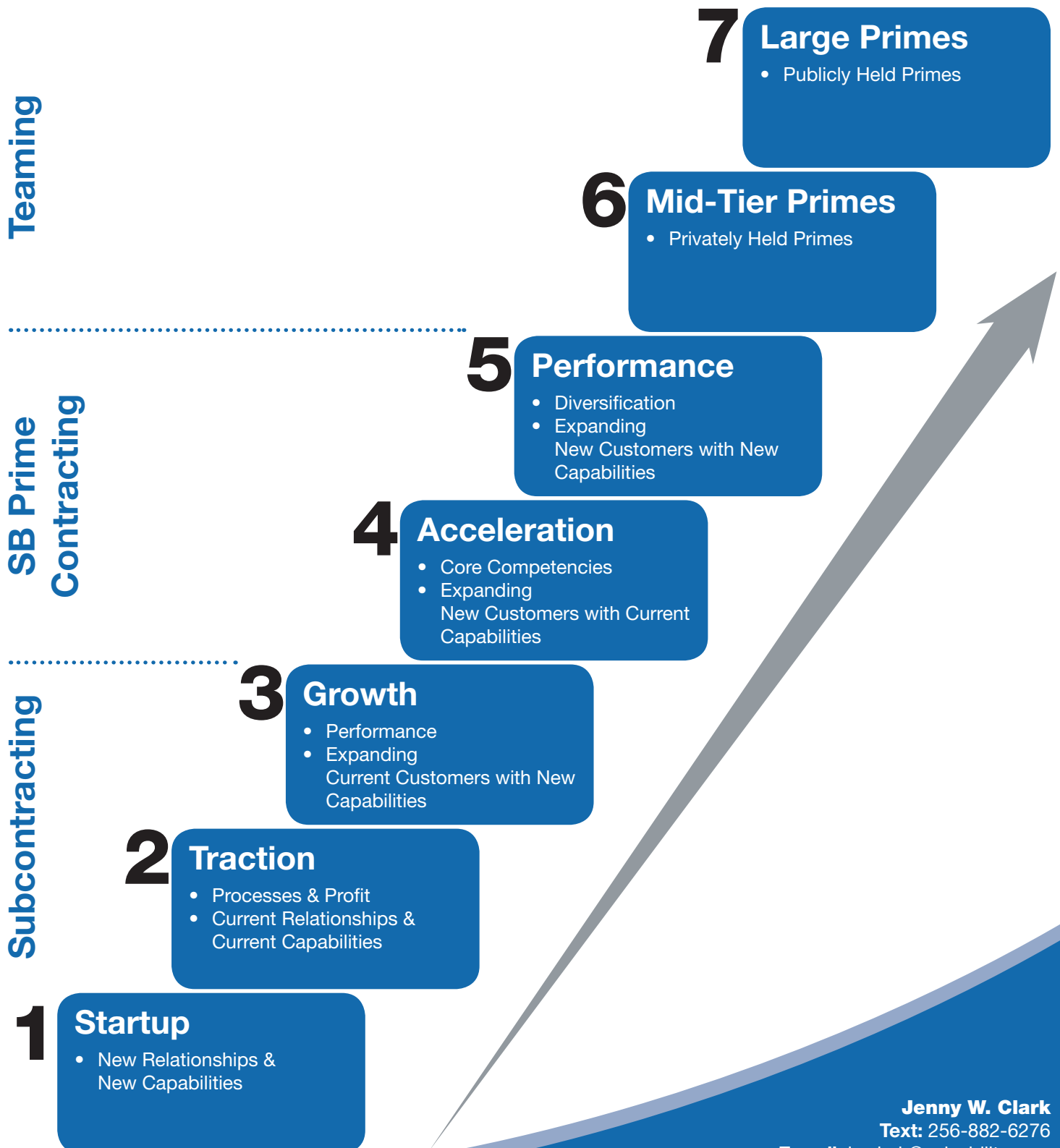




## GovCon Small Business Growth Model



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## **STAGE 1 STARTUP**

Getting registered in SAMS, setting up websites, creating marketing materials, deciding strategy and meeting as many people as possible and signing up for EVERY networking event. Learning the ropes.

## **STAGE 2 TRACTION**

You're beyond the startup stage, a successful subcontractor with 10 to 100 employees and \$1 Million to \$10 Million in Federal Revenue. You're putting in systems and processes to generate profitable revenue, control costs, manage your indirect rates and improve cash flow.

## **STAGE 3 GROWTH**

You've developed a niche and executed it well and you have a reputation as the "go to" team in that space. With solid relationships, you're providing more services to your current customer and broadening your capabilities. You've identified strategic contract vehicles needed to grow and building a network of teaming relationships.

## **STAGE 4 ACCELERATION**

You're leaning on relationships and past performance to expand your core competencies with new customers. You're watching for projects that match your NAICs and PSC codes and creating teams that leverage the contract vehicles and relationships you have. You evaluate and rank PWIN regularly, and kill off projects that don't fit your strategy or meet your ROI.

## **STAGE 5 PERFORMANCE**

You're reaping the results of your strategic investments and taking a long term view into where the market is growing the fastest. You're choosing your top performers and moving from being a services company to a technology innovator and expanding into higher growth markets. You're executing on your 5-year business plan to either stay small or triple in size to blast past small business.

## **STAGE 6 MID TIER**

You're outside your primary small business NAICs and getting ready to compete with the Bigs. Must develop Business Development acumen and cash liquidity to sustain large scale programs and pursuits.

## **STAGE 7 LARGE**

Pipeline and investments focus on maximizing shareholder value, following directives set by board and executives for ROI.