



with
MS APEX ACCELERATOR
101

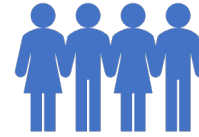
Carol S. Harris, Director

mississippi development authority



MISSISSIPPI

mississippi.org



**State's Lead Economic and Community
Development Agency**



Responsible

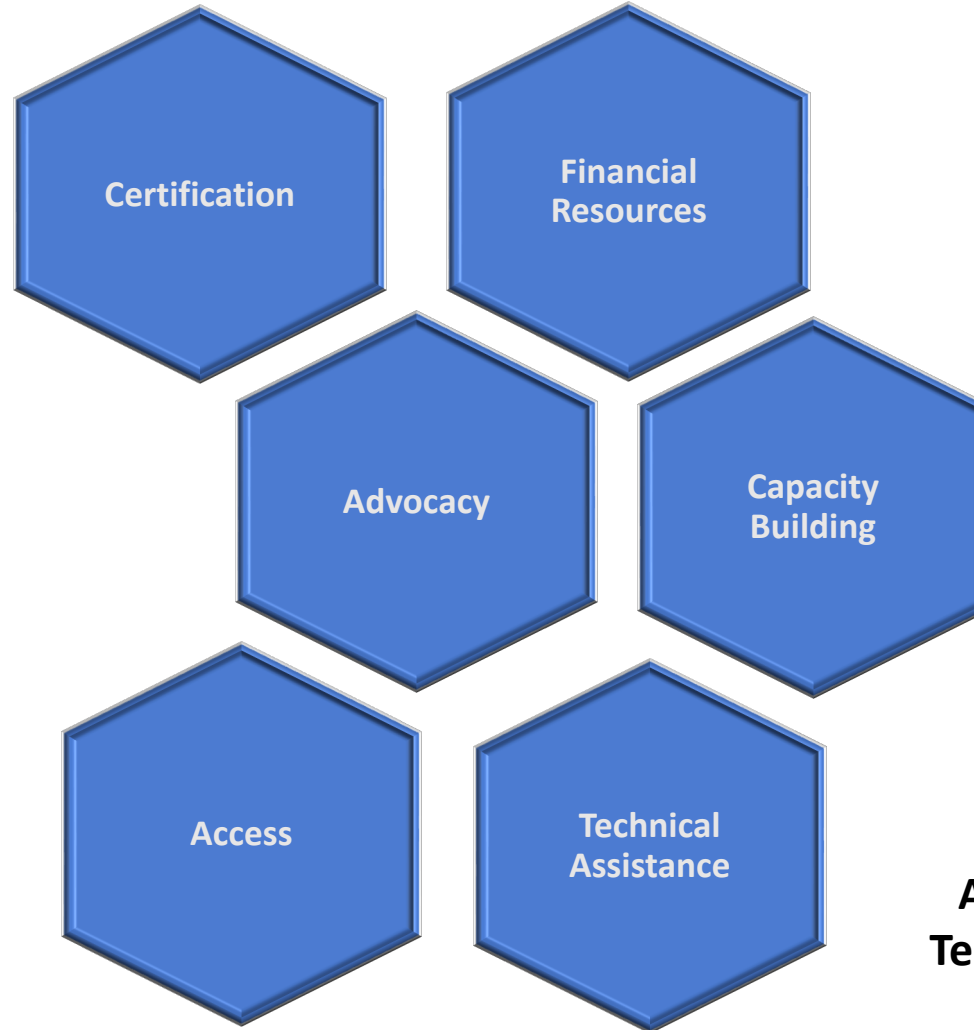
- Recruiting new business to the state
- Retaining and expanding existing business industries
- Providing Mississippi's corporate citizens with export assistance
- Managing the state's energy programs
- Promoting tourism to the state
- Helping communities become more competitive
- Providing technical assistance to the state's entrepreneurs
- Overseeing programs that support Mississippi's minority and women-owned businesses



- **ADVOCATE AND PARTNER**
Minority, Women, and Small Business owners
- **ENHANCE ECONOMIC DEVELOPMENT**
Providing Technical & Financial Assistance to
Small and Disadvantaged Business Enterprises
Access to Opportunities
Compete More Successfully

CORE FUNCTIONS

**Business
Development
Bureau**



**APEX Accelerator
Technical Assistance
Bureau**



MS APEX ACCELERATOR

Government Contracting Assistance

JANUARY 30, 2024



What is the Apex Accelerator?

- **The Mississippi APEX Accelerator** was established to expand the number of business capable of participating in government contracts.
- **Mississippi APEX Accelerators** help businesses pursue, win and perform under contracts with the Department of Defense, other federal agencies, state and local governments and with government prime contractors.



- **Free of Charge**

National Defense Authorization Act (NOAA)

- The National Defense Authorization Act (NOAA) ordered the PTAP move to the Under Secretary of Defense for Acquisition and Sustainment and the DoD Office of Small Business Programs (OSBP). OSBP began to manage and operate PTAP with the new name, APEX Accelerators, effective FY2023.

VISION:

- To build a diverse and resilient domestic industrial base that can deliver preeminent solutions to the military and other government users.



Build a strong, sustainable and resilient U.S. supply chain by assisting a wide range of business that can pursue and perform under contracts with the DoD, other federal agencies, state, local and government prime contractors.



APEX
ACCELERATORS

APEX Accelerator

Program Goals and Objectives



- Growing the Defense Industrial Base (DIB) and Government Industrial Base (GIB)
- Increasing Equity and Inclusion
- Strengthening the Supply Chain
- Improving Cybersecurity Compliance
- Facilitating Innovation for the DIB and GIB
- Increase Awareness of and Compliance with Foreign Ownership, Control, and Inclusion (FOCI)
- Capturing Market Data in Key Industries



MS APEX Accelerator

PROGRAM EXECUTION

Strategic procurement technical assistance functions of the MS APEX Accelerator will be executed through the following processes:

Defense Industrial Base (DIB) and Government Industrial Base (GIB) Development: Providing clients with counseling and information regarding marketing products and services to DOD, other federal agencies and state and local government. Assisting clients with understanding federal, state, and local government requirements applicable to contracting for services, manufacturing, construction, or other markets.

- Identifying the necessary business controls and skills to perform on contracts.
- Identifying marketing opportunities for clients consistent with the client's products and services and advising on a competitive marketing strategy.
- Capability Statement Briefings and Preparation
- Provide client with a Self-Check List of Contractor Responsibilities.
- Advising and assisting clients in the preparation and proper submission of applications, certifications, registrations, etc. to prepare them for doing business with Federal, State, and local government entities.
 - Execute SAM Registration and other governmental vendor registrations.
 - Department of Finance and Administration Vendor Registration
- Advising on the potential for certified business status A few of the certification and registrations include:
 - Veteran/Service Disable Veteran-Owned Small Business Certifications
 - Small Disadvantage Business Certifications
 - Women-Owned Small Business
 - HUBZone Business
 - WOSB
- Providing guidance and awareness of applicable FAR, state, and/or local regulation requirements.
- Provide guidance and assistance on the required cybersecurity compliance.
- Advising and assisting clients with the preparation and submission of bids and proposals.

- Advising and assisting clients concerning post-award functions

**Utilize Govology for staff and client training*

TECHNICAL SUPPORT

- Targeted Contractor Assistance
- Marketing Assistance
- Locating Specialized Contractors
- Sourcing Referrals

COUNSELING

- DIB and GIB Readiness
- Consultation on Certification/Registrations of socio-economic categories/programs
- Consultation on Government-led Innovation Products
- Analyze and Review Bid Invitations
- Analyze and Review RFP and RFQ

Educate businesses in the DIB and GIB:

- Foreign Ownership, Control and/or Influence
- Education on enhanced Cybersecurity (CMMC)
- Sponsored Small Business Liaison Office (SBLO) training
- Sponsored/hosted DoD and SBA Mentor Protégé Training
- Education and training of Government-led Innovation Programs (GIPs)
- Education and training on the Defense Production Act Title III

- Automated electronic searching of federal, state and local government sites.
- Over 1,200 places on the internet where gov't bid opportunities are advertised.
- Requires identification of keyword, FSC/PSC codes and NAICS codes
- Can be filtered by area, regions or states
- Website surfing **“not required”**

mississippi.org


Web Surfing



BID OPPORTUNITIES

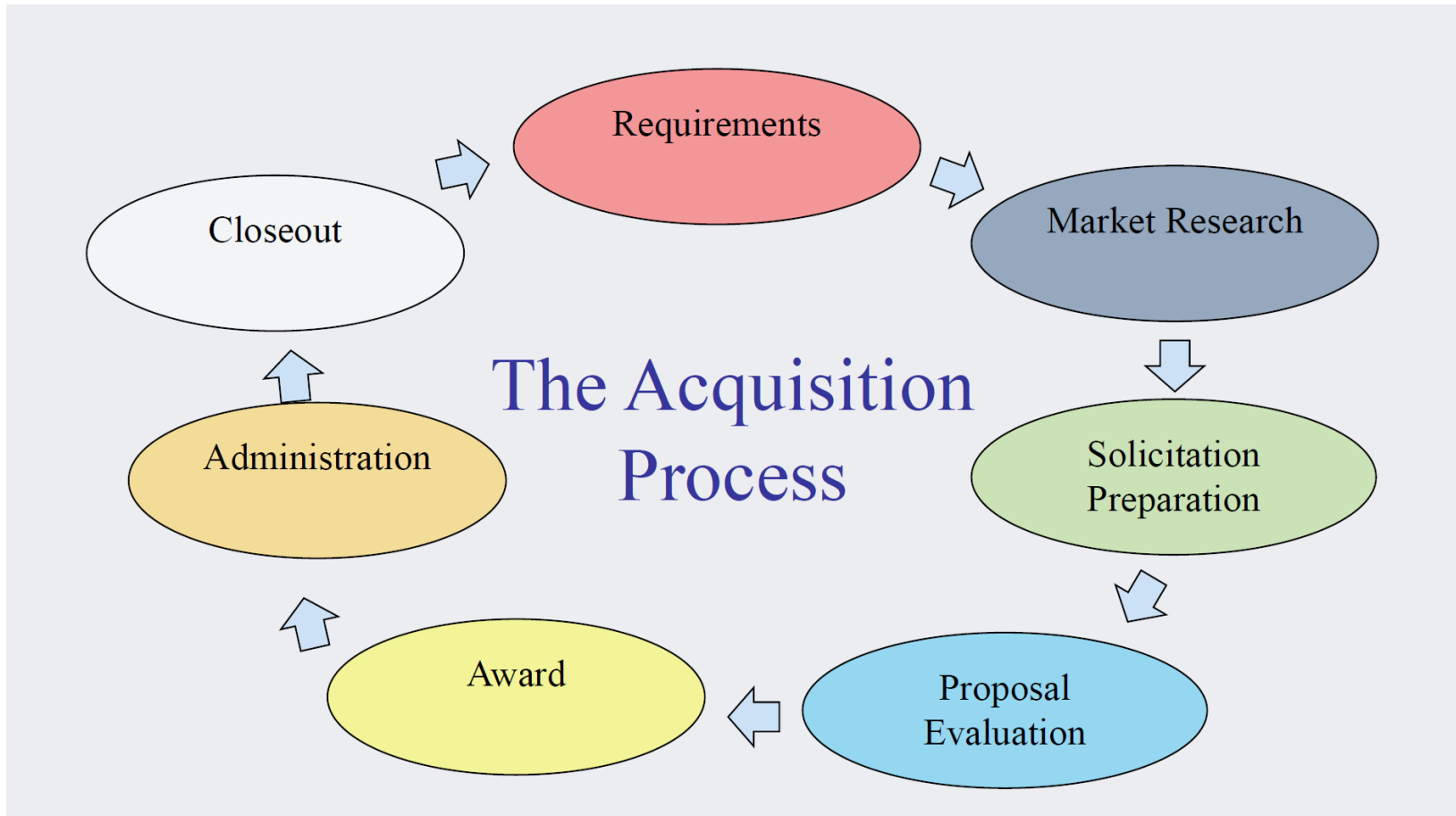
- Department of Defense and other Federal Agencies
 - State and Local Government Agencies

HOW IT WORKS:

- Become MS APEX client
- Business data  automated database
- Daily, Automated-Match-Attempts
- Successful bid-matches sent electronically
- Clients request bid package
- Clients review bid packets with MS APEX advisor
- Clients forward their bids to agency

- SAM.GOV – <http://www.sam.gov>
- MAGIC – https://www.ms.gov/dfa/contract_bid_search/Bid
- Other States – <http://www.naspo.org/dnn/States.aspx>
- MS ITS – http://www.its.ms.gov/Procurement/Pages/RFPS_Awaiting.aspx
- MDOT – http://mdot.ms.gov/applications/bid_system/Home.aspx
- IHL – http://www.ihl.state.ms.us/finance/current_bids.html
- FEMA – <https://www.fema.gov/doing-business-fema>
- BusinessUSA – <http://business.usa.gov/find-opportunities#>
- Fed Govt. Award Winners – <http://www.governmentcontractsworld.com/>
- SBIR – www.sbir.gov
- DIBBS – <https://www.dibbs.bsm.dla.mil>
- FedMALL – <http://www.dla.mil/Info/FedMall/FedMallSuppliers/>
- GSA Schedule - <https://www.gsa.gov/buying-selling/purchasing-programs/gsa-schedule>

How the Government Buys



Get Started

Determine NAICS

www.naics.com

www.census.gov/naics/

Determine NIGP code

<https://www.dfa.ms.gov/dfa-offices/mmrs/mmrs-applications/magic-logistics-lo/nigp-look-up/>

Determine FSC and/or PSC

www.outreachsystems.com/resources/tables/pscs/

Note: Understanding your code can help you learn what it is that the government calls what you are selling, manufacturing, etc.

REGISTER YOUR BUSINESS

System for Award Management

www.sam.gov



- A **MUST** before you can sell to the federal government.
- A **MUST** before an award can be made.
- You **MUST** renew every 365 days
- You must submit a notarized letter. When registering a new entity.

UEI - Unique Entity ID (SAM)

<https://sam.gov/content/entity-registration>



REQUIRED to bid on federal contracts as a prime contractor or seek federal assistance as a prime awardee.

MUST be updated and renewed each year to remain in the “active registration” status.

THIS IS A FREE SERVICE

Obtain Business Certifications

Mississippi Development Authority

www.mississippi.org



- Proof of socially & economically disadvantage small business
- Women owned/Minority owned
- U.S. Citizens
- 51% ownership
- 75% resident citizens of MS

Others

- Mississippi Department of Transportation (MDOT)
- National Minority Supplier Development Council (NMSDC)
- Women Business Enterprise National Council (WBENC)
- South Regions Minority Supplier Development Council (SRMSDC)
- Jackson Mississippi Airport Authority (JMAA)
- Small Business Administration

BECOME A VENDOR

Contracting Opportunities (FBO)

<https://sam.gov/>

- Already registered in SAM
- Allow you to download solicitation
- Connect as interested vendor
- View other vendors interested to the same solicitation
- Access to many federal contracts

MAGIC

https://www.ms.gov/dfa/contract_bid_search/Bid

<https://www.dfa.ms.gov/dfa-offices/mmrs/mississippi-suppliers-vendors/>



- Know your company NIGP codes
- National Institute of Governmental Purchasing
- Suppliers W-9
- D&B
- CAGE



Listing of all 50 states' procurement officers compiled by the
National Association of State Procurement Officials

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

- Create a Capabilities Statement
- Develop and effectively deliver an “Elevator Speech”
- Respond to “Sources Sought”
- Consider Subcontracting
- Consider all levels of opportunities (Federal, State, Local & Prime)

WINNING FORMULA

- Complete All Registrations and Certifications
- Identify your market
- Build relationships
- Have knowledge of your competition
- Develop your winning strategy
- Compete & Repeat



THE GOVERNMENT'S GOAL

- A quality product or service
- Delivered on time
- At a competitive price
- ***“Best Value”***

Outreach Events

MS APEX ACCELERATOR

Two-Part Small Business Liaison Officer and Matchmaker Series

with the Meridian Naval Air Station

Exploring Contracting and Subcontracting Opportunities with Meridian Naval Air Station – (Part 1)

Date and Time: January 30 , 2024

Location: Philadelphia Community Development Partnership | The Depot

Capability Briefings with the Meridian Naval Air Station:

Understanding the Process of Contracts and Opportunities – (Part 2)

Date and Time: February 21, 2024

Location: Philadelphia Community Development Partnership | The Depot

Lunch and Learn: Doing Business with the Government

Date and Time: January 31, 2014 (11:30 A.M. - 1:00 P.M.)

Location: Lion Hills Center

2331 Military Rd Columbus, MS 39705

MS APEX ACCELERATOR

Educating Small Businesses on Cybersecurity and the Cybersecurity Maturity Model Certification (CMMC 2.0)

“How Secure is Your Small Business?”

Shellie Hollis, Director, Center for Cyber Education (CCE)

Mississippi State University (MSU)

Location: ABC MISSISSIPPI CHAPTER 5165 Old Brandon Road Pearl, MS

Date & Time: Tuesday, February 13, 2024 (10:00 AM - 12:00 PM)

Writing an Effective Capability Statement: Your Business May Depend On IT!

February 15, 2024,

Time: 4:00 pm

Renasant Center of Ideas

398 East Main Street

Tupelo, MS

Understanding SAM Registration and Other Business Certifications (SBDC)

Renasant Center for Ideas

398 E Main Street Tupelo, MS 38804

Thursday, March 21, 2024

11:00 AM-1:00PM

Sharon Butler, Mississippi Apex Accelerator Program Manager

Clients will learn how to correctly register with SAM.gov

- **PROGRAM MANAGER: SHARON BUTLER, PM**
 - **Columbus: NORTHEAST MS OFFICE – (662) 329-1077**
 - Sharon Butler, *MS APEX Advisor* scbutler@mississippi.org
 - Andrea Garth, *MS APEX Admin* agarth@mississippi.org
 - Vacant, *MS APEX Advisor*
- **Jackson: CENTRAL MS OFFICE - (601) 359-2988**
 - Princess Hayes, *MS APEX Advisor* phayes@mississippi.org
- **Meridian: EAST CENTRAL MS OFFICE – (601) 934-5975**
 - Natalie Purvis, *MS APEX Advisor* npurvis@mississippi.org
- **Cleveland: NORTHWEST MS OFFICE**
 - Vacant, *MS APEX Advisor*
- **Gulfport: SOUTH MS OFFICE – (228) 219-7032**
 - Marian Robinson, *MS APEX Counselor* mrobinson@mississippi.org



MISSISSIPPI DEVELOPMENT AUTHORITY
MINORITY AND SMALL BUSINESS DEVELOPMENT DIVISION
MISSISSIPPI APEX ACCELERATOR PROGRAM

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... **MIGHTY** ...

MISSISSIPPI

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