

Contract Connections

Bids *for* PGH

September 22 & 23, 2020

Session 1: New Contracts, Identify Availability



University of Pittsburgh

THE INSTITUTE FOR
**ENTREPRENEURIAL
EXCELLENCE**

THE **POWER TO PROSPER**SM

POWERED BY



U.S. Small Business
Administration



City of Pittsburgh

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Session 1 New Contracts, Identify Availability

- I. Guidance: Bidding on City of Pittsburgh
- II. Submission: Checklist to Navigate

Session 2: Respond to Solicitations

- I. Contracts & Capability
- II. Winning Proposals

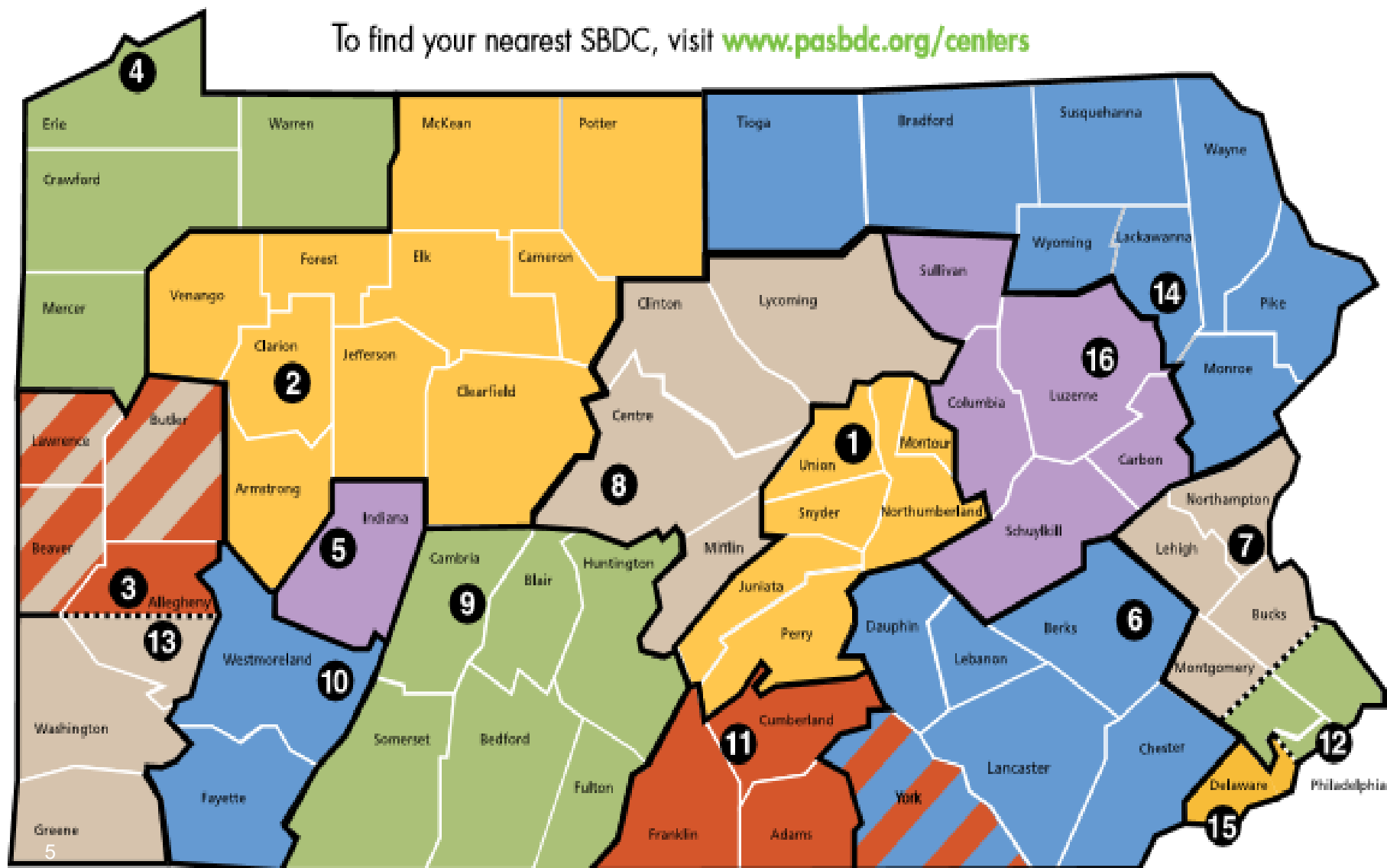
Session 3: Close the Deal: Presenting Your Presence

- I. Interview process & preparation
- II. Capacity to fulfill contract requirements

Session 1: **Agenda**

- 1) Pennsylvania Small Business Development Centers**
- 2) Navigating the City of Pittsburgh Solicitations**
- 3) Resources & Checklists**
- 4) Are You Ready ? *Steps & Specifics***
- 5) Growth Wheel**
- 6) Business Model Canvas**
- 7) Centers of Excellence**
- 8) Search Engine Optimization reports**
- 9) Counseling & Additional Training**
- 10) Ready for Session 2 & 3**

To find your nearest SBDC, visit www.pasbdc.org/centers



Start, Grow, Prosper

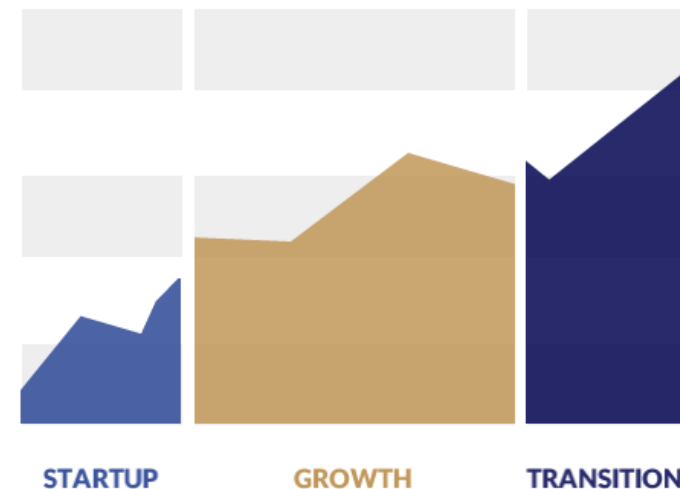
Business Consulting, Market Research and Training

- Business Planning
- Strategic Planning
- Market Research
- Human Resources
- Financial Analysis
- Information Technology
- Loan Packaging
- Product Commercialization
- Franchise Evaluation
- Environmental Management
- International Trade



Small Business Development Center
University of Pittsburgh

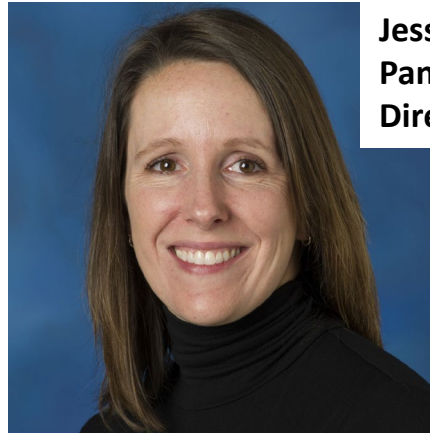
Helping businesses start, grow, and prosper.



**Ray Vargo,
Director**



**Jessica Sinclair,
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**Michael Wholihan,
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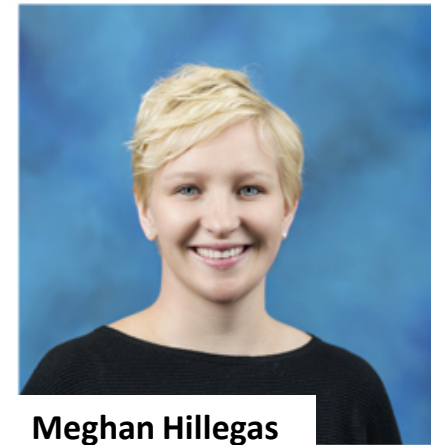
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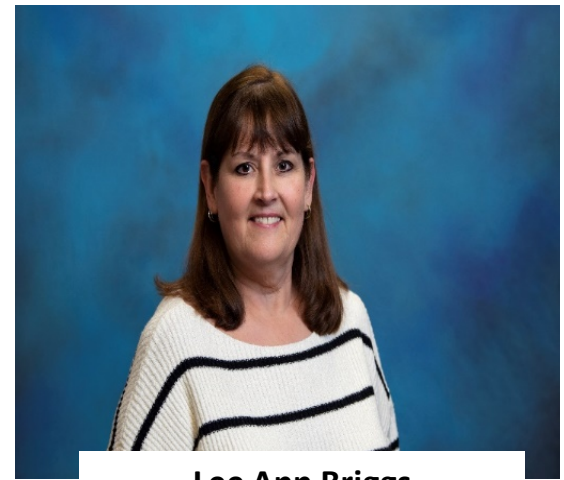




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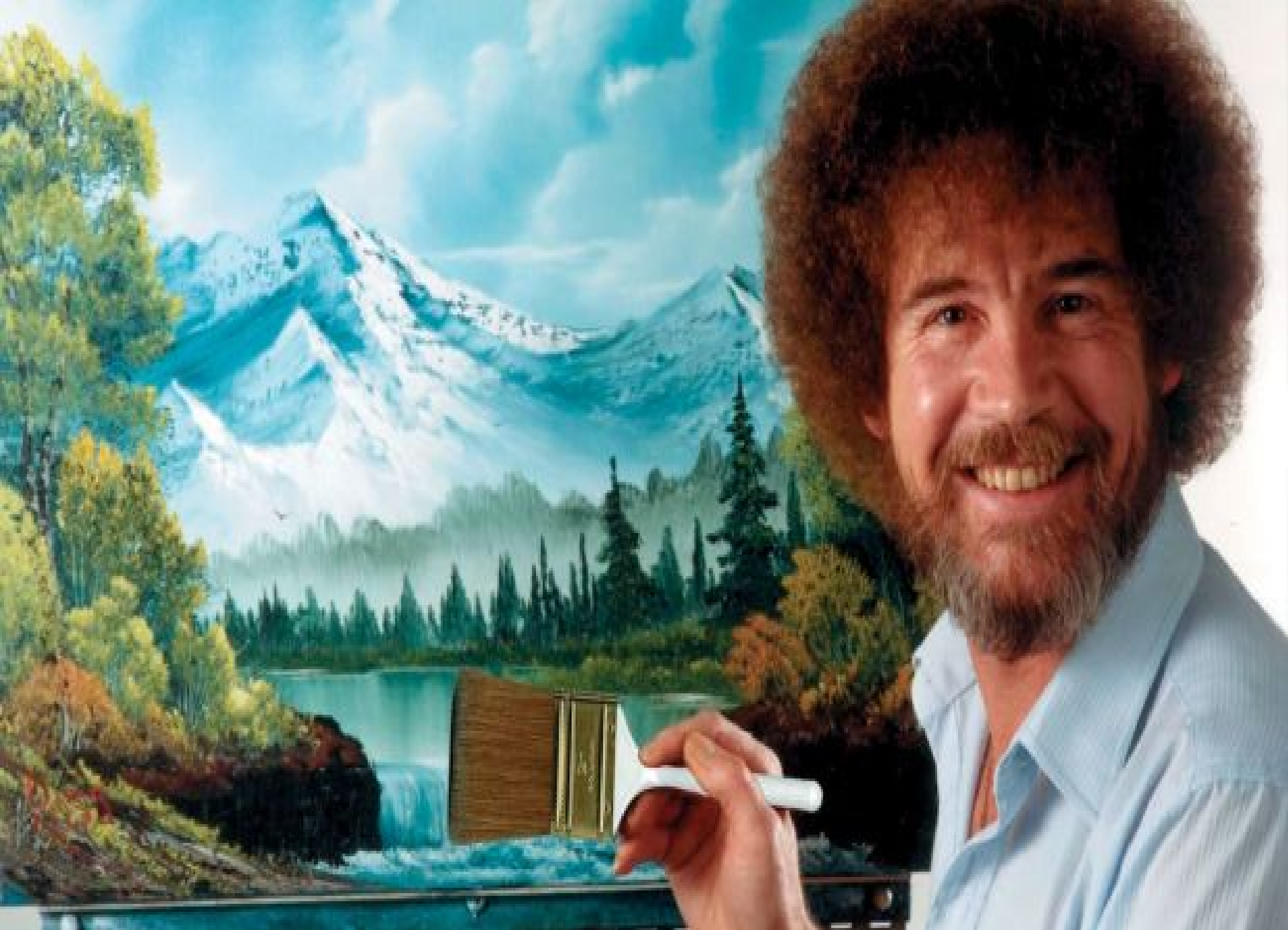
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BEACON

LOGIN

conversion

REGISTRATION

BID OPPORTUNITIES

CURRENT CONTRACTS

BUYING PLAN

FAQ'S

Prepared 4 U

Session Packet 1

- 1) City of Pittsburgh Beacon Guide
- 2) Vendor Registration Guide
- 3) City Low Bids
- 4) Commitment Forms
- 5) Certifications
- 6) EORC Sample
- 7) Financial Materials
- 8) References & Resources: City, Allegheny

You Will Receive

Session Packet 2

- 1) City of Pittsburgh Submission Guide
- 2) Sample Standard City Contracts
- 3) Sample Solicitations

Session Packet 3

- 1) Elevator Pitch Worksheet
- 2) Interview Worksheet
- 3) Mission & Vision: Growth Wheel



Are You Really Ready ?

1. **Employee Contracts – 1099 / W-2, Employee Handbook**
2. **1-2 years of Previous Tax Returns**
3. **Capability Statement**
4. **Search Engine Optimization report – SBDC**
5. **Social Media sites – LinkedIn, etc.**
6. **Line of Credit**
7. **Bank Account – Merchant Services, Debt to Income Ratio**
8. **Video's – Website & Mobile Access**
9. **Bank, Attorney, CPA, Real Estate Agent, Consultant/Mentor**
10. **Clearances: Child Abuse, PA State Police, FBI**

Ready...Specifics

- a) **Invoicing the City = Get Paid**
Accounting = QuickBooks ?

- b) **Low Bids = Lowest Price WINS,**
No Council Approval Required

- a) **Deadlines ARE Deadlines for Submission**
3 pm MEANS **by... 3 PM**

I. Equal Opportunity Review Commission, EORC

II. Minority & Women Business Enterprise and Veteran-Owned Small Business Certification Chart

- a) Professional Services OVER \$50K
Construction OVER \$250K
Requires Approval**
- b) City Tracks & Sets Goals -
MBE, WBE, VOSM, DBE**

Let's Review Your Packet # 1

- 1) City of Pittsburgh Beacon Guide
- 2) Vendor Registration Guide
- 3) City Low Bids
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The Softer Skill Rules ***Will***

Make or Break Any Relationship

We Are All In the Relationship Business

Rule # 1

Proper Communication

- ***Response to Emails,
Phone, Video,
In-Person***

Rule # 2

Practice Rule # 1



Business Model Canvas

KEY PARTNERS

Who are our key partners?
Who are our key suppliers?
Which key resources are we acquiring from our partners?
Which key activities do partners perform?

KEY ACTIVITIES

What key activities do our value propositions require?
Our distribution channels?
Customer relationships?
Revenue streams?

KEY RESOURCES

What key resources do our value propositions require?
Our distribution channels?
Customer relationships?
Revenue streams?

VALUE PROPOSITIONS

What value do we deliver to the customer?
Which one of our customers' problems are we helping to solve?
What bundles of products and services are we offering to each segment?
Which customer needs are we satisfying?
What is the minimum viable product?

CUSTOMER RELATIONSHIPS

How do we get, keep, and grow customers?
Which customer relationships have we established?
How are they integrated with the rest of our business model?
How costly are they?

CHANNELS

Through which channels do our customer segments want to be reached?
How do other companies reach them now?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CUSTOMER SEGMENTS

For whom are we creating value?
Who are our most important customers?
What are the customer archetypes?

COST STRUCTURE

What are the most important costs inherent to our business model?
Which key resources are most expensive?
Which key activities are most expensive?

REVENUE STREAMS

For what value are our customers really willing to pay?
For what do they currently pay?
What is the revenue model?
What are the pricing tactics?

Sponsors – Professional Referrals



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Small Business Development Centers

Helping businesses start, grow, and prosper.

Centers of **EXCELLENCE**

Agriculture • Digital Services • GrowthWheel • Health & Life Science • Latino • Tourism & Hospitality

	<u><i>SEO Reports</i></u>	<u><i>E-Commerce</i></u>
	No-Cost, 10-14 Report	Current Traffic Trends
	Report, No Cost	User Experience – Tags & Ad Words
	Social Media Review	Searchability, Mobile Access
	High Priority Fixes	Security & Analytics
	Recommendations & Suggestions	Personal Data & Financial Transactions
	Browser Compatibility	33 Point Questionnaire



Request for Counseling

Send a request to receive SBDC consulting to:

SBDC@innovation.pitt.edu

You will receive an email with a link for instructions.

If you have questions, please do not hesitate to contact Terri Cook,

Tcook@innovation.pitt.edu or 412-648-1542

Keep Learning + Additional Revenue

September 24 – Powering Partnerships

- Department of Energy
- National Energy Technology Laboratory

Register at: <http://entrepreneur.pitt.edu/events/>

Ready for Session 2

Tuesday October 6th at 8:30 am – 10 am

OR Wednesday October 7th at 1 pm – 2:30 pm

Respond to Solicitations

- I. Contracts & Capability
- II. Winning Proposals



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