



VETERAN'S CHOICE
PROCUREMENT

SDVOSB SUCCESS STORY

FROM STARTUP TO SIX CONTRACTS IN NINE MONTHS

BACKGROUND

Navy veteran Jesse Carlow started his business with one customer in mind - the U.S. federal government. That's because every year, they are required to spend 3% (~\$15 billion) of their contracting budget on Service-Disabled Veteran-Owned Small Businesses (SDVOSB).

Starting Veteran's Choice Procurement, LLC (VCP) was the easy part. Now Jesse had to get properly registered in the System for Award Management (SAM), get SDVOSB certified, learn the bidding process, and market his products.

As a two-person small business that has yet to qualify, let alone win a government contract, hiring extra personnel to help with government contracting was not an option. VCP needed cost-effective, professional expertise from a partner they could trust to get them registered and certified.

SOLUTION

While browsing on YouTube, Jesse found the US Federal Contractor Registration's (USFCR) channel. After watching several videos, he decided to approach USFCR with his business needs for government contracting.

All of the paperwork required for his SAM registration was managed by the USFCR Case Department. USFCR Case Managers perform thousands of compliant SAM registrations. The SDVOSB certification was managed and successfully submitted by the USFCR Special Services group. By outsourcing these application processes, VCP avoided errors, delays, and could focus on growing the business.

By enrolling in USFCR Academy, VCP was able to quickly learn the basics and get their specific bidding questions answered by experts.

ABOUT VETERAN'S CHOICE

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Veteran's Choice is an SDVOSB based in Austin, Texas. They provide healthcare supplies and equipment to federal agencies. With USFCR's services, owner Jesse Carlow went from starting a business to winning six contracts in less than a year.



**"YOU [USFCR] KNOW
ALL YOUR STUFF
WHEN IT COMES TO
THE PAPERWORK AND
ALL THE INS AND OUTS
OF THE FEDERAL
GOVERNMENT."**

JESSE CARLOW | OWNER & FOUNDER

www.usfcr.com

Each class has a main topic with an open Q&A session at the end. If there was a solicitation they were pursuing, VCP could ask the bid trainer to review the solicitation and the bid.

Then, to market the business to federal Procurement officers, USFCR set up an Online Capabilities Statement for VCP. This website is formatted to be accessed through federal firewalls and it displays all of Jesse's offerings to government agencies. Prime contractors and contracting officers can view his website to see if he would be a good fit for a subcontract or simplified acquisition contract.

OUTCOME

In September 2019, VCP was approached by Ecolab, Inc. with an opportunity. The company wanted Jesse to act as a middleman between them and the U.S. Job Corps.

Since Jesse was SDVOSB certified, there was a contract exclusively available to a business like VCP. He won the contract, Ecolab supplied him with their products, and he sold the products to the Job Corps.

After performing his first contract, the Job Corps wanted to work again with VCP. Working with Jesse's business was a great opportunity to get the supplies they needed and meet their SDVOSB quota. Some of the items he provided included cleaning supplies and CPR training equipment. In total, he won six contracts with the Job Corps. Afterward, Jesse worked with USFCR to get his HUBZone set-aside certification.

 **THE PROCESSES ARE MORE IMPORTANT THAN ANYTHING ELSE. YOU FIND PROCESSES, YOU STICK WITH THEM, YOU HONE THEM, AND THAT'S WHERE YOU'RE GOING TO BE SUCCESSFUL.** JESSE CARLOW | OWNER & FOUNDER

BENEFITS

VCP used three of USFCR's services to get qualified, compliant, and remain competitive in the federal marketplace.

SIMPLIFIED ACQUISITION PROGRAM

- **WEB DEVELOPMENT FOR ONLINE CAPABILITIES STATEMENT**
- **DYNAMIC SMALL BUSINESS SEARCH (DSBS) PROFILE SETUP**
- **FULL-SERVICE SAM REGISTRATION & FULL YEAR COMPLIANCE MAINTENANCE**



VETERAN-OWNED BUSINESS REGISTRATION

- **FULL-SERVICE SDVOSB APPLICATION AND REVIEW**
- **VETBIZ PROFILE SETUP**



USFCR ACADEMY

- **LIVE VIRTUAL CLASSES WITH Q&A SESSION EVERY WEEK**
- **ANALYSIS FOR SOLICITATIONS OF INTEREST**
- **REVIEW OF CONTRACTOR'S PROPOSALS BEFORE SUBMISSION**

