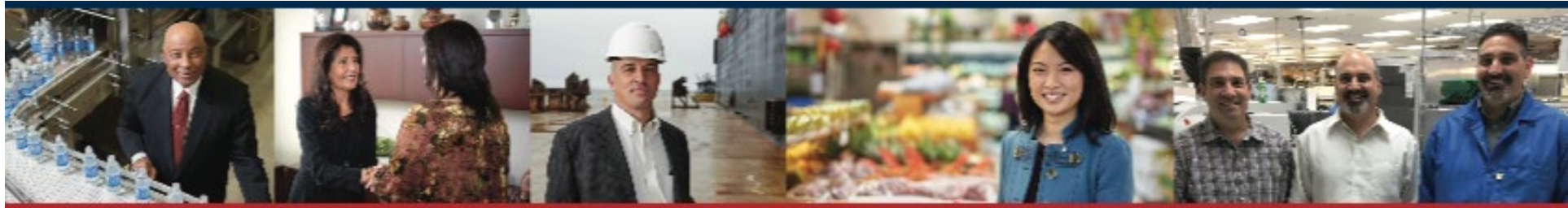




U.S. Small Business
Administration

**The SBA works to ignite change and spark action
so small businesses can confidently**



**START • GROW • EXPAND •
RECOVER**

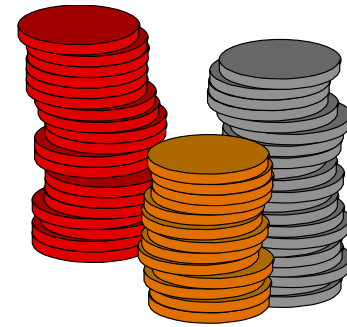
SBA's Mission and Purpose

- **Aid**
- **Counsel**
- **Assist**
- **Protect the interests of
small business concerns**
- **Support**
- **Champion small businesses**



Programs Of Assistance

- **Financial Assistance Programs**
- **Non-Financial Assistance**



Non-Financial Assistance Programs

- ◆ **Government Contracting Assistance (\$500B Market Place)**
 - **Prime Contracts**
 - **Subcontracting Assistance**
 - **Certificate of Competency (COC)**
 - **Size Determination**
 - **All Small Mentor Protégé Prog.**
- ◆ **Surety Bond Program**
- ◆ **Procurement Network (DSBS) and SUB-Net**
- ◆ **Small Business Innovation Research Program (SBIR)**
- ◆ **Hubzone Empowerment Contracting**
- ◆ **Women's Business Resource Centers**
- ◆ **Small Business Development Centers (SBDCs)**
- ◆ **SCORE Mentors**
- ◆ **Veterans Business Opportunity Centers**
- ◆ **Section 8(a) Business Development Program**
- ◆ **Woman-owned Small Business Program**
- ◆ **Section 7(j) Management and Technical Assistance**
- ◆ **SBA Small Business Classroom**



A free learning platform for women entrepreneurs

Start Learning



More about Ascent

Women own or co-own 45% of all businesses in the United States. These businesses represent all types of industries and are owned by all types of women. The majority are small, with great potential for growth in both revenues and job creation. That's why we created Ascent and packed it with in-depth information to help you grow your business.

Journeys



Journey 1: Disaster & Economic Recovery

Prepare for a disaster by understanding the potential impacts and forming a plan for your business.



Journey 2: Strategic Marketing

Explore specific planning techniques, strategies and tactics to make your business stand out in a sea of competition.



Journey 3: Your People

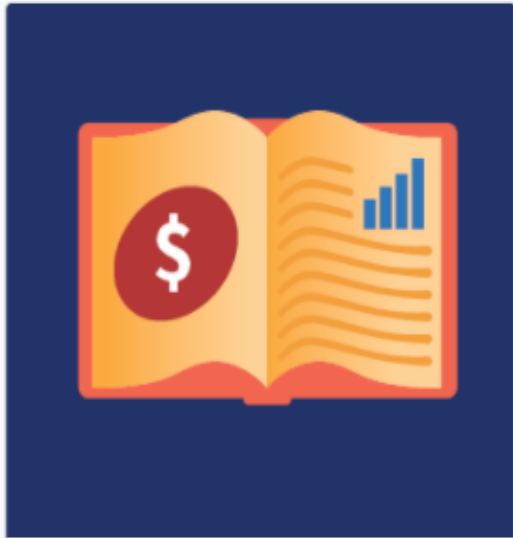
Recruit, hire, and retain the right people with these smart strategies.



https://ascent.sba.gov/dashboard



Not syncing



Journey 4: Your Business Financial Strategy

Sharpen your financial skills with data-driven decisions and projections using these tools.



Journey 5: Access to Capital

Understand how to secure the appropriate funding for your business, including forms of debt and equity.

The SBA Can Help You Evaluate Your Readiness

Federal contracting can represent a very profitable market for your business—but it can also be extremely complex to get started and thrive. The SBA can help you determine if your business is ready for federal contracting by assessing your:



- **Marketability**
- **Structure and experience**
- **Systems and capacity**
- **Ability to find contracts**

Qualify for Federal Contracts with Certifications



The SBA works with federal agencies to award at least 23% of all prime government contracting dollars each year to small businesses that are certified with the **SBA's contracting programs**. Programs include:

8(a) Business
Development
Program

Historically
Underutilized
Business
Zones
(HUBZone)
Program

Women-Owned
Small Business
(WOSB)
Program

Service-
Disabled
Veteran-
Owned
Program

Learn more and determine your eligibility at
[certify.SBA.gov](https://certify.sba.gov)

ACCESS TO CAPITAL

Sources of Financing



Financial Assistance Programs

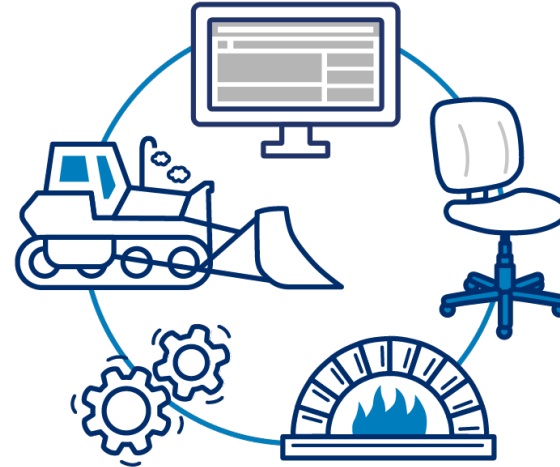
- **7(a) Loan Program**
 - ◆ *SBA Express*
 - ◆ **Veterans Advantage**
 - ◆ **Caplines**
 - ◆ **Community Advantage**
- **Export Working Capital Program (EWCP)**
- **International Trade Loans**
- **504 Loans**
- **Small Business Investment Company (SBIC) Program**
- **Microloan Program**
- **Disaster Assistance Program**



How Can an SBA-backed Loan Help You?



- Launch, grow, or repair a start-up
- Start or purchase a small business
- Access revolving credit or working capital for day-to-day expenses



- Purchase, renovate, or expand facilities
- Purchase inventory, equipment, or machinery
- Purchase land or real estate
- Export a product or service

COVID EIDL – Loan Component Benefits

The loan product offered via the COVID EIDL program is the remaining small business COVID recovery option. It is beneficial to small business owners due to its

- **Generous Terms:** 3.75% interest + 30-year repayment horizon + 2 years deferment
- **Reduced Repayment Burden:** 30 years with 2 years deferment results in relatively smaller monthly payments versus market alternatives (\$10,000 COVID EIDL = monthly repayment of less than \$50 a month)
- **Flexible Use:** Small businesses can use COVID EIDL funds on any normal operating expenses and working capital, including paying business debt
- **Accessible Application:** COVID EIDL is obtained directly through the SBA, requiring no external financial institution for a small business to apply for and obtain funds

COVID EIDL Policy Changes

The below policy changes are all effective as of September 8, 2021:

	COVID EIDL Policy Change	Impact
1	Increase cap from \$500K to \$2M “ Exclusivity Period: ” No approval of loans greater than \$500,000 until Oct. 8, 2021	Higher loan amounts available
2	Allow for use of funds to be applied to payment and prepayment of commercial debt and regularly-scheduled payments of federal debt	Increase use of funds flexibility
3	Allow for 24 months of deferment from loan origination for all loans (existing loans with less than 24-month deferment will be adjusted)	SBA automatically defers for 24 months from loan origination
4	Affiliation requirements simplified: An affiliate is a business that you control or in which you have 50% or more ownership	Simplifies affiliation rules for all industries
5	Created additional way to meet program size standards for businesses assigned a NAICS code beginning with 61, 71, 72, 213, 3121, 315, 448, 451, 481, 485, 487, 511, 512, 515, 532, or 812, AND that have no more than 500 employees per physical location AND that have no more than 20 locations AND that meet all other COVID EIDL eligibility requirements	Includes industries uniquely impacted by COVID-19 and continue to experience significant economic hardship
6	Added \$10 million limit on maximum aggregate COVID EIDL loans to a single corporate group. Entities are part of a single corporate group if they are majority owned, directly or indirectly, by a common parent	Introduces maximum cap on corporate groups

COVID EIDL Changes 1 to 3 - Terms Green = changes

Loan Amount	\$1,000 to \$25,000	>\$25,000 to \$500,000	>\$500,000 to \$2 million
Interest	3.75% (business) 2.75% (non-profit)		
Repayment Period	30 years		
Deferment	Up to 24 months (for all loans) – <i>SBA will adjust deferment on loans that did not receive 24 months</i>		
Requirements	Minimum Credit Score: 570 Collateral: None Personal Guarantee: None	Minimum Credit Score: 570 Collateral: >\$25,000 UCC-1 Personal Guarantee: >\$200,000	Minimum Credit Score: 625 Collateral: UCC-1 and business real estate Personal Guarantee: >\$200,000
Use	Normal operating expenses <ul style="list-style-type: none"> • Payroll • Rent • Inventory, raw materials, variable costs • Commercial Debt (payment and prepayment) • Federal Debt (includes Guaranteed and Direct Loan) (regularly scheduled payments) Working capital		

COVID EIDL Changes 4 to 6

Affiliation rules simplified to model RRF

- **Prior:** Applicant required to consider affiliation based on ownership, stock options, convertible securities, etc. which is traditionally completed by lenders
- **Change:** COVID EIDL to match RRF definition of an affiliated business

Expand methods of eligibility for industries hit hard by COVID to meet program size standards

- **Prior:** A business met SBA Size Standards
- **Change:** Business can now meet COVID EIDL size standards if they fall into certain NAICS codes (that represent industries significantly impacted by COVID), employ not more than 500 employees per physical location, and together with affiliates have no more than 20 locations

Creates limit on total loans to a single corporate group

- **Prior to Change:** No limit
- **Change:** Entities that are part of a single corporate group may not receive COVID EIDL loans in aggregate of more than \$10 million

COVID EIDL Change 5

NAICS	Industry
61	Educational Services
71	Arts, Entertainment and Recreation
72	Accommodation and Food Services
213	Support Activities for Mining
315	Apparel Manufacturing
448	Clothing and Clothing Accessories Stores
451	Sporting Good, Hobby, Book and Music Stores
481	Air Transportation
485	Transit and Ground Passenger Transportation
487	Scenic and Sightseeing Transportation
511	Publishing Industries (except Internet)
512	Motion Picture and Sound Recording Industries
515	Broadcasting (except Internet)
532	Rental and Leasing Services
812	Personal and Laundry Services
3121	Beverage Manufacturers

- 500 or fewer employees per physical location
- 20 or fewer locations (including locations of affiliates)

External: >\$500K Exclusivity Timeframe

New COVID EIDL Applicant

A new COVID EIDL applicant can pursue one of two paths:

1. \$500K Immediately and then >\$500K

1. Verify eligibility requirements met via FAQs
2. Complete EIDL Intake Form via sba.gov/eidl
3. Sign up for and complete application via SBA portal
4. Receive decision within three weeks
5. If approved, follow adjacent steps for a COVID EIDL increase for >\$500K funds

2. Apply for >\$500K Immediately

1. Verify initial and additional eligibility requirements met via FAQs
2. Complete EIDL Intake Form via sba.gov/eidl
3. Sign up for and complete application via SBA portal

COVID EIDL Increase >\$500K

For an applicant that has already received COVID EIDL funds and is eligible to increase their loan to >\$500K, they can apply following the below steps

1. Verify initial and additional eligibility requirements met via FAQs
2. Log into account on SBA portal (**do not apply for another loan**) to submit loan modification
3. Receive decision after October 8th or within 1.5 months of application submission

Surety Bond Guaranty Program

- **SBA provides –**
 - Bid Bond**
 - Payment Bond**
 - Performance Bond**
- **Gives sureties an incentive to provide bonding**
- **Strengthens contractor's ability**
- **Increases access to contracting opportunities**
- **SBA assumes percentage of loss**
 - **Reimburses surety for a percentage of losses incurred**

Surety Bond Guaranty Program

- **Guarantee bonds for contracts up to \$6.5 Million**
- **With justification from contracting officer, may guarantee bonds for Federal contracts up to \$10.0 Million**
- **Quick Apps for bonds up to \$400,000**
- **Prior Approval Program – SBA Guarantees 90% of losses on bonds up to \$100,000 on bonds to certified 8(a) and SDB firms; 80% on all other bonds**
- **Preferred Surety Bond (PSB) – 70% Guarantee**

**BEST PRACTICES
IN OBTAINING GOVERNMENT
CONTRACTS**

Micro Purchases

Total Small Business Set

Asides

Simplified Acquisition

Purchases

Certifications

Credit Card Opportunities

How the Government Buys

- Individual government purchases under \$10,000
 - Exception: Contracts subject to Service Contract Act and/or Davis Bacon Act
- Competition not required
- Government credit cards are often used
- Micro-purchases are not reserved for small businesses
- **Substantial portion of government procurement transactions are facilitated with a credit card**

Rule of Two

Set-asides – Prime Contract Assistance

- Acquisitions over \$250,000 are to be set-aside for small businesses when there is a reasonable expectation that offers will be obtained from at least two responsible small businesses



Simplified Acquisition Procedures

How the Government Buys

- Federal law streamlines government purchasing for buys under \$250,000
- Simplified acquisition procedures can be used
- Government purchases above \$10,000, but under \$250,000 are reserved for small businesses
 - Exception: Contracts above \$2,500 subject to Service Contract Act and contracts above \$2,000 subject to Davis Bacon Act

Government Purchases – Pre-Solicitation Requirements

- **\$10,000 - \$15,000**
 - No public announcement required
 - Obtain three quotes
- **\$15,000 - \$25,000**
 - Public announcement for 10 days

Government Purchases – Pre-Solicitation Cont'd

- **\$25,000 - \$250,000**
 - **Contract Opportunities on SAM.GOV**
 - **<https://sam.gov/content/opportunities>**
 - **Reserved for small business**
- **Over \$250,000**
 - **Synopsis required (Information on solicitation or Sources Sought Notice)**
 - **At least 15 days before solicitation is issued**
 - **May be reserved for small business**
 - **<https://sam.gov/content/opportunities>**



🔗 Sign In

Contract Opportunities

Legacy Website
Legacy website
★ FBO

Contract opportunities are procurement notices from federal contracting offices. Anyone interested in doing business with the government can use this system to search opportunities. Opportunities include pre-solicitation notices, solicitation notices, award notices, and sole source notices.

If you are looking for grant opportunities, visit our partner site at [grants.gov](#) 📄.

Federal Users

Manage contract opportunities as a contracting officer, contracting specialist, or administrator.

[Sign in to get started](#)

[Go to Contract Opportunities Federal home](#)

Search Contract Opportunities

Advanced Search

e.g. W91QVN-17-R-0088, light bulbs 🔍

Show active only

- [Get started searching contract opportunities](#) +
- [Use contract opportunities advanced search](#) +

[Do I need a user account?](#)

[Help](#)

[Video: Basic Searching](#)





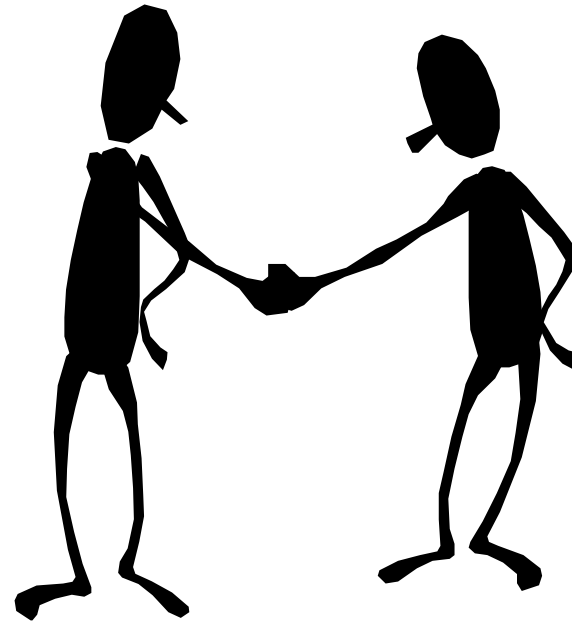
PUTTING THE PIECES TOGETHER

How can we help you?

Louisiana District Office

*“Supporting the Formation,
Growth, Prosperity, and Viability
of Louisiana’s small businesses.”*

Thank you!!



Louisiana District Office
500 Poydras Street, Suite 828
New Orleans, LA 70130
Telephone: (504) 589-6685

JO ANN LAWRENCE

jo.lawrence3@sba.gov

504-589-6685 (Main)

504-589-2879 (Office)

504-256-5293 (Cell)