

Introduction to SAM.gov

Register and Do Business With the US Government

Ilpo Niva, Mikko Peltola

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Who We Are & Where We Operate



Ilpo Niva

CEO
Co-founder

Silicon Valley
California



Mikko Peltola

COO
Co-founder

Dallas
Texas



Risto Niva

Partner
MD Europe

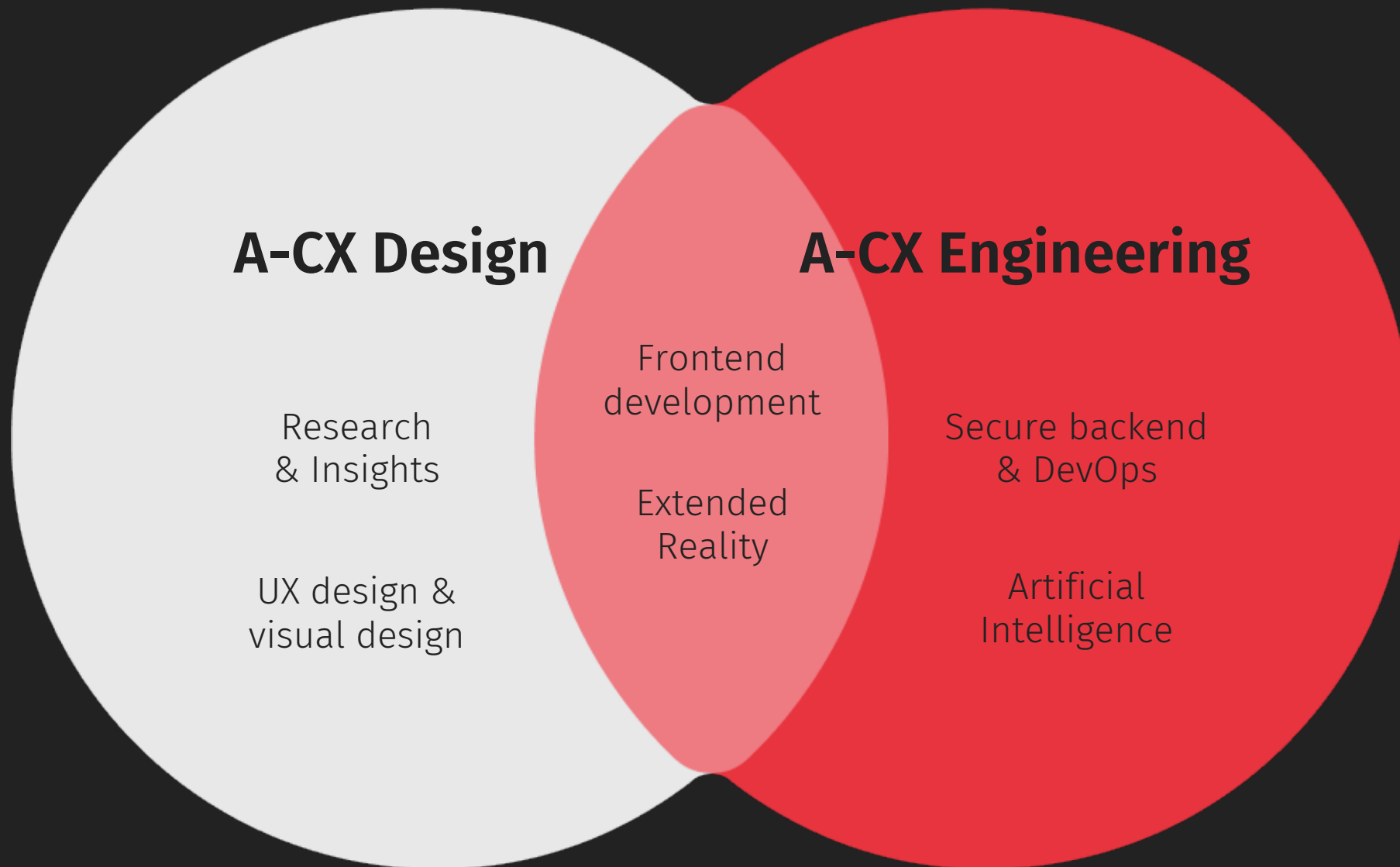
Finland
Europe



Branden Crawford

CTO

Vancouver
Canada



7

Trillion \$
Fed purchases



700

Billion \$
Private purchases



50

%
Defense & security



HALLIBURTON

Overview of SAM.gov

What is SAM.gov?

- Federal government central registration system for vendors and contractors
- Provides information on government procurement practices and policies

Purpose of SAM.gov

Streamline the procurement process for government agencies

Application Process

Simple in principle, but...



Supplier Benefits of SAM.gov

- Access to Government Contracts
- Increased Visibility in the U.S. Market



Access to Government Contracts

Finding Contracts

Tools to help SMEs find government contracts that match their capabilities and interests:

- Search filters
- Contract opportunities
- Past awards and forecasts

Bidding on Contracts


Resources to help SMEs understand the bidding process and prepare successful proposals.

- Training and tutorials
- Access to past proposal examples





Search Results (1 matches found)

Action	NAICS	Name	Awards	Expired	Awarded Amo...	Expired Amount	Departments
	541611	Administrative Management and General Management Consulting Services	6242	9547	\$5,861,129,013	\$16,482,627,991	150

100 items per page

Search Results (491 matches found)

Action	Title	Solicitation Number	Naics Code	PSC Code	Agency	Sub Agency
	Security Assistance Mentors and Advisors	W52P1J-21-R-0021	541611 - Administrative Management and General Management Consulting Services	R699 - SUPPORT-ADMINISTRATIVE: OTHER	DEPT OF DEFENSE	DEPT OF THE ARMY
	Project Management for the Public Health Partners Workgroup	75D301-21-Q-72721	541611 - Administrative Management and General Management Consulting Services	R499 - SUPPORT-PROFESSIONAL: OTHER	HEALTH AND HUMAN SERVICES, DEPARTMENT OF	CENTERS FOR DISEASE CONTROL AND PREVENTION



Action	Code	Name	Awards	Expired	Awarded Amount	Expired Amount
	541511	541511 - Custom Computer Programming Services	5667	5111	\$93,369,092,683	\$74,019,647,042
	541519	541519 - Other Computer Related Services	38787	23429	\$65,846,650,148	\$103,325,427,178
	518210	518210 - Data Processing, Hosting, and Related Services	1886	1486	\$215,827,653,723	\$13,855,917,175
	541512	541512 - Computer Systems Design Services	6686	9305	\$65,512,037,935	\$317,879,623,681
	541690	541690 - Other Scientific and Technical Consulting Services	2387	2119	\$20,276,582,004	\$12,574,370,160
	519190	519190 - All Other Information Services	384	390	\$72,372,132	\$518,264,203
	541430	541430 - Graphic Design Services	225	184	\$258,940,259	\$114,486,279
	511210	511210 - Software Publishers	5388	3815	\$10,252,367,707	\$20,536,126,475

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1 - 8 of 8 items

Increased Visibility in the U.S. Market



Registering on SAM.gov

Gain visibility in the U.S. market

Exposure to Potential Buyers and Partners

Gain exposure to potential buyers and partners in the U.S. market, increasing their visibility and expanding their reach

Relationships with Government Agencies and Prime Contractors

Building relationships with government agencies and prime contractors is important, like in any sales process

23

%
Small businesses

7-42

Million \$ revenue
Small business

500

Employees
Small business



SAM.gov Application Process, non-US

1. Obtaining a DUNS Number

Obtain a DUNS number from Dun & Bradstreet, which is a unique nine-digit identification number for businesses. *5 days*

2. Obtaining a NCAGE code

Obtain a NATO Commercial & Government Entity Code. *3-10 days*

3. Registering in SAM.gov

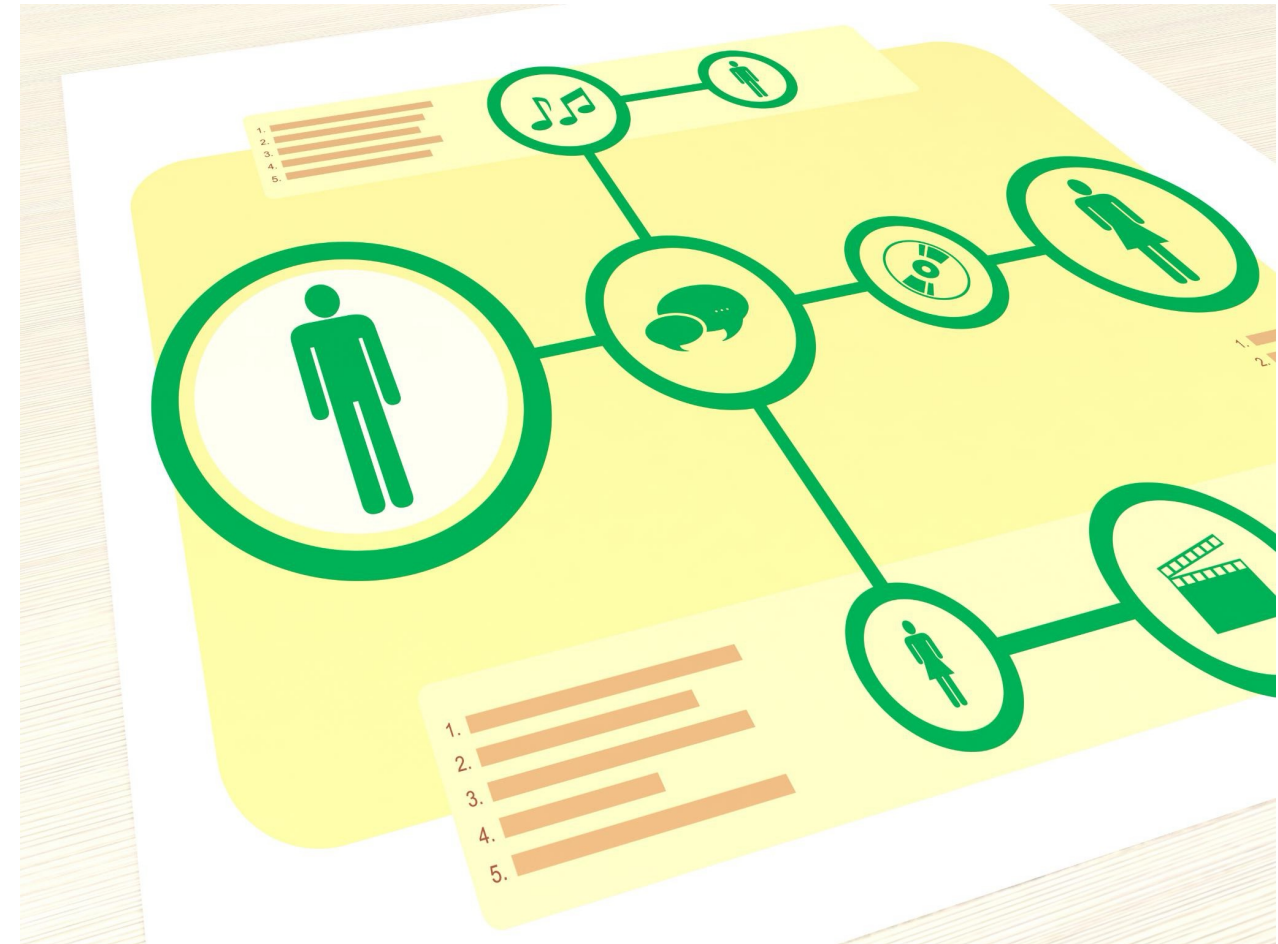
Create Login.gov account, create new entity registration

4. Validation, Review, Completion and Registration

For non-U.S. entities, verification may include cross-checking business data with foreign authorities and agencies. *11-18 days*

5. Creating a Profile in SAM.gov

Include business details, capability statements, and past performance reviews.



What Could Go Wrong?

1. Not Understanding how the game is played

Initial price vs. change requests

2. Identification

2FA – local phone number

SSN/ITIN/EIN

3. Exact match spelling

Addresses and names need to be exact matches. How about ä and ö?



Real Life Experiences

1. Bank account

- *Avalon CX vs. A-CX*
- *Delaware vs. California address*
- *Opening a new account with Texas address*

2. Articles of Incorporation

- *Max 2 years old*
- *DBA not accepted*
- *Must be with the same address as the application*

3. Monitor your email

- *SPAM like emails ending up in SPAM*
- *Short response times*



Conclusion

By utilizing SAM.gov, Finnish SMEs can register, start bidding on government contracts and gain exposure to potential buyers and partners in the U.S. market.



How Can We Help?

Design and Software Development

Sell-through help in the US market



Thank You

Mikko Peltola

mikko.peltola@a-cx.com

+1 (408) 338-9711



www.a-cx.com