GOVERNMENT CONTRACTING INSTITUTE

TargetGov + bwtech@UMBC

Capability Statement Checklist

IDENTIFY YOUR TARGET MARKET
☐ You as a Prime contractor → AGENCY ☐ You as a Subcontractor → PRIMES ☐ You as a Team member → Other VENDORS
IDENTIFY YOUR TARGET PERSON
☐ Small Business Representative ☐ Contracting and Acquisition Personnel ☐ Program Managers and Technical People
HEADER of DOCUMENT
☐ Title the document 'Capability Statement' ☐ Company Logo ☐ Your Contact Information: name, title, email, website, phone ☐ Any meaningful socioeconomic logos if room
CORE COMPETENCIES
☐ Title the section 'Core Competencies' ☐ Short intro statement referencing the Target ☐ Relate your company's core competencies to the target's specific needs
PAST PERFORMANCE
☐ Title the section 'Past Performance' ☐ List relevant past contracts or customers for whom you have performed similar work. Include the project description, and reference name, phone and email.
DIFFERENTIATORS
☐ Unique features and/or benefits of a product/service, or aspects of a brand, that sets you apart ☐ Identify how this feature is a benefit to Target ☐ Incorporate any applicable metrics
COMPANY DATA
☐ List appropriate numbers and codes (DUNS, CAGE, NAICS, etc.) ☐ List any large contract names or numbers ☐ List any socio-economic certifications ☐ 1-2 sentence summary of business (not a resume!) ☐ Note financial stability ☐ Contact information, any office locations

Remember to build the Capability Statement in Word and save it as a PDF document that is no greater than 1 MB.
Use the following format for saving your document to insure it is easily searchable:
YourCompanyNameCapabilityStatement_TargetName.pdf