About the SBTDC

• Founded in September 1984, North Carolina’s Small Business and Technology Development Center (SBTDC) is the business and technology extension service of The University of North Carolina, which oversees the 16 constituent institutions of the University. The SBTDC is administered by North Carolina State University and operated in partnership with US Small Business Administration.
SBTDC-General Business Services

- Business & Marketing Advice
- Financial Assistance
- Financial Analysis
- Research
- Strategy Development & Implementation
- Leadership & Employee Performance
SBTDC-Targeted Services

• Selling to the Government (PTAC)
• International Business/Exporting
• Market Research Services
• Private Equity Initiatives
• Strategy and Growth Services
• Technology Development & Commercialization
About the PTAC Program

• National program established in 1985:
• Authorized by Congress
• Funded by the Department of Defense (DoD) and administered through the Defense Logistics Agency (DLA)
• Provides matching funds through cooperative agreements with state and local governments and non-profit organizations
• North Carolina has a statewide PTAC Program
Purpose

– To generate employment for the state of North Carolina
– Improve the general economic condition of the state by assisting North Carolina companies including those eligible for business development programs for local, state and federal government contracts
– Provide procurement technical assistance by offering no-fee, confidential counseling on selling your products and/or services to the appropriate local, state or federal government agency
How We Help

• Determining Suitability for Contracting
  - A PTAC counselor can help you determine if your company is ready for the unique challenges associated with federal, state and local contracts. Then we can best position you to succeed.
How We Help

• Securing Necessary Registrations
  - Your PTAC counselor can educate and guide you through the registration processes with the various contracting databases such as the System for Award Management (SAM), the SBA Dynamic Small Business Search, and other federal, state and local government vendor databases.
How We Help

• Researching Procurement Histories
  - What agencies have purchased products or services like yours in the past? Which companies have been awarded these contracts? How much have they been paid? Your PTAC counselor can help you ask the right questions and get the information you need to succeed.
How We Help

Networking and Training
- Connect with agency buying officers, prime contractors and other businesses during PTAC events and trainings.

Identifying Bid Opportunities
- We can show you how to register to make sure that you are notified on a daily basis of all government contract opportunities that your company is eligible to bid on.
How We Help

• SDB, 8(a), HUBZone, WOSB, SDVOSB and other certifications
  
  - Certain small businesses are eligible for unique opportunities in some government solicitations, called set asides. A PTAC counselor can help you determine if your company is eligible for these certifications and educate and guide you through certification process.
How We Help

• Proposal Preparation  
  - A PTAC counselor can help you navigate even the most difficult solicitation package, including securing necessary specifications, drawings and pricing considerations.
Contract Performance

- After you’ve received your award, we can educate and guide you with certain contract performance issues, such as:
  -- Negotiating and interfacing with the agency
  -- Developing a cost-accounting system
  -- Bonding and interim financing
  -- Developing environmental, quality control and accident prevention plans
How We Help

• Preparing for Audit
  - When it’s time for your contract audit, we can make sure you know what to expect and what you will need to have your documentation in order.
How We Help

• Subcontracting
  - It is important that you do not neglect the multi-billion dollar secondary market of subcontracting. You should investigate potential opportunities with prime contractors. Many of the federal government’s requirements may be beyond the scope of a single small business and prime contractors are encouraged to subcontract and team with small business concerns. Prime contractors can be found at DoD and SBA’s subcontracting website.
How We Help

• Emergency & Disaster Recovery
  - There are many contracting opportunities that arise from disaster recovery operations. Emergency Responders need vendors that can clear debris, provide facility support services, furnish necessary supplies, and much more. In the aftermath of a disaster, different aspects of the recovery operations may be led by the federal government through FEMA, state government response programs, city or county emergency response programs, or non-profit organizations like the American Red Cross. We can show you the important steps that you must complete to be prepared to participate in any of these opportunities.
How We Help

• We have a technical library
  http://www.sbtjdbc.org/programs/ptac/technical-library/

• Cybersecurity links and video
  http://www.sbtjdbc.org/programs/ptac/cybersecurity/
How We Help

• Our informative Selling to the Government newsletter gives you tips for successfully winning a government contract, answers questions about contracting, and gives you testimonials from North Carolina companies which have successfully accessed the billions of dollars available for government contracting

Contact Us

• http://www.sbtdc.org/programs/ptac/contact/

• www.nc-ptac.org