



# VETERAN INSTITUTE FOR PROCUREMENT

Federal Procurement Training Built for Veteran-Owned Small Businesses

# INTRODUCTION

Did you know that Veteran-Owned Small Businesses are some of the fastest-growing small businesses in the nation? They are also force multipliers in their communities. Many of these businesses are the Veteran Institute for Procurement (VIP) graduates, which arms Veterans to win in the federal marketplace by teaching business owners how to compete, comply, and perform.

When a company graduates from VIP, they are not just completing a training course but also joining a community dedicated to their success. VIP programs are offered at **no cost\*** to all service-disabled Veteran-owned and Veteran-owned small businesses who qualify.

## Who is VIP for?

VIP is a training program for owners, principals, and C-level executives of service-disabled and Veteran-owned small businesses that have an interest in entering into or scaling in federal procurement.

## How does the training work?

VIP programs are carefully designed to support Veteran-owned small businesses in their efforts to become procurement-ready, ultimately positioning them to secure and effectively manage government contracts.

VIP offers five customized curriculums that are aimed at accelerating the success of each graduate company.

The programs are delivered by respected subject matter experts from both industry and government sectors, ensuring comprehensive and specialized instruction to propel each graduate company toward their procurement success goals.

\*includes meals, training, hotel

# THE VIP IMPACT

Prime Awards

**\$33B**

Over \$33 billion and counting in federal prime contract awards to VIP Grads since 2010

Over

**2,500**

Graduates from all 50 States, Plus DC, Puerto Rico and Guam

**83%**

Growth one year after VIP START graduation

**80%**

Say the VIP Program changed the way they do business

**180%**

Growth two years after VIP GROW graduation

**38**

VIP Graduates on the 2023 INC 5000 list



# Get to Know the VIP Training Programs

The VIP programs offer comprehensive curriculums covering over 20 market-based topics, including contracting, teaming agreements, human resources, accounting, finance, and business development. VIP training classes are specifically designed to help Veteran-owned small businesses succeed in federal procurement.

The class size is limited to 50 participants, permitting one executive from the Veteran-owned company to attend the program. Keeping the class size small helps to ensure attendees have an engaging and collaborative training experience.

Participants receive instruction and guidance from leading subject matter experts, top government officials, and agency representatives who will provide valuable insights, knowledge, and a support network to help Veterans succeed in business.

*Enrollment is offered on a first-come, first-served basis to qualified Veteran-owned companies.*



Designed for Veteran-owned small businesses seeking to enter or expand their business in the federal market.



Designed for Veteran-owned small businesses in federal procurement seeking to increase their ability to win and maintain government contracts.



Attendees learn the importance of developing strategies and having processes in place to the go to the next level of sustained growth.



Designed for Veteran-owned small businesses seeking to enter or expand contracting opportunities overseas.



Designed to accelerate the success of Veteran-owned small businesses in the federal aerospace market.

## Classes are:

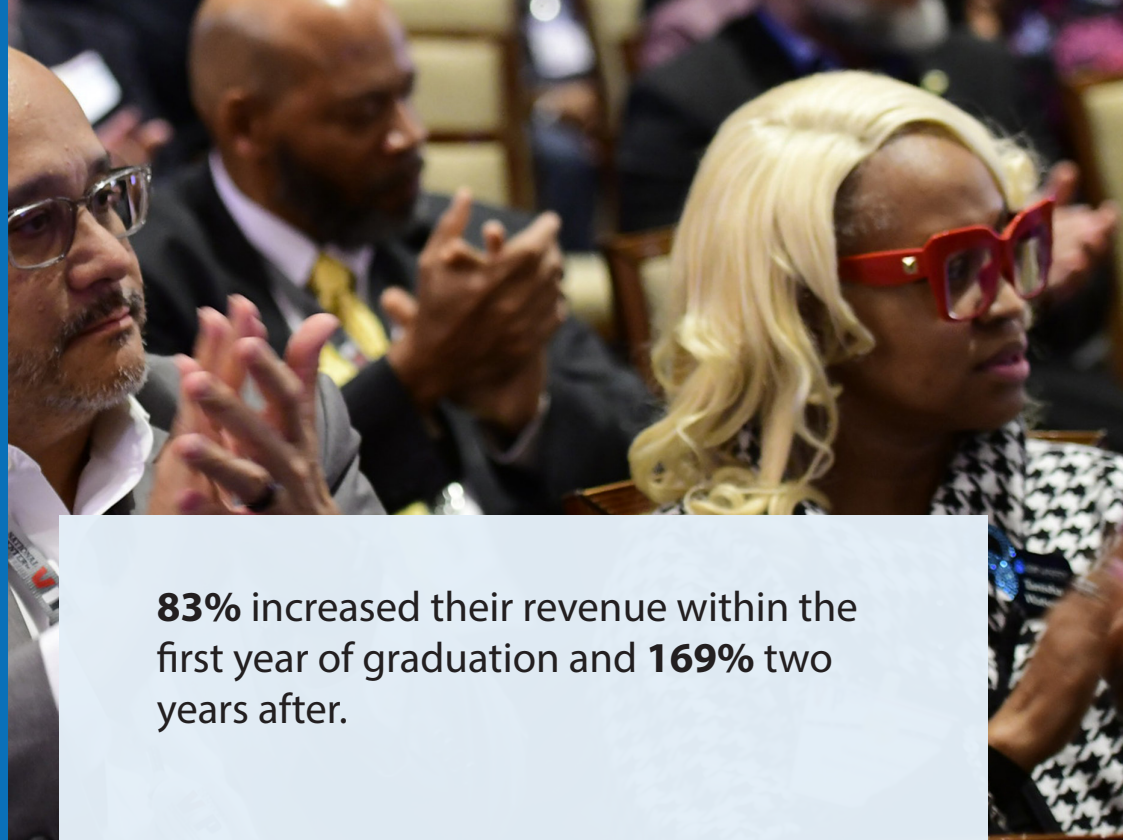
Offered 5-7 times per year

3-Day, 27-hour, comprehensive certification programs

In-person at the William F. Bolger Hotel and Conference Center in Potomac, Maryland

# VIP START

The VIP START training program is specifically tailored to assist small businesses owned by Veterans in succeeding in the federal procurement market. The program's curriculum is prepared and taught by industry and subject matter experts, which helps to minimize the risk for businesses and prepares them to meet the procurement requirements of federal customers.

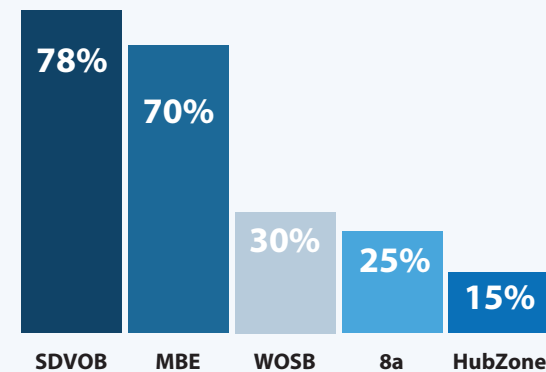


**83%** increased their revenue within the first year of graduation and **169%** two years after.

## Eligibility Requirements

- 1** An owner, principal or C-level executive for a Veteran-owned business
- 2** In business for at least 1 year
- 3** Registered in the Federal Government's System for Award Management (SAM.gov)
- 4** The company has a live website
- 5** The company has generated revenue in the past year
- 6** The company has owner or executive that is working full-time at the business

## VIP START Graduate Profile



**910**

Number of Graduates

**5**

Average Years in Business

**2**

Average number of Employees

Program Launched: 2016

# VIP START CURRICULUM

- Requirements to do Business with a Prime or Government
- Strategic Planning in the Federal Market
- Accounting/Budgets/Developing Rates
- Cybersecurity Compliance
- Contracting – Sub-Contracting/RFP/RFI
- Operational Program Controls
- Financing/Capital Management/Banking
- Human Resources Management
- Business Insurance
- Business Development/Proposals



# VIP GROW

VIP GROW is a training program to help Veterans increase their chances of winning and retaining government contracts. The curriculum for VIP GROW helps Veteran entrepreneurs understand what it takes to mitigate risks when working with federal agencies.

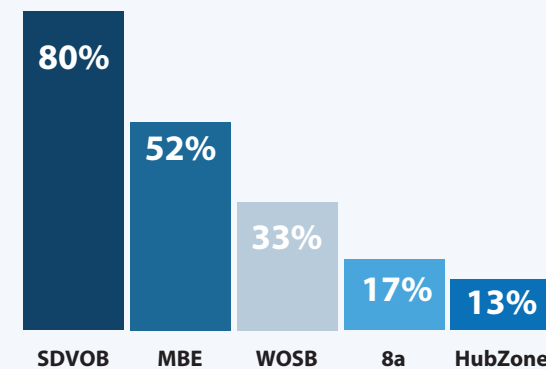


**57%** increased their revenue within the first year of graduation and **180%** two years after.

## Eligibility Requirements

- 1** An owner, principal or C-level executive for a Veteran-owned business
- 2** In business for at least 2 years, with at least 3 full-time employees
- 3** Have experience performing on federal government contracts as a prime and/or subcontractor to a prime
- 4** Registered in the Federal Government's System for Award Management (SAM.gov)

## VIP GROW Graduate Profile



**1,160**  
Number of Graduates

**9**  
Average Years in  
Business

**16**  
Average number of  
Employees

Program Launched: 2009

# VIP GROW CURRICULUM

- Requirements to do Business with a Prime or Government
- Strategic Planning in the Federal Market
- Accounting/Budgets/Developing Rates
- Cybersecurity Compliance
- Contracting – Sub-Contracting/RFP/RFI
- Operational Program Controls
- Financing/Capital Management/Banking
- Human Resources Management
- Business Insurance
- Business Development/Proposals





# VIP ADVANCE

VIP ADVANCE is a program specifically designed to assist Veterans in expanding their businesses in the federal marketplace at an accelerated rate. The subject matter focuses on crucial areas for achieving successful growth and sustainability. These areas include developing winning strategies, mastering flawless execution of processes, and preparing for market expansion or acquisition.

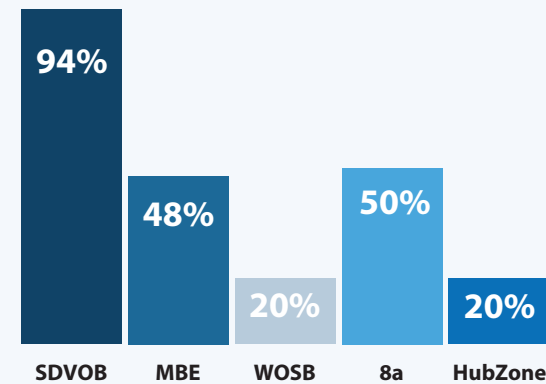


**71%** say they increased company earnings within one year.

## Eligibility Requirements

- 1** Be a for-profit service-disabled Veteran-owned or Veteran-owned small business
- 2** Have been in business for at least 5 years
- 3** \$10M+ annual revenue
- 4** Have prime experience or currently bidding on prime contracts

## VIP ADVANCE Graduate Profile



**101**  
Number of Graduates

**13**  
Average Years in Business

**69**  
Average number of Employees

**Program Launched: 2022**

# VIP ADVANCE CURRICULUM

- Operational Strategies and Processes
- The Importance of Purpose Driven Companies
- Mergers & Acquisitions
- The Anatomy of a Decision to Sell Your Business
- Clients and Contracts
- Pricing to Win
- Business Development
- How to Build Value With Key Talent, Boards, and Lobbyist



# VIP INTERNATIONAL

VIP INTERNATIONAL is an entrepreneurship program to help Veteran-owned small businesses diversify and expand their federal and commercial contracting opportunities overseas. Industry experts with deep knowledge of the global market teach the program to help accelerate winning and improve the ability to perform and maintain international contracts.

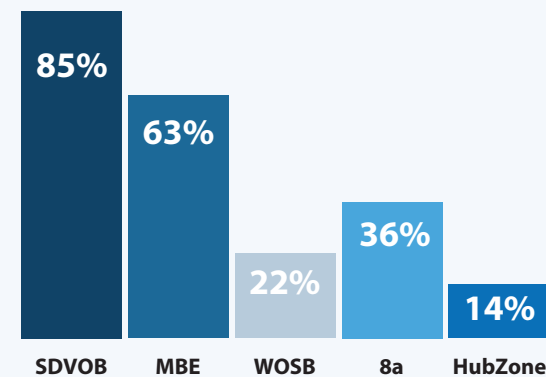


Graduates increased overseas revenue by **44%**.

## Eligibility Requirements

- 1** An owner, principal or C-level executive for a Veteran-owned small business
- 2** Have been in business for at least 3 years with a minimum of 3 full-time employees
- 3** The company has experience performing on federal government contracts as a prime and/or sub-contractor

## VIP INTERNATIONAL Graduate Profile



**232**

Number of Graduates

**10**

Average Years in Business

**20**

Average number of Employees

Program Launched: 2017

# VIP INTERNATIONAL CURRICULUM

- Contract Negotiation Strategies, Including Commercial
- Cross-Cultural Business Implications
- Compliance and Logistics
- Marketing - Proposals and Business Development
- Program Management/Internal Controls
- Managing Human Resources
- Market Analysis
- Law and Regulations
- International Intellectual
- Property Protection Strategies
- Operations/Customs
- U.S. International Licensing (EAR and ITAR)



# VIP AEROSPACE

VIP AEROSPACE is a sector-specific training program to help Veteran-owned small businesses succeed in the federal aerospace market. It offers practical, market-oriented training created by leaders of industry and government who understand the sector's unique planning cycle, specific contracting requirements, vendor portals, and business development strategies.

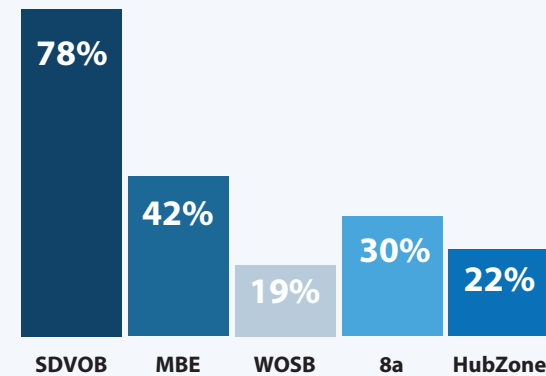


**31%** report they successfully entered the Aerospace sector for the first time.

## Eligibility Requirements

- 1** An owner, principal or C-level executive for a Veteran-owned small business
- 2** Have been in business for at least 3 years with a minimum of 3 full-time employees
- 3** The company has experience performing on federal government contracts as a prime and/or sub-contractor

## VIP AEROSPACE Graduate Profile



**86**

Number of Graduates

**13**

Average Years in Business

**37**

Average number of Employees

Program Launched: 2021

# VIP AEROSPACE CURRICULUM

- Strategic Planning
- Industry Specific Contracting Acquisition
- Vendor Portals
- Supply Chain Management for Primes and Subs
- Industry Specific Legal
- Unique Insurance
- Indirect Rates & Pricing
- Audit & Certification Requirements
- Operational Program Controls
- Cyber Security
- Marketing & Proposals
- Business Development & Capture Strategies





# THE VIP MARKETPLACE

The VIP Marketplace is a web-based database that is exclusively designed for graduates of the VIP Program. This platform has a user-friendly interface that assists primes and federal agencies in finding highly qualified VOSB and SDVOSB who can meet procurement needs.

The Marketplace allows graduates to stay engaged and collaborate among their cohort and across the VIP alum community. The network of companies in the marketplace is continuously expanding, with new companies joining every quarter.

## **Graduates Can:**

- Customize Search Results
- Use Custom Filters
- Receive Opportunities Alerts
- Find Teaming Partners

## **Primes and Agencies Can:**

- Find Procurement-Ready Companies
- Search Using Custom Filters
- View Capability Statements
- Save Search Criteria



# PARTNERS AND SPONSORS

## Corporate Partner



## Government Partners



## Sustaining Partner



## Sponsors



Building Independent Successful Students | EagleBank | E-INFO SOL, LLC | Fitzgerald AutoMall Information Systems Solutions, Inc. | KBSquared Technologies LLC | King Street Technology Partners  
M&T Bank MOJO Creative Digital | Penan & Scott, P.C. | PilieroMazza PLLC | Republic Capital Access  
The Baluster Group, Inc. | The Gatewood Group, LLC | Vistant | William F. Bolger Center | Fedmine



# CONNECT WITH US

We are on a mission to empower Veteran-owned small businesses to thrive in the highly competitive world of federal procurement. We don't just teach Veteran business owners how to compete, comply, and perform; we arm them with the knowledge, skills, and strategies needed to succeed and sustain in the federal marketplace.

**For more information or to apply, please visit:**

[nationalvip.org](https://nationalvip.org)

Arming Vets to WIN!

