SBA as underrepresented or substantially underrepresented are eligible for set asides under the new women’s program.

Use the hyperlink at your convenience to view eligible industries by applicable NAICS codes. Remember, and this is important, only designated industries are eligible for the WOSB program. If your business does not operate within the designated NAICS codes, the WOSB program will not benefit your firm.

Slide 6 Limitations on Contract Amounts

- Restrictions on the dollar amounts for eligible WOSB contracts
 - \$4 million for service contracts
 - \$6.5 million for manufacturing contracts

Narrative

There are restrictions on the dollar amounts of contracts that are eligible under the women's program. This too, is a very important point to consider. For contracts based on service requirements, the estimated value cannot exceed \$4 million.

For manufacturing contract requirements, the estimated value cannot exceed \$6.5 million.

Slide 7 Eligibility – WOSB or EDWOSB

WOSB...

- At least 51% owned and controlled by one or more women who are U.S. citizens
- Ownership must be direct and not subject to conditions
- A woman or women must manage day to day operations and provide verifying documents
- Meet small business size standards for primary NAICS code
- Learn more www.sba.gov/wosb

Narrative

It goes without saying that only women-owned businesses are eligible for the WOSB program.

A WOSB is defined as a small business that is at least 51% owned and controlled by one or more women who are US citizens. The ownership must be direct and not subject to conditions. A woman or women must manage the day to day operations of the business and be able to provide documents demonstrating that these requirements are satisfied.

In addition, the business must meet the small business size standards for the primary NAICS code, the NAICS code assigned to the solicitation, and the contract for which it submits an offer.

Slide 8 Eligibility – EDWOSB

EDWOSB...

- Own at least 51% of business and satisfy all conditions for a WOSB
- Personal net worth of less than \$750,000
- Adjusted annual income of \$350,000 or less
- Market value of all assets does not exceed \$6 million (including business value and primary residence)
- Learn more... www.sba.gov/wosb

Narrative

An economically disadvantaged woman-owned small business must own at least 51% of the business and satisfy all conditions for a WOSB. In addition, a woman is economically disadvantaged if she has a personal net worth of less than \$750,000, her adjusted gross annual income does not exceed \$350,000 and the fair market value of all of her assets does not exceed \$6 million.

Slide 9 Joint Ventures

- Combined annual receipts or number of employees must be applicable with NAICS code assigned to contract
- WOSB or EDWOSB must manage the venture, be responsible for performance and receive at least 51% of profits
- Agreement must be in writing
- Joint Venture must meet subcontracting limitations
- Learn more (compliance guide)...
http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf

Narrative

A WOSB or EDWOSB may submit an offer as a joint venture with another small business, if certain requirements are met.

These requirements are:

- the combined annual receipts or number of employees for the joint venture must be applicable with the NAICS code assigned to the contract;
- the WOSB or EDWOSB must manage the joint venture and be responsible for the performance of the contract, and must receive at least 51% of the profits;

- the joint venture agreement must be in writing; and, finally, the joint venture must meet subcontracting limitations.

Slide 10 Competition is Required

- Competition is required
- Sole source awards are not authorized

Narrative

The WOSB program requires competition. Sole source awards are not authorized.

Simply put, all contract awards under the WOSB program are required to be executed in a competitive manner.

Slide 11 WOSBs – Required to Self Certify (or use third party certifier option)

- Self certification
- Third party certification (option)

Narrative

Women business owners participating in the WOSB program are required to self certify – with documentation, or optionally use a third party certifier, to validate their WOSB status. This is an important concept to understand. The WOSB program is not an SBA certification program.

Self certification and third party certification are discussed in the following.

Slide 12 WOSB Certification – Important Clarifications

- SBA does not certify firms into the WOSB program, like it does for the 8(a) Business Development and HUBZone programs
- WOSB is a “hybrid certification” program – a business can self-certify or optionally use a third-party certifier
- Learn more (compliance guide)...
http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf

Narrative

First, there are some important clarifications that should be considered.

Again, SBA does not certify companies into the WOSB program, like it does for the 8(a) Business Development or HUBZone programs.

The WOSB program is somewhat of a hybrid certification program. That is, a business is required to self-certify – with documentation, or as an option, be certified by a third party certifier, approved by the SBA. This is an important point. SBA does not certify firms into the WOSB program, nor does it provide any formal notification regarding certification.

It is also important to note, SBA will accept certifications of 8(a) certified business development participants, as long as the 8(a) firm is 51% owned and controlled by one or more women and the business is currently in the 8(a) Business Development Program.

Slide 13 Self Certification

Narrative

Self certification.

Slide 14 Self Certification

- WOSBs or EDWOSBs can self certify
 - Register in the CCR
 - Access SBA’s General Login System (GLS)
 - Complete the WOSB/EDWOSB program certification form
 - Submit documents to the WOSB program repository
 - Submit other documents as requested
 - Represent WOSB status in ORCA
- Learn more (compliance guide)...
http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf

Narrative

A woman-owned small business or economically disadvantaged woman-owned small business can self certify -- to participate in the WOSB program.

There are several key steps that need to be followed. First, register in the CCR; access SBA’s General Login System (GLS); complete the WOSB/EDWOSB program certification form; submit documents to the WOSB program repository; submit other documents as requested; and finally, represent the firm’s WOSB status in ORCA. Each of these steps is discussed.

Slide 15 Register in the CCR

- Register in the Central Contractor Registration (CCR)

- Expand CCR profile data -- in the Dynamic Small Business Search DSBS database
- Learn more (compliance guide)...
http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf

Narrative

The first step in doing business with the federal government and self-certifying in the WOSB program is registering in the Central Contractor Registration, more commonly referred to as the CCR.

The CCR is an online government-maintained database of companies wanting to do business with the federal government. It is also used as a site to collect and house secure financial data for each registrant and is used by agencies to make contract payments to a contractor's bank account through electronic funds transfer. Agencies search the CCR database for prospective vendors.

Small business data entered into the CCR is automatically uploaded into the Dynamic Small Business Search database page, or DSBS. However, small firms have an option to include additional information in the DSBS – which is not covered in the CCR. Creating a complete and winning profile in the CCR and DSBS, helps provide expanded access to federal contracting opportunities.

Slide 16 Access SBA's General Login System

- Screen shot and link to register for a GLS account...
https://eweb.sba.gov/gls/dsp_addcustomer.cfm?imappsystypnm=8ASDB
- Learn more... www.sba.gov/wosb

Narrative

To apply for WOSB certification, you must register for an account in SBA's General Log-in System, more commonly referred to as GLS. The GLS system provides a single log-in point for all SBA services. This streamlines and simplifies service delivery to our clients.

It is easy to register for an account, if you don't already have a GLS account. Once you register and establish a GLS **ID** and **password**, keep this information in a safe and readily available place. It is also important to note, that you will have to update your password every 90 days.

To upload required documents for WOSB certification, you will first have to login to SBA's GLS system. If you do not already have a GLS account, you can use the hyperlink on this page or in the resource section -- at the end of the course -- to register for a GLS account. Uploading documents to the WOSB program repository is discussed fully later in the course.

By-the-way, an excellent source of information about gaining GLS access is contained in a training presentation that you can access at sba.gov/wosb. Go to the section under "getting started" and click on the training presentation and then go to the part titled, User Guide for GLS and WOSB Repository.

Slide 17 Complete WOSB/EDWOSB Certification Form

- One of the most important documents to be completed by WOSB program participants is the WOSB Program Certification Form
- Two forms: (you must use appropriate form)
 - [WOSB Program Certification – WOSBs](http://www.sba.gov/content/women-owned-small-business-wosb-program-certification) -- http://www.sba.gov/content/women-owned-small-business-wosb-program-certification
 - [WOSB Program Certification – EDWOSBs](http://www.sba.gov/content/women-owned-small-business-wosb-program-certification-edwosbs) -- http://www.sba.gov/content/women-owned-small-business-wosb-program-certification-edwosbs
 - [Personal Financial Statement](http://www.sba.gov/sites/default/files/tools_sbf_finasst413.pdf) (SBA Form 413)--
http://www.sba.gov/sites/default/files/tools_sbf_finasst413.pdf
- Learn more (compliance guide)...
http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf

Narrative

One of the most important documents to be completed by WOSB program participants is the WOSB Program Certification form. Please note there are two forms, one for WOSBs and a slightly different form for EDWOSBs. You must complete the appropriate form.

All women owned small businesses and economically disadvantaged women owned small businesses that are interested in submitting an offer on a solicitation that has been set aside for WOSBs under the WOSB program must complete this certification prior to submitting the offer.

Importantly, this includes checking all of the boxes in the form and having an authorized officer of the WOSB sign and date the certification. Once the certification is complete, you must upload it to the WOSB program repository along with all other required documents.

Also, economically disadvantaged women owned small businesses are required to complete and upload to the repository, SBA Form 413, Personal Financial Statement, for each woman claiming economic disadvantage.

Slide 18 Submit Required Documents to the WOSB Program Repository

- Copies of birth certificates, naturalization papers, or unexpired passports for owners who are women
- Copy of the joint venture agreement, if applicable
- **For limited liability companies:**
 - Articles of organization (also referred to as certificate of organization or articles of formation) and any amendments; and operating agreement, as well as any amendments

- **For corporations:**
 - Articles of incorporation and any amendments; by-laws and any amendments; all issued stock certificates, including the front and back copies, signed in accordance with the by-laws; stock ledger; and voting agreements, if any
- **For partnerships,**
 - Partnership agreement and any amendments; and, the assumed/fictitious name (doing business as) certificate

Narrative

In addition to the WOSB program certification form, other documents are required to be uploaded into the WOSB Program Repository. For self certification, the following documents are required:

- Copies of birth certificates, naturalization papers, or unexpired passports for owners who are women;
- A copy of the joint venture agreement, if applicable;
- **For limited liability companies:**

Articles of organization and any amendments; any operating agreements, as well as any amendments.

- **For corporations:** Articles of incorporation and any amendments; by-laws and any amendments; all issued stock certificates, including the front and back copies, signed in accordance with the by-laws; stock ledger; and voting agreements, if any.
- **For partnerships:** Partnership agreement and any amendments; and, the fictitious name -- or doing business as -- certificate.

Slide 19 Submit Other Documents as Requested

- It is possible that other documents are requested
- Don't be alarmed
- Learn more (compliance guide)...
http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf

Narrative

So..... you registered in the CCR, you have a GLS account and login, you completed and uploaded the WOSB Program Certification form and you uploaded all of the required documents, what's next?

Well, it's possible that other documentation may be requested because SBA conducts an eligibility examination on your small business, or because a protest is filed regarding your WOSB status. Stuff happens – be prepared, don't be alarmed.

Slide 20 Represent WOSB Status in ORCA

- Firm is required to register in ORCA
- ORCA is the primary government repository for contractor submitted representations
- Once self certification process is complete, firm is eligible to represent itself on ORCA as a WOSB
- Learn more (compliance guide)...
http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf

Slide 21 Third Party Certification

Narrative

Third-party certification.

Slide 22 Third Party Certification

- Third party certification is an optional approach
- WOSBs or EDWOSBs can use a third party certifier
- Federal agency, state government or national certifying entity **approved by the SBA**
- View approved third party certifiers... www.sba.gov/wosb

Narrative

Third party certification is an optional approach. A WOSB or EDWOSB can use a third party certifier.

A third party certifier is a federal agency, a state government, or a national certifying entity approved by the Small Business Administration to provide certifications of WOSBs or EDWOSBs. SBA maintains a list of approved third party certifiers on its Website.

At present, there are four approved third party certifiers. Use the hyperlink here or at the end of the course to identify and learn more about SBA approved certifiers.

Slide 23 Third Party Certification

- Third Party Certification
 - Register in the CCR
 - Access SBA's General Login System (GLS)
 - Obtain and provide a copy of the third party certification
 - Complete the WOSB/EDWOSB program certification form

- Submit documents to the WOSB program repository
 - Submit other documents as requested
 - Represent WOSB status in ORCA
- Learn more (compliance guide)...
http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf

Narrative

If a WOSB or EDWOSB engages or receives a third party certification from an SBA approved certifier, it is required to complete or facilitate several of the same steps as if the firm was self-certifying.

The firm must still register in the CCR; it must gain access to SBA's General Login System; it must complete the WOSB or EDWOSB program certification form; it must provide a copy of the third party certification; and it – not the third party certifier -- is required to upload all noted documents to the WOSB program repository; and finally, the firm must be registered in ORCA and must also represent itself in ORCA as a WOSB.

For clarity on some of the steps noted for third party certification, refer back to several of the earlier slides or review the applicable section in the compliance guide.

Slide 24 About the WOSB Program Repository

- WOSB repository is an important tool
- Houses documents submitted by EDWOSBs and WOSBs – validating eligibility in the WOSB program
- Secure, web-based environment
- Contracting officers access the repository to review WOSB documentation – validating eligibility prior to contract award
- Learn more (compliance guide)...
http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf
- Learn more... www.sba.gov/wosb

Narrative

The WOSB program repository is an important tool that plays a critical role in the WOSB certification process. It is a document repository maintained by SBA to house documents submitted by EDWOSBs and WOSBs – validating the firm's eligibility in the WOSB program.

The repository is a secure, web-based environment that is accessible to individual WOSBs and EDWOSBs, applicable contracting officers and the SBA.

Contracting officers, prior to the award of a contract under the WOSB program, will access the repository to review the documentation submitted by the potential WOSB vendor. In such cases, the WOSB firm will authorize the contracting officer to review the documentation. The contracting officer is required to validate the firm's eligibility in the WOSB program.

Again, an excellent source of information about the repository is contained in a training presentation that you can access at sba.gov/wosb. Go to the section under "getting started" and click on the training presentation and then go to the part titled, User Guide for GLS and WOSB Repository.

Slide 25 Avoid Common Mistakes

- DUNS and EIN numbers in the GLS registration form should match exactly what is recorded in the firm's CCR profile
- GLS registration form should be fully completed, including the 4 digit Zip Code extension
- Use the Microsoft Explorer browser to access GLS and upload documents
- Upload only what is requested and required
- Use low resolution when scanning documents
- Personal financial statement data should match tax records

Narrative

As a firm goes through the process of qualifying for the WOSB program, there are some common mistakes that can be avoided.

- when registering for a GLS account, make certain the firm's DUNS and EIN numbers match exactly what is recorded in the firm's CCR profile;
- the online GLS registration form should be fully completed, specifically making certain that the 4 digit Zip Code extension is included;
- use the latest version of Microsoft Explorer when working in GLS to upload documents to the WOSB program repository;
- upload only requested and required documents to the repository;
- use a low resolution when scanning documents to be uploaded; and finally,
- for economically disadvantaged WOSBs, make certain information submitted in personal financial statements is accurate and matches data contained in applicable tax records.

Slide 26 Misrepresentation to the SBA

- Integrity of the WOSB program is critically important to the SBA

- Any firm found to misrepresent itself as a WOSB could be subject to criminal penalties and debarment from federal contracting

Narrative

The integrity of the WOSB program is critically important to the SBA.

That said, SBA takes the self certification and third party certification processes very seriously. Any firm found to misrepresent itself as a WOSB could be subject to criminal penalties and debarment from federal contracting.

Slide 27 Resources and Tools

Narrative

Resources and tools.

Slide 28 Resources and Tools

Resource links...

WOSB Compliance Guide

http://www.sba.gov/sites/default/files/files/WOSB%20Compliance%20Guide_April2011.pdf

WOSB Certification Form – WOSB <http://www.sba.gov/content/women-owned-small-business-wosb-program-certification>

WOSB Certification Form – EDWOSB <http://www.sba.gov/content/women-owned-small-business-wosb-program-certification-edwosbs>

WOSB Applicable NAICS codes www.sba.gov/wosb

WOSB FAQs <http://www.sba.gov/sites/default/files/files/WOSB%20FAQ%20Apr2011.pdf>

GLS Registration https://eweb.sba.gov/gls/dsp_addcustomer.cfm?imappsystypnm=8ASDB

13CFR – Part 127 http://ecfr.gpoaccess.gov/cgi/t/text/text-idx?c=ecfr&sid=5ec37e86d24337acf755a802cd30133f&tpl=/ecfrbrowse/Title13/13cfr127_main_02.tpl

Procurement Technical Assistance Centers http://www.aptac-us.org/new/Govt_Contracting/find.php

Personal Financial Statement http://www.sba.gov/sites/default/files/tools_sbf_finasst413.pdf

SBA Size Standards <http://www.sba.gov/content/am-i-small-business-concern>

Narrative

Information is power. Use these resources and tools to help you better understand the WOSB program.

Slide 29 Resources and Tools (cont)

Resource links...

Women's Business Centers <http://www.sba.gov/content/womens-business-centers>

SCORE <http://www.score.org/chapters-map>

WOSB Information www.sba.gov/wosb

Office of Women's Business Ownership <http://www.sba.gov/about-offices-content/1/2895>

Small Business Development Centers <http://www.asbdc-us.org/>

SBA District Offices <http://www.sba.gov/about-offices-list/2>

Narrative

There are numerous resources available to assist you.

Slide 30 Women's Business Centers

- Screen shot and link to Women's Business Centers web page -- <http://www.sba.gov/content/womens-business-centers>
- Link to Office of Women's Business Ownership -- <http://www.sba.gov/about-offices-content/1/2895>

Narrative

One such important resource is the network of Women's Business Centers.

WBCs represent a national network of nearly 100 educational centers designed to assist women to start and grow small businesses. WBCs operate with the mission to "level the playing field" for women entrepreneurs, who still face unique obstacles in the world of business.

Women's Business Centers are made available through grants administered by SBA's Office of Women's Business Ownership. Use the hyperlinks to find a Women's Business Center near you and to learn more about SBA's Office of Women's Business Ownership.

Slide 31 Contact Us...

- Thank you for taking the time to learn about the WOSB program
- Please contact us with any questions you may have

WOSB Questions

1-800 U-ASK-SBA (1-800-827-5722)

WOSB@sba.gov

Narrative

Thank you for taking the time to learn about the WOSB program. Much information has been discussed and we hope it is helpful.

However, please contact us with any additional questions you may have about the program.

Thank you.

j. oconnor
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