

# Strengthening Your Capability Statement

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Stand Out in Business Matchmaking Sessions

**Iva Chen** | Founder & CEO, Jetsetera Ventures • Airport Concessionaire, SFO

**Jan Farris** | Founder & CEO, Jan Farris Consulting • Full-Service RFP Writer, Creator & Producer

60-Minute Workshop

# Meet Iva Chen

**Founder & CEO of Jetsetera Ventures**  
**VP of Public Relations - AMAC Los Angeles Chapter**

Licensed CPA turned entrepreneur with a career spanning Deloitte, Nestlé, and CBS Paramount — now a second-generation airport concessionaire at SFO and JV partner at LAX.

Jetsetera Ventures is a full-service airport concessions firm specializing in the development, launch, and operation of food & beverage concepts at major U.S. airports — including Mama Go's Filipino Cuisine and Panda Express at SFO.

Certified ACDBE | MBE | SBE | WBE



# Meet Jan Farris

**CEO / Founder of Jan Farris Consulting**

Jan Farris Consulting is a full-service marketing firm specializing in the management and production of winning proposals.

We are a full-service firm with a team of project managers, writers and graphic designers all dedicated to delivering high-quality, results-driven solutions.

Founded in 2021, JFC is ACDBE, DBE, SBE certified.

*jan farris*  
CONSULTING





## PROVEN SUCCESS

We have successfully secured contracts with **more than 30 government agencies nationwide**, including airports, rail stations, and military installations.

*jan farris*  
CONSULTING

# Today's Agenda

01

## What is a Capability Statement and Why You Need one

10 min

Introductions • What matchmakers actually look for • The cost of showing up unprepared

*Iva & Jan*

02

## Building One in Canva: Live Demo

10 min

Concessionaire & brand perspective • Step-by-step walkthrough • Templates you can steal today

*Iva Chen*

03

## Content Strategy for AEC Firms

5 min

What to say • What to cut • How to tailor for aviation vs. other sectors

*Jan Farris*

04

## Q & A

10 min

Open floor • Individual feedback • Resources & next steps

*All*

Concise business document that highlights a **company's qualifications, experience, and core strengths.**

Commonly used for government contracting, **business matchmaking**, procurement opportunities, and partnership development.

### Typical sections include

- Company Overview
- Core Competencies
- Differentiators
- Past Performance / Experience
- Certifications / Classifications / NAICS Codes
- Contact Information



## Your Business Resume

A one-to-two page document that tells potential clients, government agencies, and partners:

- Who you are
- What you do
- Why you're the best choice
- How to contact you

01

## Why You Need a Capability Statement

Introductions • What matchmakers actually look for • The cost of showing up unprepared

01

## Why You Need a Capability Statement

Iva

30 seconds

Average time a matchmaker spends reviewing your materials

Business matchmaking sessions move FAST — **be ready**

Primes and agencies **pre-screen who they'll meet**

60%+

Of Small Businesses arrive without a capability statement

First impressions are made on paper **before you walk in**

Lost at Events

Your cert alone is not enough — **tell your story**

- **Introduces your company** quickly & in a professional manner
- It is a **marketing tool** for sector opportunities
- Helps teams understand your **experience & qualifications**
- Demonstrates why your **company is qualified** for a specific contract or partnership
- Highlights your **core competencies, differentiators & past performance**
- **Creates credibility** during networking, **matchmaking** & proposal discussions
- Makes it easy to **evaluate your business**
- Provides a **concise overview** that can be shared before meetings or conferences
- **Helps position your company** for subcontracting and teaming opportunities
- **Highlights certifications**
- **Supports relationship building** with airports, government agencies, and procurement officials
- **Acts as a foundation** for proposals, presentations, and outreach materials
- **Helps companies stand out in competitive procurement environments**



### **FOR PRIME CONTRACTORS**

Your audition reel — shows you're qualified, credible, and ready to be a sub.



### **FOR GOVERNMENT AGENCIES**

Your introduction at the door — required before any conversation about contracts begins.




### **FOR NETWORKING EVENTS**

Your elevator pitch on paper — leaves a lasting impression when business cards don't cut it.

## They Want to Know

- ✓ Who you are & what makes you unique
- ✓ Your Certifications (MBE, WBE, ACDBE, SBEC)
- ✓ Core Competencies — specific, not generic
- ✓ Past Performance: relevant projects + dollar amounts
- ✓ Capacity — can you actually handle the scope?
- ✓ How to contact you RIGHT NOW




## CAPABILITY STATEMENT

A cloud solutions integrator harnessing the power of IT in the cloud to improve lives.

**CORE COMPETENCIES**


**Infrastructure as an asset**

We design and build secure cloud computing frameworks as strategic assets.




**Insights through analytics**

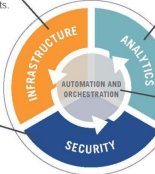
We provide unparalleled visibility into IT operations and security through real-time machine data correlation and analytics.



**Automation is in our DNA**


Automation allows us to unleash unprecedented IT optimization, eliminating complexity and allowing IT virtuosos to shine and scale the organization properly.





**Security in all things**

Security should always be the first and last consideration in IT, and we meticulously harden, test, and troubleshoot all IT environments.



**KEY SUCCESSSES**

DIACAP & ICDS03 accreditation on multiple networks

Facilities for secure materials staging

Splunk Public Sector Professional Services Partner of the Year in 2016

The Channel Co. CRN 2016 Solution Provider 500 List Placement

TechPoint Mira Awards 2016 Tech Company of the Year Nominee

**COMPANY DATA**

Kinney Group is a cloud solutions integrator harnessing the power of IT in the cloud to improve lives. Automation is in Kinney Group's DNA, enabling the company to integrate the most advanced security, analytics, and infrastructure technologies as an optimized solution powering IT-driven mission and business processes in the cloud for Federal agencies and Fortune 1000 companies.

**QUALIFICATIONS**

- HUBZone Certified Small Business
- CMMI Level 2 certified
- Credentials for strict security environments
- DoD 8570.2 certified Engineers
- Top certifications in VMware, Cisco, NetApp, Splunk, and more

**NAICS CODE AND CONTRACT INFORMATION**

NAICS Codes: Available upon request for most current codes.  
GSA IT70 Schedule: GS-35F-0022U

Authorized Subcontractor on S3, SSES NexGen, TESS, SeaPort-e, and other contracts

**CONTACT**  
 kinneygroup.com • 317-723-0500 • 2426 W. Michigan Street Suite 100 Indianapolis, IN 46222

## Common Mistakes

- ✗ Listing every cert but no real work history
- ✗ Generic language: 'full-service' and 'turnkey solutions'
- ✗ No project photos or past client names
- ✗ Missing NAICS / UNSPSC codes
- ✗ Two-page dense text nobody will read
- ✗ No clear differentiator — why YOU?



### CAPABILITY STATEMENT

DUNS: 966870115  
CAGE: 1FBW9  
GSA Schedule 70  
Number: GS-35F-0389K  
CSA 8(a) STARS II GWAC  
Constellations I & II,  
Functional Areas 1 & 2  
Number: GS-06F-0780Z

With Contract Vehicle GSA 8(a) STARS II,  
the U.S. Federal Government may award  
Synergetics task orders under the  
\$4 million competitive threshold  
on a sole-source basis.

No protests on orders under \$10 million,  
per Section 8(a) of the Small Business  
Act (5 U.S.C. 87 and FAR 19.8).

"Costs were always below or within  
budget at all times, contractor even suggested  
ways to streamline and cut costs. amazing"

"Contractor was consistently  
ahead of milestone completion times.  
[Synergetics] production and processes  
never missed a deadline."

— J. ROGERS, FED LOG PM,  
DLA INFORMATION OPERATIONS

#### SET-ASIDE PROGRAMS

- » SBA 8(a) Program Certified
- » Minority-Owned Business
- » Small Business
- » Small Disadvantaged Business

#### CERTIFICATIONS

- » CMMI Level 3 Appraisal
- » ISO 9001:2015 QMS
- » ISO 8000-110:2009 Data Quality

#### INDUSTRY CONNECTIONS

- » Microsoft Certified Partner
- » Apple Developer
- » Oracle Partner
- » Microsoft .NET
- » Microsoft SQL Server
- » Microsoft Azure Government
- » Amazon AWS GovCloud

Synergetics is a professional services company that provides strategy, custom information technology, information security, consulting, digital, technology, operations and R&D services. Synergetics builds government and enterprise data solutions, ranging from business process optimization to mission-critical software systems. Our cutting-edge solutions are used to detect earthquakes worldwide, track food supply chain information and manage defense logistics data processing across the globe.

**COMMITTED EXPERTS** Synergetics principals are involved in each engagement to add oversight and commitment to every project's success. We enable our clients' transformation into customer-centric digital organizations. Our work extends beyond ideas into tangible outcome-driven results.

**INDUSTRY VETTED** Synergetics is authorized to provide managed cloud services on leading FedRAMP/CSFs, including Microsoft Azure Government and Amazon AWS GovCloud. We currently provide FedRAMP management services to DoD and have been approved to operate on DLA's exclusive Azure Government region.

**LOCAL ACCOUNTABILITY** With offices in Colorado, Illinois, Michigan and Washington DC, Synergetics is prepared to respond quickly and in person.

**COMPREHENSIVE QUALITY** Synergetics' quality is supported by industry-leading frameworks, such as the CMMI Level 3 appraisal and ISO 9001:2015 quality management system, along with rigorous client feedback assessments.

**FLEXIBLE ARCHITECTURE** Synergetics builds cross-platform, cross-device and automated deployment systems. We offer COTS solutions for input interaction testing (i.e. keyboard, mouse) to non-technical user operated database solutions. Our software can run anywhere, on any device type.

#### NAICS CODES

- 511210 Software Publishers
- 518210 Data Processing, Hosting, and Related Services
- 519190 All Other Information Services
- 541511 Custom Computer Programming Services
- 541512 Computer Systems Design Services
- 541513 Computer Facilities Management Services
- 541519 Other Computer Related Services
- 541611 Administrative Management and General Management Consulting Services
- 541614 Process, Physical Distribution, and Logistics Consulting Services

"[Synergetics team] are always cooperative, and often go above and beyond what is required."

Where many contractors will only follow the exact word of the contract, [Synergetics team] applies logic and common sense to work to the intent of the contract.

They are very concerned about making sure customers are taken care of, and happy with the results."

— J. MICHAEL, DOD, DLA,  
LEAD CONTRACT SPECIALIST



➤ **Long Hyphens (Em Dashes)**

**Example:** “The café is more than a coffee stop—it’s a gathering place for the community.”

➤ **Three Adjectives in a Row**

**Example:** “The team is dedicated, experienced, and innovative.”

➤ **Bullet Point Overuse**

➤ **Overuse of Certain Words like “DNA” / AI often uses “DNA” metaphorically to describe core values.**

**Example:** “Sustainability is in the DNA of our brand.”

➤ **Formulaic Transitions / Phrases like “Additionally,” or “Not only... but also...” are typical.**

**Example:** “Additionally, our program highlights collaboration at every level.”

➤ **Run on Sentences**

**Example:** Under the leadership of our CEO, who has over twenty years of experience, we have built a strong team of experts, and they continue to deliver results, and this success has positioned us as a market leader.

**Without a capabilities statement, your business is invisible — *even when you're qualified.***

Missed  
Opportunities

Contracting officers skip businesses with no documentation.  
***You won't even make the shortlist.***

No Credibility Signal

Primes won't bring you on as a subcontractor ***if they can't quickly verify what you do.***

Lost at Events

Without a leave-behind, you're forgotten the moment someone walks away.  
***A business card alone is not enough.***

Harder Conversations

Every pitch starts from scratch.  
***A capabilities statement makes introductions automatic and professional.***

Lost to Competitors

Your competitor with a polished one-pager wins the meeting you deserved.  
***Preparation is the differentiator.***



### 1. Core Competencies

Your top 3–5 specialized skills or services. Be specific — not 'IT services' but 'cybersecurity for federal networks.'



### 2. Past Performance

2–3 contract examples with agency / client name, dollar value, scope, and measurable results.



### 3. Differentiators

What sets you apart: niche expertise, clearances, speed, technology, or unique certifications.



### 4. Company Data

NAICS codes, business size, and small business certifications.



### 5. Contact Info

Name, title, phone, email, website.

Make it effortless for someone to reach you immediately.

# The 5 Key Components - Examples



## » NAICS CODES

- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541830 Media Buying Agencies

## » COMPANY DATA

**Organization Name:** Vertex Civic  
**Entity Type:** Public Sector Service Provider  
**Year Incorporated:** 2085  
**EIN:** 98-7654343  
**UEI Number:** ZK1234567890  
**CAGE Code:** 9HJK2  
**Workforce Capacity:** 160 trained field specialists

## » COMPANY OVERVIEW

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## » CORE COMPETENCIES

- Odio metus gravida velit, amet eleifend urna ligula vel dolor.
- Aliquam in dui efficitur, ex luctus tortor in dui efficitur tortor.
- Gravida diam quam, efficitur quis posuere a, gravida non lectus.
- Ut id pulvinar justo. Donec pulvinar purus ut est vulpulate.

## » DIFFERENTIATORS

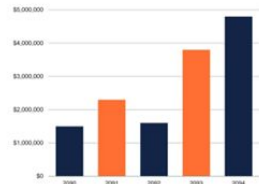
- In ullamcorper suscipit dictum ant massa vitae.
- Proin feugiat leo id augue placerat, acm mattis.
- Nulla cursus just tellus imperdiet taxm incidunt.
- Sed tempor mi a faucibus ante varius exmm ed.

## » PAST PERFORMANCE



## » YEARLY SALES

Aenean eu maximus quam dictum sodales magna ornare ante diam, et lobortis mi euismod vitae.



## » CONTRACTING EXPERIENCE

- A** Maecenas Orci  
Nullam rhoncus purus sed et rutrum.
- B** Quisque Extem  
Faucibus fermentum tortor eu fringilla.
- C** Curabitur Odio  
Orci varius ac proin ac enim tempor.
- D** Ex Ulla Rutrum  
Sit amet quam interdum et malesuada.

## » LEADERSHIP TEAM

- Stuart Martin**  
Designation
- Cathy Belton**  
Designation
- Dana Ashbrook**  
Designation

## » CERTIFICATIONS

- State Business Licenses (CA, OR, WA)
- Certified Minority-Owned Enterprise (M/WBE)

## CONTACT INFORMATION

(503) 555-0164  
 gov.contracts@vertexcivic.com  
 40 Market Street, Suite 30, CA  
 www.vertexcivic.com



## Capability Statement

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### NAICS Codes

54512

IT Consulting & Services

541611

Management Consulting Services

236220

Commercial Construction

561210

Facilities Support Services

541519

Cybersecurity Services

### Core Competencies

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### Company Overview

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### Key Differentiators

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- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

**Past Performance is not listed, which is okay.**

# The 5 Key Components - Examples

## Too wordy

## Clean & Easy to Read

## Clean & Easy to Read / Color Blocking



### Capability Statement

#### Core Competencies

SunWize Power & Battery is a small business enterprise that designs and builds reliable, stand-alone industrial power solutions and electronic assemblies for integration into OEM products and off-grid field applications. With over 20 years of proven reliability in extreme environments, our solar, battery backup, and hybrid power systems are pre-engineered, assembled and tested for easy installation and minimal maintenance. We also offer a broad spectrum of remote industrial power system components, such as electrical components, batteries, solar modules, enclosures, and solar module mounts.

<p><b>Products</b></p> <ul style="list-style-type: none"> <li>• Solar electric power systems</li> <li>• Uninterruptible power sources</li> <li>• Battery back-up systems</li> <li>• Wholesale system components</li> <li>• DC and AC power conditioning systems</li> <li>• Solar/Generator/Hybrid systems</li> </ul>	<p><b>Services</b></p> <ul style="list-style-type: none"> <li>• Contract manufacturing</li> <li>• Power systems specification &amp; design</li> <li>• Engineering &amp; consultation</li> <li>• Solar module manufacturing</li> <li>• Sheet metal manufacturing</li> </ul>
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#### Past Performance

Our business focuses on working closely with our customers to understand power system requirements and provide high quality, comprehensive, reliable, and cost-effective power systems to meet customer needs. We are constantly evaluating our approach to ensure we are using industry-leading products and the highest standards when building our systems. We are committed to excellence in everything we do, which is why our customers continually come to us with their power needs.

<p><b>Government</b></p> <ul style="list-style-type: none"> <li>• National Park Service</li> <li>• Department of Transportation</li> <li>• Department of Defense</li> <li>• Bureau of Land Management</li> <li>• Navajo Tribal Utility Authority</li> </ul>	<p><b>Commercial</b></p> <ul style="list-style-type: none"> <li>• Chevron</li> <li>• Honeywell</li> <li>• Verizon</li> <li>• Emerson</li> <li>• Lockheed Martin</li> </ul>	<p><b>International</b></p> <ul style="list-style-type: none"> <li>• ADCO</li> <li>• Bearcom</li> <li>• Unavco</li> <li>• Burhani Engineers</li> <li>• SAIC</li> </ul>
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#### Differentiators

Our real point of difference is the ability to collaborate with customers and partners to provide custom battery-based power solutions for remote locations, suited to meet very different application needs.


- Close relationships with top-tier vendors for reliable components
- Experienced Project Managers & Engineering team
- Documented quality control manufacturing program with pre-shipment quality control testing of all manufactured power systems
- Fast design and manufacturing of high quality custom aluminum and steel battery and electronics enclosures

**Contact Us:**

<p><b>Headquarters:</b> 1337 Main Street Philomath, OR 97370</p>	<p><b>Contact:</b> (866) 827-6527 power@sunwize.com</p>	<p><b>Website:</b> www.sunwizepower.com</p>
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**CAGE code:** 77K75  
**DUNS #:** 079520886  
**NAICS Code:** 221114, 221118, 334413, 335122, 335129, 335312, 335911, 423690, 541330



### Capability Statement

#### COMPANY OVERVIEW

InSequence is a full service Information Technology and Engineering company located in the metropolitan DC, St. Louis, and Philadelphia areas. We are a small business, founded in 1999, with proven successful government contracting and subcontracting experience. The Management and IT professionals at InSequence utilize engineering best practices to provide cost efficient Information Technology and GIS solutions that are designed to help our customers embrace change better than the competition.

What sets us apart from the competition?

- Our People
- Our Philosophy
- Our Adaptability to Changing Technology

#### CORE COMPETENCIES

##### Government Services

InSequence maintains a team of systems engineers, systems integrators, technical professionals, and program/project managers available to design, implement, maintain, and manage Information Technology infrastructures for both commercial and government entities.

##### IT Service and Support

InSequence provides customers with core IT capabilities at drastically reduced costs through managed service offerings. By providing a managed service InSequence takes over the complexity and overhead for an IT service and in turn provides customers and users with the ability to administer their environment through easy-to-use interfaces that require little to no IT experience. By owning the infrastructure InSequence takes over the responsibility for maintenance and recaptitalization – eliminating customer headaches while providing service at a steady, predictable cost.

#### QUICK FACTS

**NAICS Codes:**  
518210  
519130  
541330  
541360  
541511  
541512  
541513  
541519  
541611  
541690

**CAGE Code:**  
1P1Y8

**DUNS:**  
100431886

**Facility Clearance:**  
Top Secret

**Employee Clearances:**  
TS/SCI

**Locations:**  
Herndon, VA  
St. Louis, MO

#### Contact Us

<p>InSequence Incorporated 13454 Sunrise Valley Drive, Suite 210 Herndon, VA 20171</p>	<p>PH: 671.643.0262 FX: 571.643.0269 www.insequenceinc.com</p>	<p><b>Contact</b> William Baer wbaer@insequenceinc.com 571 643-0262 ext 101</p>
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### GOVERNMENT CONTRACTING

# CAPABILITY STATEMENT

DUNS NO: <b>0123456789</b>	CAGE CODE: <b>6K8BM234</b>
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#### Company Overview

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#### Mission and Vision

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#### Core Capabilities

- IT Consulting & Cybersecurity Solutions
- Software Development & System Integration
- General Contracting & Construction Management
- Logistics & Supply Chain Solutions
- Medical Equipment Supply & Healthcare Staffing

#### Company Details

**Company Name**  
General Automotive LLC

**Website**  
www.companyname.com

**Address**  
30 Stoney Lonesome Road

**Email**  
companyname@yahoo.com

**Phone No**  
123-456-7890

#### NAICS Codes

541512 : IT Consulting & Services

541611 : Management Consulting Services

236220 : Commercial Construction

651210 : Facilities Support Services

541519 : Cybersecurity Services

# The 5 Key Components - Examples

## Clean & Concise



# Capability Statement

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## NAICS Codes

- 54512**  
IT Consulting & Services
- 541611**  
Management Consulting Services
- 236220**  
Commercial Construction
- 561210**  
Facilities Support Services
- 541519**  
Cybersecurity Services

## Core Competencies

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## Company Overview

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## Key Differentiators

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## Too Busy. Hard to Read.

An 8(a) Janitorial and related building service company

### Capability Statement

<http://www.eagleproclean.com>

PROFILE AND CORE COMPETENCIES	PAST GOVERNMENT PERFORMANCE
<p><b>Eagle Pro Clean</b> is an 8(a) certified company and a U.S. Green Building Council Member. Established in 2006 by Oleg Otero. Close customer relations and adjusting to customer's needs has made Eagle Pro Clean a fast growing company. We provide janitorial and related building maintenance services. We are a solution oriented company dedicated to ensuring that our clients receive only the highest degree of service while getting the best value for their money.</p> <p>Our promise to you is 100% Satisfaction Guarantee. we offer, Commercial, Retail, general building maintenance, Final Construction Cleaning, Facilities management services, Warehousing, Garage and side walk pressure wash, Landscaping and grounds maintenance, Floor maintenance, plus any janitorial and related building maintenance services. Our specialist technicians use the most-advanced equipment and environmental friendly "Green" products.</p>	<p><b>FDA</b> MD Bldg 61 New Hampshire Ave. Final Clean 1,100 SqFt Finished Office bldg Int/Ext Wind &amp; Atrium</p> <p><b>QUANTICO BASE</b> The Basic School P370 - P-546 - P-555-619- P547-565 OCS Headquarter - Mess Hall P-625</p> <p><b>GSA</b> Tenant at Founders Square: Janitorial/Final Cleaning tenant build out Offices- Int Windows</p> <p><b>FDA</b> MD Bldg 32 Janitorial/Final Cleaning 1,400 Finished Office bldg Int/Ext Wind &amp; Atrium</p> <p><b>GSA FDA CBER</b> Labs at White Oak Janitorial/Final Cleaning Offices + Int/ext Windows 1,100,000 SqFt office Bldg</p> <p>Commercial 700 sixth street Washington DC- Janitorial/Final Cleaning 12 Floors Core Building- Interior Ext Windows</p> <p>Mason Inn Hotel Janitorial/Final Cleaning. George Mason Hotel @ Conference center</p> <p>700 Second Street NE Wah DC Janitorial/Final Clean Station Place Buildings 3 and 2 - SEC</p>
<p><b>Socio-Economic Certifications:</b> We are Socio- Economic 8(a) Certified as, <b>Hispanic American Owned, Minority-Owned business, SWaM, and Small Business.</b> We are active members of the <b>BSCAI (Building Services Contractors Association International) IWCA (International Window Cleaning Association), CABSC (Capital Association of Building Service Contractors)</b> and following their ethical and safety guideline in our performances.</p> <p><b>Work Area</b> DC - DISTRICT OF COLUMBIA MD - MARYLAND VA - VIRGINIA</p>	<p><i>I am very pleased to send you the latest copy of The Harkins Header, which features your company inside the front cover as having excelled on one or more of our projects.</i></p> <p><i>We are proud of our commitment to quality and excellence, and commend you and your management team for your dedication to those principles.</i></p> <p><i>Please pass on our congratulations for a job well done to your project team. All of us at Harkins Builders look forward to many more successful projects with your firm in the future.</i></p> <p><b>HARKINS BUILDERS, INC.</b> Richard M. Lombardo President/CEO</p>

# Anatomy of a Great Capability Statement



## HEADER

Brand colors, logo, and a one-line positioning statement. Make it visually unforgettable.

## CAPABILITIES

Be specific. 'Food & beverage concession operations at SFO' beats 'F&B services'.

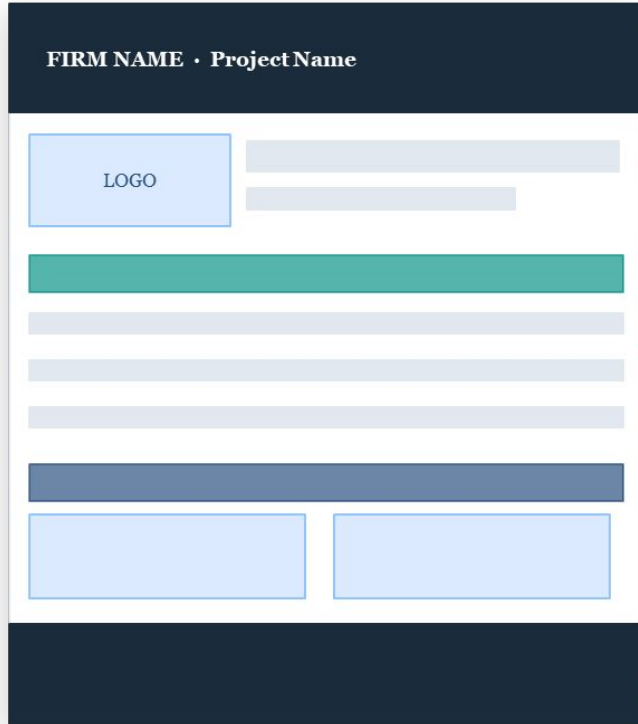
## PROOF POINTS

Dollars, agencies, and dates build instant credibility with primes.

## CONTACT

Make it dead simple to reach you. Add a QR code linking to your LinkedIn.

# Anatomy of a Great Capability Statement



## Header

Firm name, tagline, cert badges, contact.  
**Must be scannable in 3 seconds.**

## Core Competencies

3–5 bullets tailored to this scope. Use the RFP's own language.

## Differentiators

What you do that competitors can't easily claim

## Past Performance

2–4 relevant projects. Quantify outcomes — not just project names.

## Key Personnel

Faces + credentials tied to this opportunity

## Certifications

DUNS, SAM, DBE, ACDBE, licensure by state

## Call To Action

Point of contact, contact information, website. **One clear CTA.**

# Building One in Canva: Live Demonstration

*Concessionaire & Brand Operator Perspective*

1

## Open Canva

Start from a blank 8.5×11 or use  
a template

2

## Core Sections

Header • Competencies • Past  
Performance • Contact

3

## Brand It

Colors, logos, a compelling photo  
— make it YOU

4

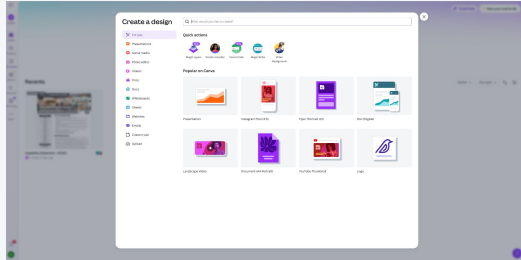
## Export & Print

PDF, one page, print-ready and  
emailable

# Canva Shortcuts

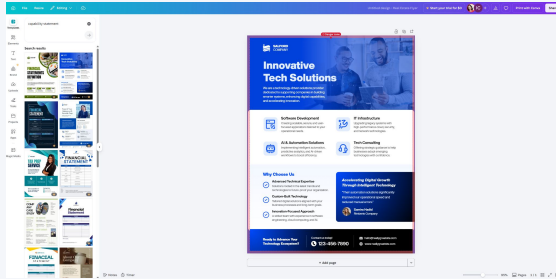
## 1. Create a design

Select Flyer  
(Portrait US)



## 2. Templates

Search for  
“Capability  
Statement” or  
“Real Estate  
Flyer” templates

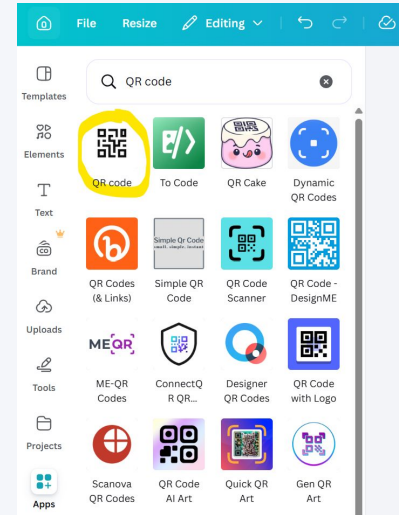


## 3. Apply branding

Update colors, fonts, logos,  
to make it fit your brand

## 4. QR Code

Go to Apps >  
type in QR Code.  
Enter URL





03

## **Content Strategy for AEC Firms**

**Core Competencies**

3–5 focused service areas — not a laundry list

**Differentiators**

What you do that competitors can't easily claim

**Past Performance**

Relevant projects with quantified outcomes

**Key Personnel**

Faces + credentials tied to this opportunity

**Certifications**

DUNS, SAM, DBE, ACDBE, licensure by state

**Call to Action**

Clear next step — contact info, meeting offer

**✈️ Aviation / Airport**

- Reference airside work experience (AOA access)
- Mention security clearance history if applicable
- Highlight FAA AC 150 / TSA compliance familiarity
- Note airport-specific subcontractor relationships
- Include concession or terminal project examples
- List relevant airport clients (SFO, LAX, ORD...)

**🚆 Other Public Sector / Transit**

- Lead with applicable certifications for the agency
- Reference comparable complex facility types
- Highlight OSHA safety record and EMR rating
- Emphasize DBE/SBE participation experience
- Show transit-specific project examples
- Include bonding capacity if relevant to scope

**Design and content are inseparable. Evaluators form an impression before they read a word.**

### Scannability First

Use visual hierarchy so the most important thing (your differentiator) lands in 5 seconds. Bold headers, short bullets, callout stats.

### One Page When Possible

For government/public: match the format required. For private clients: one tight page beats two loose ones. White space is not wasted space.

### Project Photography Quality

Low-res or generic stock photos actively harm your submission. One excellent project photo beats three mediocre ones.

### Consistent Firm Identity

Colors, fonts, and logo use must match your brand standards — every time. Inconsistency signals disorganization to evaluators.

### Callout Numbers

Pull your strongest stat into a large typographic callout. '\$340M delivered' or '97% on-time' stops a scanning eye instantly.

### Readable Body Copy

10pt minimum, generous margins, line spacing of 1.2–1.4. Cramming content signals you don't respect the reader's time.

#### NAICS CODES

- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541830 Media Buying Agencies

#### COMPANY OVERVIEW

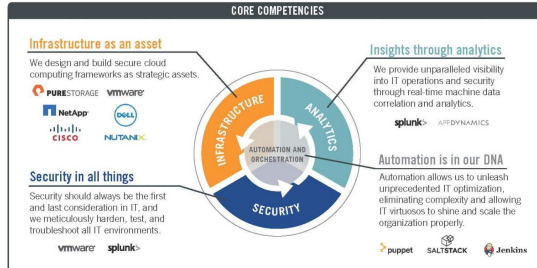
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacus lacus, pretium sed justo nec, dictum rhoncus mauris. Vestibulum ut nunc laoreet, nullu ultrices nisi a, placerat erat. Morbi vel nulla ac dolor tincidunt tristique. Aliquam fringilla fermentum ann massa ullamcorper auctor utisque ornare diam exa.

#### CORE COMPETENCIES

- Odo metus gravida velit, amet etelefend urna ligula vel dolor.
- Aliquam in dui efficitur, ex luctus tortor in dui efficitur tortor.
- Gravida diam quam, efficitur quis posuere a, gravida non lectus.
- Ut id pulvinar justo. Donec pulvinar purus ut est vulpate.

#### COMPANY DATA

Organization Name: Vertex Civic  
 Entity Type: Public Sector Service Provider  
 Year Incorporated: 2085  
 EIN: 98-7654343  
 UEI Number: ZK1234567890  
 CAGE Code: 9HJK2  
 Workforce Capacity: 100 trained field specialists



#### KEY SUCCESSSES

DIACAP & JCDS03 accreditation on multiple networks

Facilities for secure materials staging

Splunk Sector Professional Services Partner of the Year in 2016

The Channel Co. CRN 2016 Solution Provider 500 List Placement

TechPoint Mira Awards 2016 Tech Company of the Year Nominee

#### COMPANY DATA

Kinney Group is a cloud solutions integrator harnessing the power of IT in the cloud to improve lives. Automation is in Kinney Group's DNA, enabling the company to integrate the most advanced security, analytics, and infrastructure technologies as an optimized solution powering IT-driven mission and business processes in the cloud for Federal agencies and Fortune 1000 companies.

#### QUALIFICATIONS

- HUBZone Certified Small Business
- CMMI Level 2 certified
- Credentialed for strict security environments
- DoD 8570.2 certified Engineers
- Top certifications in VMware, Cisco, NetApp, Splunk, and more

#### NAICS CODE AND CONTRACT INFORMATION

NAICS Codes: Available upon request for most current codes.  
 GSA IT 70 Schedule: GS-35F-0022U  
 Authorized Subcontractor on S3, SSES NexGen, TESS, SeaPart-e, and other contracts

#### CONTACT

kinneygroup.com • 317-721-0500 • 2425 W. Michigan Street Suite 100 Indianapolis, IN 46222



## Capability Statement

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

#### NAICS Codes

- 54512 IT Consulting & Services
- 541611 Management Consulting Services
- 236220 Commercial Construction
- 561210 Facilities Support Services
- 541519 Cybersecurity Services

#### Core Competencies

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.
- Lorem ipsum dolor sit amet, consectetur adipiscing.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

#### Company Overview

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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulpate velit esse molestie consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.



#### Key Differentiators

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.
- Lorem ipsum dolor sit amet, consectetur adipiscing, sed.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

1

**Pull out your most recent capabilities statement**

Read it as an evaluator — cold, without context. Ask: 'Why this firm, for this project?' If the answer isn't obvious in 10 seconds, it needs a rewrite.

2

**Audit your differentiators**

Write them down. Then ask: could your top two competitors say the same thing? If yes, you don't have a differentiator — you have a description.

3

**Add one metric to your top three project references**

Budget delivered, schedule performance, sq ft, savings, safety record. One number transforms a project name into proof.

4

**Run the 10-second visual scan test**

Hand the document to someone unfamiliar with it. Ask them: 'What is this firm's strongest reason to be chosen?' Time them. Their answer tells you what your design is communicating.

5

**Build a tailoring checklist for your next submission**

Five questions: Does this match the RFP language? Are these the right projects? Are these the right people? Does this answer their fear? Does this differentiate us?

# Q & A

## Questions, Feedback & Next Steps

### Iva Chen

Jetsetera Ventures, LLC  
Founder & CEO

### Jan Farris

Jan Farris Consulting  
Founder & CEO  
Full-Service RFP Writer, Creator & Producer

### Resources to Take With You

- [Canva.com](https://www.canva.com) – free templates to start your cap statement today
- [SAM.gov](https://sam.gov) – verify your registration & NAICS codes are current
- [AMAC.org](https://amac.org) – certification resources and matchmaking best practices