GOVCON GUIDEBOOK

How to Build & Qualify Your Start-Up for Government Contracts

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What is a Small Business Certification?	123
A Small Business Certification is an official recognition provided by various certify	ying bodies, including
government agencies, minority-centered organizations, and industry groups. Th	
designed to help small businesses, including those owned by disadvantaged	
veterans, or located in underutilized areas, to access new contracting opportunities	·
effectively	•
Who Offers Business Certifications	
While the SBA offers several certification programs aimed at federal contracts	, other organizations
provide certifications that facilitate business in the private sector or within spe	<u> </u>
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In this guidebook, our main focus will be on SBA Certification programs, specifica	ally how they relate to
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DISCLAIMER

This book is intended for informational purposes only and should not be considered a substitute for legal or financial advice. The suggestions and strategies it offers are meant to provide guidance and should not be seen as guarantees of success. The guidebook aims to help readers set up their businesses to qualify for government contracting opportunities, but winning a contract is not guaranteed. It is important not to rely solely on the content of this book when making legal, financial, or other significant decisions. The authors and publishers disclaim any liability for the use of the information provided. Always seek the advice of qualified professionals for legal or financial matters. Additionally, remember that the steps outlined for starting a business in this book should be supplemented by consulting with a professional tax consultant, accountant, or attorney to ensure that all legal requirements are met before launching your business.



INTRODUCTION

I'm Ariel Aaron Davis, and throughout my life, I've embraced the label of "nerd." As a passionate academic, I love learning new things, and it becomes even more rewarding when what I've learned can lead to other's financial success. This motivation drove me to establish my company, A Squared Holdings— the culmination of my professional journey and entrepreneurial expertise, which I now offer to clients through a range of products and services.

The core purpose of our offerings is to facilitate a smoother and faster transition from being an employee to becoming a successful business owner. Entrepreneurship poses various challenges, such as analysis paralysis, imposter syndrome, and a lack of resources. These are the barriers I aim to help individuals overcome. My company provides the means to sidestep these pitfalls while acquiring the necessary knowledge and tools.

This guidebook is an accumulation of the invaluable lessons I wish I'd know sooner while navigating the business development and government contracting space. It's a product of continuous refinement, reflecting my evolving insights. Whenever I uncover a new business insight, I record it here. If I later discover a better approach or an enhanced method, I refine my notes accordingly. This guidebook is a compilation of those notes, business strategies and refined insights that I still build upon daily, incorporating every new lesson.

Because I love learning, I've read a lot of books from various sources. I believe learning can happen anywhere and from any experience or person. However, I've found that some authors capitalize on the public's general lack of knowledge and access to resources. While their books contain valuable nuggets, there's often a lot of fluff. I didn't want to write another fluffy book. My goal is for you to be able to use this guidebook to make money. Period.

I'm sharing this guidebook with you to lighten your load on your path to greatness. You don't have to exert excessive effort; the knowledge I've gathered are here to empower you and make your journey smoother. I once helped a group of my high school classmates cheat on a test. Years later, when I ran into them, they told me they would not have graduated if I hadn't slid my answers under the desk. I'm still that same person, driven to help others succeed.

This guidebook is my way of sliding the answers under your desk so you can graduate to your dream state in life.

So, let's get started!

"DO YOUR LITTLE BIT OF
GOOD WHERE YOU ARE; IT'S
THOSE LITTLE BITS OF GOOD
PUT TOGETHER THAT
OVERWHELM THE WORLD."
—DESMOND TUTU

PREP WORK: GATHERING THE TOOLS, SUPPLIES & INFORMATION YOU'LL NEED TO GET STARTED

Starting a business can be a significant step, particularly when you aim to become a government contractor. A government contractor is a private company—often a small business—that provides products or services to government agencies. This could involve fulfilling contracts for everything from office supplies to construction services for federal, state, or local government entities.

To become a government contractor, your business must meet specific eligibility criteria, abide by certain regulations, and often compete through a bidding process to secure contracts. Establishing a business with the intent to contract with the government requires careful preparation and a clear understanding of the requirements and processes involved.

However, becoming a government contractor is not as challenging as it may seem. This guide will take you through the process of setting up a business in Texas to begin pursuing government contracts. We will outline the steps to make your business eligible for government contracts, which can be a valuable revenue source for small businesses.

Why Start a Business in Texas

Texas is a strategic choice for starting a business. The state boasts a skilled workforce and does not impose income tax on businesses or their owners, leading to potential cost savings. Texas also fosters innovation and entrepreneurship, making it a welcoming environment for new ventures. Launching your business in Texas can give you a strong foundation for success.

Why Become a Government Contractor

For small businesses, becoming a government contractor can be a strategic decision, considering that the U.S. government is the largest buyer globally. It procures a wide range of products and services and is mandated to ensure fair contracting opportunities for small businesses. In 2022, small businesses secured nearly \$163 billion from federal contracts, with \$70 billion allocated to Small Disadvantaged Businesses (SDBs). The consistent increase in government spending on small business contracts over the past few years indicates a growing and potentially lucrative market. Beyond federal contracts, opportunities also exist at the state, local, and educational levels. Venturing into

government contracting can provide steady revenue streams, business stability, and growth opportunities.

Guidebook Callouts

In this guidebook, you'll find a structured path laid out to help you start a business in Texas with the end goal of obtaining government contracts. To aid you in this endeavor, the book is sprinkled with special callouts—**Milestones**, **Resources**, and **Notes**. These markers act as guideposts to help you make sense of things and pace yourself along the way.

Below, you'll find the guidebook key, which describes each type of callout and their respective identifiers. This key will help you quickly recognize and understand the significance of these callouts as they appear throughout the guide.

GUIDEBOOK CALLOUT	DEFINITION	IDENTIFIER
Milestone	A major accomplishment or a critical step that is essential for progressing in setting up your business for government contracting.	T
Resource	Tools, contacts, references, templates, calculators, and other essential aids that support you in reaching milestones and empower you as an entrepreneur.	災
Note	Important information, reminders, tips, and words of caution to help you avoid common pitfalls and to keep important details in mind.	<u>∠</u>

As you progress through the guidebook, keep an eye out for these symbols. They'll highlight key information and tools that are integral to your success. The guidebook is structured so that you can follow the steps in sequence while taking advantage of the milestones, resources, and notes to enhance your understanding and efficiency in starting your business.

GETTING ORGANIZED

When starting a legitimate and profitable business, organization is key. There will be a lot of information coming your way once you decide to start a business. You will begin to receive important information and records in the mail, you'll begin to create business accounts from banking to social media and there will be dates that you need to remember for tax filings, reporting, etc.

We recommend taking the following steps to keep organized:

- Purchase a Storage Solution: Purchase a three-inch binder with dividers to keep your paperwork from the IRS, Secretary of State, DUNSs, SAM.gov, etc. organized. Alternatively, consider purchasing a file cabinet or a file box, with hanging folders and file folders to store your hard copy files.
- Scan Documents: Similarly, I recommend scanning your documents and saving them into OneDrive or Google Drive for quick reference and/or backups. I specifically like this approach because, when your files are stored digitally, they are easily searchable, which saves time getting to the information that you need when you need it.
- **Stay Organized:** Whenever you receive paperwork pertaining to your business, file the paperwork away in your binder or a file cabinet.
- Calendar Reminders: If you receive notices informing you of due dates, expiration dates, etc. Immediately add them to your calendar
- **Check Emails:** Check your business email regularly, including your junk folders. Sometimes there is money in there.
- Keep Your Business Address Up to Date: Notify the Secretary of State, IRS and Comptroller's office of any changes to your address. If the address is not up to date, you may miss out on important notices that traditionally come in the mail which could cause you to miss deadlines and result in fees and even the forfeiture of your business. The process to reinstate is costly and time consuming, it makes certifications difficult, or all your hard work goes down the drain.
- Password Management: When setting up a business, especially one that does government contracting, you will need to create multiple accounts across varying systems. Save yourself some time forgetting passwords by developing a system for password management. You can get a free account with LastPass to save your passwords to business related accounts securely.
- **Invest in a Printer**: preferably a laser jet that takes toner, rather than an inkjet. You get way more bang for your buck, especially if you print proposals, handouts, documents, etc. to help your grow your business.
- Virtual Business Address: Get a virtual business address. When you register
 your business, the address that you use becomes accessible to the public in many
 cases. Just like your LLC protects your personal assets from your business's

liabilities, having a business address that is separate from your home address is another degree of separation between your personal life and your business.

Not all virtual addresses are created equally. Some agencies and systems reject virtual addresses. You'll want to look for an address where there is a lease, a receptionist and business can be conducted at the address, so PO Boxes or similar services offered by FedEx will not work. When in doubt, use your home address to get started and change it later. Virtual address that includes mail & phone only are NOT accepted during the registration process for government contracting. but virtual office (mail, phone, lease) is acceptable.

Tools & Resources

Here are the tools and resources that were helpful to me throughout my Entrepreneurial and professional career:

PRODUCT/SERVICE	DESCRIPTION	URL
Small Business	Offers classes, mentorship, development, and	https://www.sba.gov/local-
Development Center	resources to help small businesses grow.	assistance/find/
OneDrive & Google	Cloud-based file storage solutions for easy	https://www.microsoft.com/en-
Drive	document management and collaboration.	us/microsoft-365/onedrive/online-
		<u>cloud-storage</u>
LastPass	A password management tool to securely store	https://www.lastpass.com/
	and manage passwords.	
G-Suite	Provides professional business email and	https://workspace.google.com/
	productivity tools, avoiding the use of @gmail	
W 15	accounts.	
WordPress	A popular website builder and content	https://wordpress.org/
11.1.0	management system for creating websites.	lation // la language and
HubSpot	A Client Relationship Manager (CRM) that helps	https://www.hubspot.com/
	businesses manage relationships with their customers.	
Hover	A platform for domain registration and	https://www.hover.com/
1 lovei	management.	IIII.ps.//www.nover.com/
Stripe	A point-of-sale (POS) system that offers	https://stripe.com/
ou po	versatility and lower transaction fees.	<u> </u>
Square	An easy-to-use POS system, although it charges	https://squareup.com/
4	slightly higher fees compared to Stripe.	
AppSumo	Offers lifetime deals on various apps to boost	https://appsumo.com/
	productivity, profitability, and business	
	intelligence.	
Virtual Address	Choose from various virtual address service	
Services	providers to establish a professional business	
	address.	
Business Banking	Consider various business banking options such	
	as Truimark Financial, Truist Bank, Key Bank,	
D Div	Univest, PNC, BofA, US Bank.	https://www.halasas/
Business Phone	Options for business phone services, including	https://www.ringcentral.com/
	ringcentral.com, freedomvoice.com, and Microsoft Teams.	
Business Credit	Monitor your business credit with Nav.com.	https://www.nav.com/
Monitoring	World your business credit with Nav.com.	intpositivi www.iiav.com/
GnuCash	An open-source accounting software for small	https://www.gnucash.org/
S.Id Odon	businesses.	
Wave Accounting	A free accounting software designed for small	https://www.waveapps.com/
	businesses.	
FreshBooks	Accounting and invoicing software for small	https://www.freshbooks.com/
	businesses.	-
Company Name	Use the Ramp Company Name Generator to	https://ramp.com/company-name-
Generator	help brainstorm business names.	generator/
		https://wordpress.com/business-
		name-generator/

Value	Statement	Generate a vision statement for your business	https://ivypanda.com/vision-
Generator		using IvyPanda's tool.	statement-generator
SWOT	Analysis	Create a SWOT analysis for your business using	https://ivypanda.com/swot-
Generator		IvyPanda's tool.	analysis-generator
GoalSumo		Strategically align your goals with daily	https://goalsumo.com/
		productivity using GoalSumo.	
Simplify		An independent publication offering free guides	https://www.simplifyllc.com/
		for small business owners.	

Follow the Leader

Following the examples of others in business is important because it offers a valuable opportunity to learn from their experiences, avoid mistakes, and implement proven strategies. By studying successful entrepreneurs and businesses, you can gain insights into navigating challenges, making informed decisions, and adapting to market changes. This can lead to more efficient success, informed benchmarking, and improved networking, while also fostering innovation and helping you stay current in a dynamic business landscape. However, it's crucial to balance these lessons with critical thinking and creativity, tailoring strategies to your unique context and goals.

People to follow on social media or reach out to for guidance:

- Jackie Dozier Jackie Dozier is a seasoned grant writing professional with over 33 years of experience successfully securing funding for nonprofits and other organizations. Her 100-page breaks down the grant writing process into sections, offers examples from funded grants, and includes worksheets to help nonprofits customize compelling applications. Dozier walks readers through every step, from writing and advising to editing and reviewing, to ensure they create an awardwinning proposal. Here's a link to her book, <u>THE S-E-X-I Model Guidebook:</u> Confidently Writing Competitive Grant Applications
- Intellitax Financial Solutions offers comprehensive financial services including
 expert tax preparation for individuals and businesses, credit repair, business setup
 assistance, notary services, IRS problem resolution, and financial planning. With
 personalized guidance, up-to-date expertise, and a transparent process, Intellitax
 aims to simplify clients' financial journeys and optimize their overall financial health
 and success. https://intellitaxfinancialsolutions.com/
- APEX Accelerators: If you need assistance with acquiring a federal contract, contact an APEX Accelerator for assistance. You can locate someone in your area by visiting <u>www.apexaccelerators.us</u>.
- Grants.gov Support Center: If you have questions about applying for or managing grants, visit the <u>Grants.gov Support Center</u> for online resources and Application support.

BUSINESS FOUNDATIONS

Steps to Start a Business (in Texas)

The steps below are the general guidelines for registering a Limited Liability Company (or other entity) in the state of Texas. The process and fees for registering a business varies depending on the state. If you are not registering a business in Texas, or if you have already registered your business in your state, you can skip to the section about your Business Category Codes.

Texas Secretary of State Business Filings Fee Schedule

As of April 2024, the Texas Secretary of State requires a \$300 filing fee to obtain a Certificate of formation for a Texas Limited Liability Company (LLC). Nonprofit corporations and cooperative associations are \$25, and Professional Associations (PA) or Limited Partnerships (LP) are \$750.

Business Organizations & Nonprofits	Fee
Any instrument for which no express fee is provided (except nonprofit corporation or cooperative association)	\$15
Any instrument for which no express fee is provided for a nonprofit corporation or cooperative association	\$5
Formation & Registration	
Certificate of formation for a Texas entity (except nonprofit corporation, cooperative association, PA or LP) (Forms 201, 203, 205, 206)	\$300
Certificate of formation for a Texas professional association or limited partnership (Forms 204, 207)	\$750
Certificate of formation for a Texas nonprofit corporation (Form 202) or cooperative association	\$25
Registration or renewal as a Texas limited liability partnership or LLLP (Form 701)	\$200 per partner
Foreign entity application for registration (except nonprofit corporation, LLP, cooperative association or credit union) (Forms 301, 303, 304, 305, 306, 309, 311, 312, 313) * A foreign entity that has transacted business in Texas for more than ninety days without registering is subject to a late filing fee. The late filing fee is equal to the registration fee for each full or partial calendar year that the foreign entity transacted business in Texas without being registered.	\$750*
Foreign nonprofit corporation, cooperative association, or credit union application for registration (Forms 302, 309) * A foreign entity that has transacted business in Texas for more than ninety days without registering is subject to a late filing fee. The late filing fee is equal to the registration fee for each full or partial calendar year that the foreign entity transacted business in Texas without being registered.	\$25*
Foreign limited liability partnership application for registration or renewal (Forms 307, 308) * A foreign entity that has transacted business in Texas for more than ninety days without registering is subject to a late filing fee. The late filing fee is equal to the registration fee for each full or partial calendar year that the foreign entity transacted business in Texas without being registered.	\$200 per partner in Texas, but not less than \$200 nor more than \$750*
Name registration or renewal for foreign entity not qualified to transact business in Texas (Forms 502, 505)	\$40
Withdrawal of name registration of foreign entity not qualified to transact business in Texas (Form 508)	\$15

Waived Filing Fees for Veterans in Texas

For veteran business owners in Texas looking to form a Limited Liability Company (LLC), there are specific benefits and steps to be aware of. Thanks to Senate Bill 938 (87th Reg., 2021), some new veteran-owned businesses are exempt from certain filing fees and the Texas franchise tax for up to five years (or until the business no longer qualifies under this status).

Who Qualifies for the Veteran Filing Fee Exemption?

To qualify for the filing fee exemption, the business must be:

- Formed or organized in Texas between January 1, 2022, and December 31, 2025.
- Entirely owned by one or more honorably discharged veterans from any branch of the U.S. Armed Services.

How to Claim the Filing Fee Exemption

The formation process involves:

- 1. Obtaining a Veteran Verification Letter for each owner of the business from the Texas Veterans Commission.
 - Go to the Texas Veterans Commission website and download and follow the steps within the New Veteran-Owned Business Pre-Qualification Process document.
- 2. Completing a Certification of New Veteran-Owned Business
 After you receive your Veteran Verification Letter from the Texas Veterans
 Commission, you'll receive step-by-step instructions on how to complete a
 certification of Comptroller Form 05-904: Certification of New Veteran-Owned
 Business and submitting a Certificate of Formation to the Secretary of State.
- Submitting a Certificate of Formation
 Submit a Certificate of Formation for your new business entity alongside the above documents to the Secretary of State, preferably via SOSUpload for faster processing.

Note: While exempt from the state franchise tax during this initial period, the new veteran-owned business must still file specific reports with the Comptroller of Public Accounts. Further information can be found on the Comptroller's website.

Register Your LLC:

The first step is to register your business as an LLC (Limited Liability Company) with the Texas Secretary of State at the link below. This will give your business a legal structure and protect your personal assets.

Note: registering your business with the Secretary of State creates your account with the Texas Comptroller's Office.

Steps to Registering your LLC with the Texas Secretary of State (SOS)

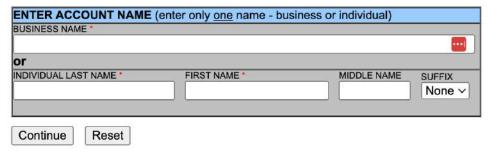
- 1.) Head over to the Texas Secretary of State's website at: https://www.sos.state.tx.us/
- 2.) Next, click "SOSDirect"



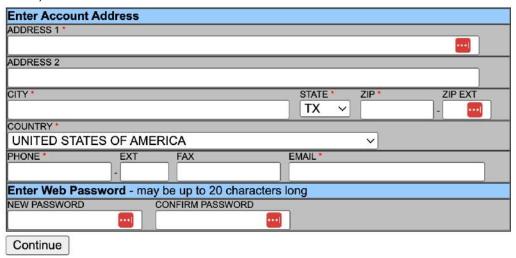
3.) On the next page, click the "enter site" button.



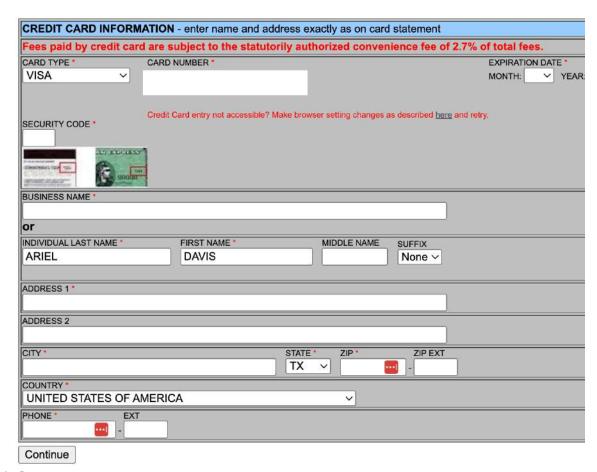
- 4.) If you are just starting out, you most likely do not have an SOSDirect account. If that's the case and you are not a current subscriber to the SOSDirect system, you will need to submit a <u>request for SOSDirect Account</u> by clicking the request link.
- 5.) Complete and submit the "SOSDirect Account Acknowledgment" form on the next page to obtain a regular SOSDirect Account. Enter either your Business Name or your First and Last name and click "Continue"



6.) On the next page, enter your address and choose an alpha-numeric password (8 - 20 characters) which you will use in conjunction with the USER ID that the Secretary of State will assign to you via email to access the site. When you are done, click **continue**.



7.) On the next page enter your payment information. You will not be charged right away, but the payment information that you enter can be used to pay for fees associated with registering your business or filing other paperwork with the Secretary of State. When you are done, click **continue**.



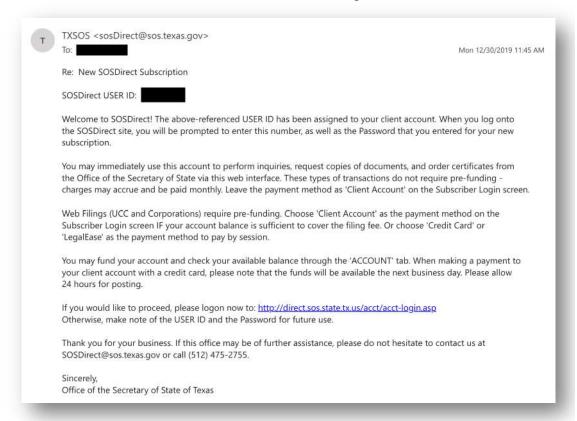
8.) On the next page, review the Terms of Use Agreement, and click accept.



9.) You will then be directed to a confirmation page that looks like this:



10.) Once you have completed your account request, please allow 15 minutes for SOS to process your request. You will be notified of your SOSDirect User ID and Password via e-mail. It should look something like this:

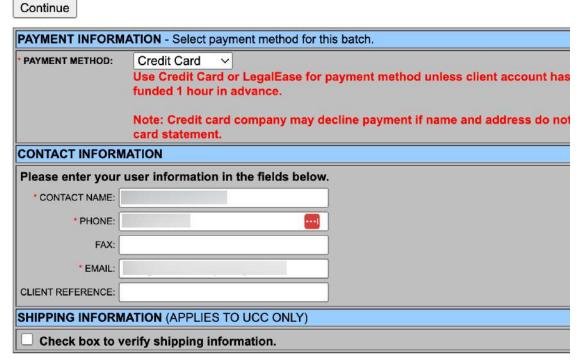


11.) Use the User ID within the "New SOSDirect Subscription" email and the password that you selected during the SOSDirect subscription request process to log into your SOSDirect account at http://direct.sos.state.tx.us/acct/acct-login.asp

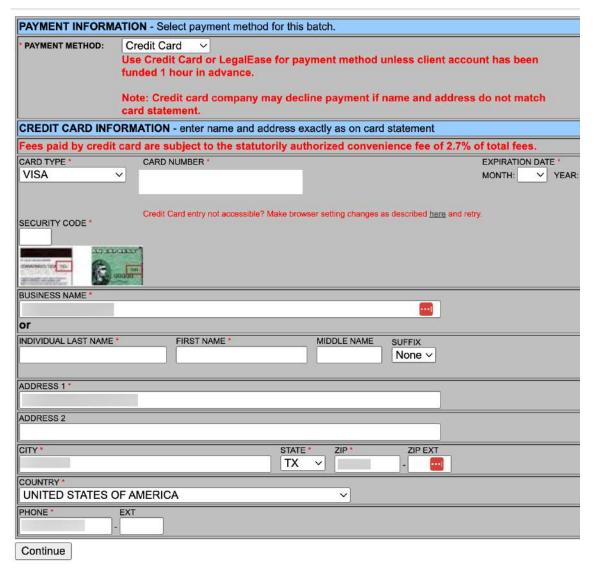


12.) After logging in, review your contact information. If everything looks correct, click **continue**.

Please provide the following information to complete login.



13.) On the next page, review the payment information. If everything looks correct, click continue.



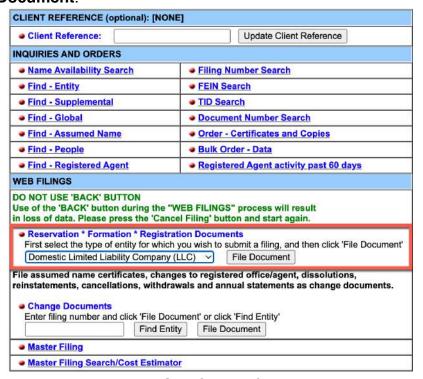
14.) This should log you into the SOSDirect web site. Make note of your session code on this page so that you can review your SOSDirect briefcase to check your order status and retrieve orders.



15.) Next click the "Business Organizations" tab

Business Organizations

16.) On the Business Organizations screen, select "Domestic Limited Liability Company (LLC)" from the dropdown under the Web Filing section, and click File Document.



17.) On the next page, select "Certificate of Formation" from the dropdown, and click continue.

View instructions for all corp web filings.

There is a filing fee associated with all filings. To review the filing fee schedule, please cli

Filing Type:

Certificate of Formation

Continue Cancel Filing

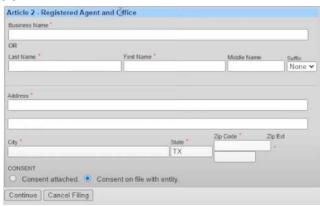
18.) On the next screen, select Limited Liability Company and enter your business name.



19.) On the next screen, enter the mailing address



20.) On the next screen, enter your registered agent and office information, then click **continue**.



21.) Next, enter your management information, then click **continue**.



22.) On the next screen, fill in your governing authority information and click **update**.



23.) Next, select your management type for the individual and click **continue**.



24.) next

Note: later in this guide, I recommend using an Operating Agreement that requires the LLC to be structured such that it is managed by its members. There is more information about this recommendation under the Operating Agreement section. Read ahead to that section to determine whether you would like to use my recommended Operating Agreement or a Standard Operating Agreement. Depending on your choice, you will need to make specific selections about the management of your business on your LLC filing. If you skip this step and later decide to use my recommended Operating agreement, you may be required to amend your original filing.

T- Congratulations! You just hit a milestone. Now that you have an LLC, you can apply for and EIN

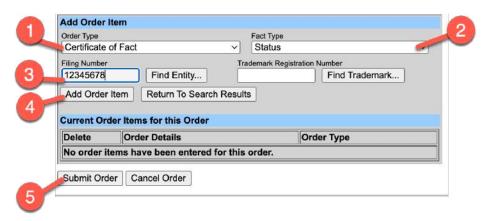
Certificate of Good Standing / Certificate of Fact

Some banks require you to submit a "Certificate of Good Standing" before you can receive a bank account from their institution. In the state of Texas, this is also called a Certificate of Fact.

The Texas Secretary of State does not automatically provide this document to new business owners, nor do they allow access to this information for third parties like baking institutions. Instead, you must request a Certificate of Fact from the Texas Secretary of State at the link below.

https://direct.sos.state.tx.us/corp_order/corp_order-order.asp

Here's a screenshot of the form that you'll need to complete to receive your Certificate of Fact.



The fee for this form as of August 2023 is \$15, and it can take up to three business days to receive. However, I received mine within 24 hours.

Once the form has been submitted, you will receive an email from TX SOS like the one below. Click the link within the email to review and download your document.

Thank You

Thank you for reading the GovCon Guidebook Sample. If you would like to purchase the full version, visit our website at wildmonkeybrand.com or click the link below.

DOWNLOAD THE FULL VERSION HERE ---> hi.switchy.io/GovConGuidebook

Please share your thoughts with us at <u>ariel@wildmonkeybrand.com</u>. Your contribution is key to ensuring the guidebook becomes an indispensable resource for navigating government contracting.

We appreciate your help in making this project a success.

Connect With Us

If you found this guidebook helpful, let us know by doing any one or all of the following. It would help us out with spreading the word to other business who could use the information.



CHECK OUT
OUR OTHER
BOOKS AND
MERCH

SUPPORT OUR MISSION

Drop Us a Line!

Whether you're curious about starting your entrepreneurial journey, diving into government contracting, exploring partnership possibilities, or seeking marketing assistance, I'm here to help. Your questions and ideas are welcome—drop me a line at ariel@wildmonkeybrand.com, and let's start a conversation!

Let's Be Social

- LinkedIn: https://www.linkedin.com/company/22286715/
- TikTok: https://www.tiktok.com/@wildmonkeybrand
- Facebook: https://www.facebook.com/WILDmonkeyDESIGN/