

Working with Large Business to Grow your Small Business

Presented by Shawn Ralston
SB Program Manager
AECOM DCS National Governments

The AECOM logo is displayed in a bold, white, sans-serif font. The letters 'A', 'E', and 'C' are connected, as are 'O' and 'M'. The background of the slide features a dark, semi-transparent image of two AECOM employees in safety gear (hard hats and high-visibility vests) standing on a walkway in an industrial facility, with complex piping and electrical equipment visible in the background.

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Shawn Ralston

Award-Winning SB Program Manager

703.559.1138

shawn.ralston@aecom.com

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Where to Begin

Approaching a Large Business (LB)

Study the LB

- **Visit their website.**
Do they list contract vehicles?
- **Identify contracts** held by LB by visiting FPDS-NG or other similar data sites **How are they organized?**
- **Find out how they are organized** and identify their SBLO or other SB staff.

Research the opportunity

- **Which large businesses** hold contracts that need your services?
- **Attend Industry Days or SB events** hosted by the client to gather intel.
- **Speak with SB staff** with federal agency to learn more about upcoming opportunities, SB goals, and prime contract holders.

Be Proactive in contacting the LB

- **Ask about specific contracts** or upcoming solicitations (completed homework).
- **Speak with Business Development leads** or Program Managers that would understand the value you bring to the table and your past performance.
- **Focus on your strengths** and areas where you could help the LB with their clients.

Subcontractors

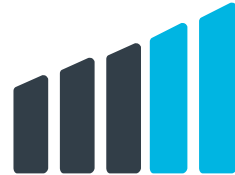
What does AECOM look for?



Niche capabilities
or strong experience
providing given services



Geographic proximity
to place of performance
(if required)



Past performance
with prime, the ultimate
client, or similar clients



Good reputation
for quality work



Good safety record
(e.g., better than
industry average)



Socioeconomic status
to support goal
attainment (multiple
socioeconomic
categories preferred)



Necessary certifications
and financial systems



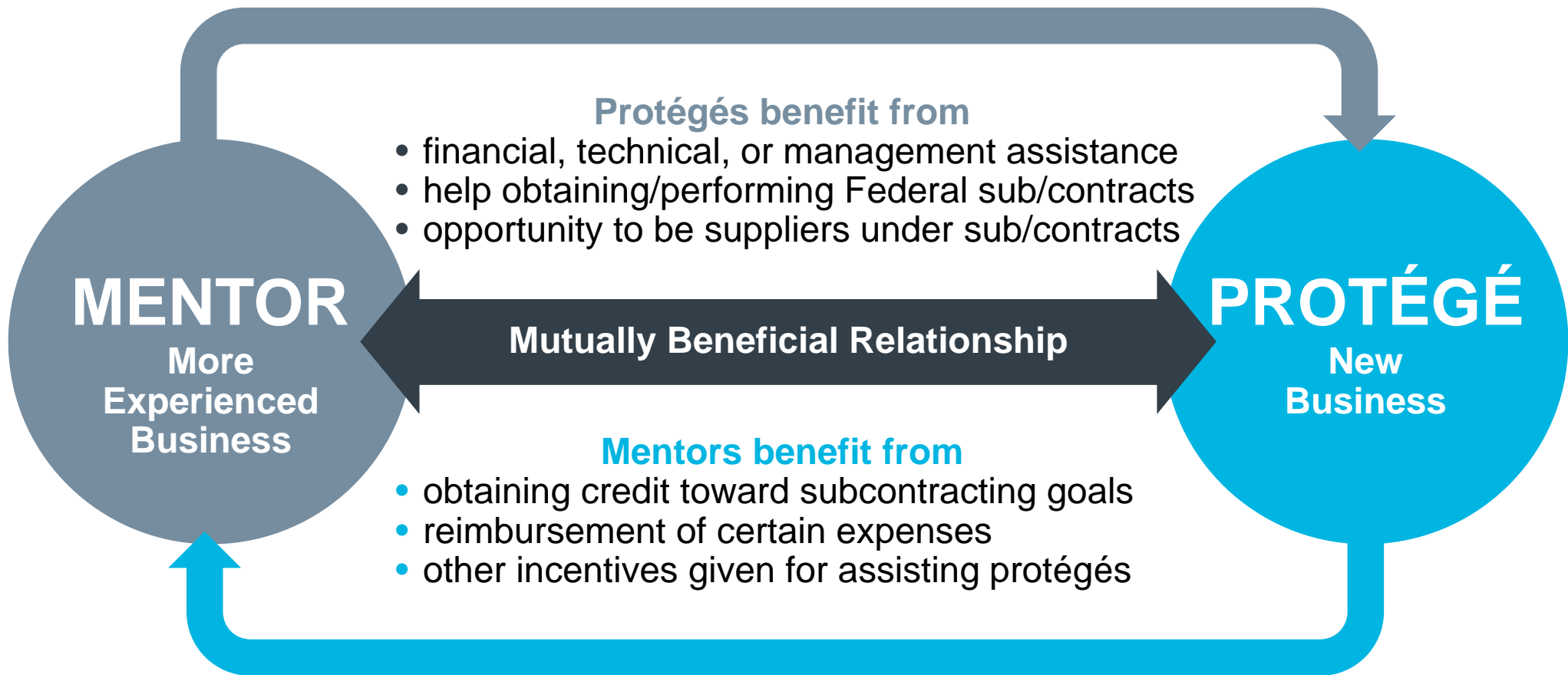
Financial stability
as a firm



Trusted relationships
with the prime
and/or client

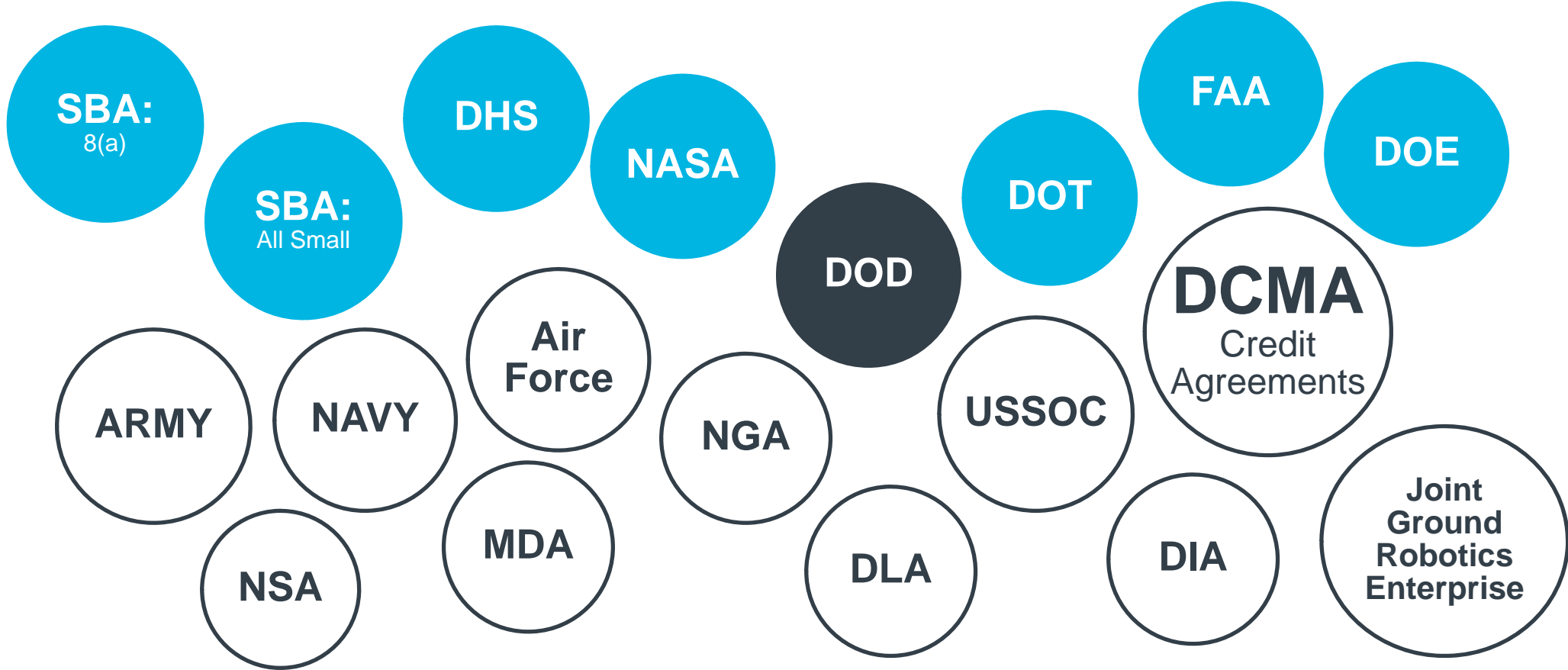
Mentor-Protégé Program

Growing Your Business



Mentor-Protégé Program

Current Mentor-Protégé Program



Mentor-Protégé Program

What does success look like?



Joint Venture
or Enhanced
Strategic
Relationship?



Financial
Assistance/
Equity or Loans?



Pipeline/
Growth?



Avoid
Affiliation?



New
Certifications?



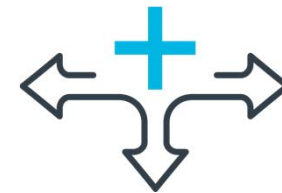
Enhanced
Infrastructure?



New
Technology?



Client
Recognition?



Access to
New Markets?

Be honest with yourself and your mentor!

Have you done your homework?

Have you worked contractually with your potential mentor?

Under what client?

Does that client have a mentor-protégé (M-P) program?

How has your performance been with your potential mentor?

Have you reviewed the mentor's website on its M-P programs?

Are you eligible to be a protégé under this program? Do you meet the requirements?

Do your capabilities overlap with a current protégé of the mentor?

Can you dedicate time/resources to making the program work? **BE HONEST**

What are the incentives for participating?

Reimbursement?

Evaluation credit?

Compulsory participation for a specific procurement?

What benefits are there to participating with **YOU** under the given program?

Who are your POCs with the mentor?

What are their roles?

Have you met the M-P Director or others within the OSDBU Office?

Who might serve as your champion or agreement PM?

Should you hire a lawyer to help with agreement/JV/LLC?

What are Mentors looking for?

Existing relationship

Current teammate, subcontractor, or small business prime

Value proposition

e.g. strategic relationship, complementary skill as there is a cost to an agreement for the mentor

Maturity

Mature enough for assistance to be beneficial (may have a minimum size measured in revenue or employees)

Long-term value

Strategic long-term value as both a subcontractor and SB prime

No conflicts

No competition with current protégé capabilities and no active mentor-protégé agreement within the targeted agency or any other agency

Familiarity with Federal space

Holding a Federal contract/subcontract for a period of time

Compatibility

Like-minded business ethics and philosophy

Stability

Financially stable and viable (may request information to support this)

What is the mentor's approach?

Discuss with current client-facing POC

Involve SBLO/BD/Operations

Discuss with agency SB Office or Mentor-Protégé PM

Complete questionnaire/needs assessment by protégé

(Required by most mentor-protégé programs)

Screen financials (Some mentors require this)

Draft agreement (Collaborate to ensure it's targeted/assistance is needed/wanted)

Sign/submit agreement to agency for approval

Kick-off meeting (Internal and/or External)

Execute/report as needed (Agency Reports/PM Review)

Post Agreement Protégé Reporting (Helps measure impact)

An aerial photograph of a city skyline at sunset, with the sun low on the horizon creating a warm, golden glow. The city buildings are silhouetted against the bright sky. The AECOM logo is prominently displayed in the upper left quadrant of the image.

AECOM

Imagine it.
Delivered.

Shawn Ralston

SB Program Manager

AECOM National Governments Design and Consulting Services Group

4800 Westfields Blvd., Suite 400

Chantilly, VA 20151

703.559.1338

shawn.ralston@aecom.com