Success Strategies for Women-Owned Small Businesses in the DoD World

November 8, 2007
IEM Corporate Overview

• Woman- and minority-owned
• Over 20 years in operation
• ~300 defense/CBRNE experts, homeland security and emergency management professionals, scientists, engineers, software developers, and more
• Applied solutions contractor and technology consultant for DoD, DHS, FEMA, state and local governments, industry, and international entities

Awards and Recognition
• 2006 American Red Cross Humanitarian Award
• 2004 Profiles in Innovation Award for Emergency Preparedness & Response Excellence (QEM®)
• 2004 Business Leader of the Year
• 2003 Louisiana Technology Leader of the Year
• 2003 Lantern Award (LA Economic Development)
• 2001 DCI Portal Excellence Award Finalist
• 2001 Louisiana Technology Company of the Year
• 2000 Cogswell Industrial Security Award
• 2000 National Reinventing Government Hammer Award
• Member, Army Science Board
• Member, Defense Science Board for Intelligence on Terrorism
• Moderator, DTRA Chemical and Biological Modeling and Simulation Futures Panel
Necessary Foundation for Success

- Passion
- Vision
- Quality
Keys to Succeeding

- Get involved and be visible
  - Join local industry groups
  - Form your own groups

- Focus on the customer—not your product or service
  - What do your customers really need?

- Seek feedback on your work
  - Internal feedback
  - Customer feedback
Growing Your Business

- Take advantage of small business opportunities
  - 8(a) set-asides
  - General Services Administration (GSA) contracts
- Develop a bidding strategy
• Prime whenever possible
  – Large companies often willing to be subcontractors

• Sub to large companies for large contracts
  – Provide high-quality, visible service
  – Put your best foot forward with the prime
Marketing to Government and Large Businesses

- Identify strategic targets
- Build relationships
- Market benefits not capabilities
- Leverage 8(a) status
Madhu Beriwal

President and CEO

IEM

8550 United Plaza Blvd.,
Suite 501

www.iem.com

Managing Risk in a Complex World