



# Small Business Presentation

## GUIDELINES

The quarterly luncheon meetings provide a forum for small businesses to brief their products and/or service capabilities to Council members.

### [Small Business Presentation Application Form](#)

#### 1. Eligibility to Make a Presentation

To be eligible to make a five-minute presentation you must have previously attended at least one of our quarterly meetings and you must be placed on the schedule by the SDSDC Council Vice President / Program Chair. However, you must **make your own luncheon reservation**.

Under normal circumstances small businesses should be scheduled to present only once to the Council. If you have already presented, please do not ask for another opportunity.

In cases where a scheduled presenter is unable to attend, and if time permits, any small business in attendance who has not previously presented may make a **five-minute** presentation.

#### 2. Your Audience

Your audience will be [members of our Council](#). The Council is made up primarily of representatives from federal, state and local government agencies and their prime contractors. If your business is not targeting this market segment or does not offer products/services suitable for its use, then this presentation forum may not be appropriate for your business.

#### 3. Guidelines for Five Minute Presentations

Your five-minute presentation should cover as much of the following information as applicable. The order that you present these items is up to you.

- Who you are; Name and Title (Position)
- Who you represent; Name of Company or Organization
- Describe your company's product line and/or its core competencies (key technical capabilities and how you have helped your customers).
- How long your company has been in business and the business location/s
- Describe the size of your company in terms of Number of employees and Revenues.
- Tell us who your key customers are.
- Explain if you have specific quality approvals: e.g., ISO 9000 or ISO 14000, etc.
- Describe any professional licenses that you may have: e.g. Class B, C-10, etc.
- Please address your small business classification such as: SB, 8(a), SDB, DBE, minority Business (Asian, Hispanic, Black, American Indian), WOSB, HUBZone, VOSB, SDVOSB, or DVBE, etc.

Let us know if you certified or registered with any of the following:

**Central Contractor Registration – CCR**  
**California Unified Certification Program - CUCP by Caltrans**  
**CA Department of General Services – DGS**  
**Metropolitan Water District - The Network**

Let us know if you are working with any of the following small business support organizations:

**San Diego Contracting Opportunities Center – PTAC**  
**SCORE Small Business Development Center North County San Diego- Mira Costa College**  
**Small Business Development & International Trade Center (SBDITC) -Southwestern College**  
**Women's Business Center of California**

Remember to limit your presentation to a maximum of **4 -5 minutes**. You will be given a couple of extra minutes for questions.

#### **4. PowerPoint and Overhead Presentations**

We recommend that you do NOT use audio visuals such as overhead projectors or PowerPoint presentations, etc. If you do plan to use these, you must send your presentation at least 7 days prior to the meeting to [sdsdc@sandiegositepros.com](mailto:sdsdc@sandiegositepros.com) and call (619) 584-4738 to confirm that presentation was received via email attachment. Also, make certain that the Council Program Chair is copied in the email at [anthony.vigo@ga-asi.com](mailto:anthony.vigo@ga-asi.com)

#### **5. Cancellation of Presentation**

We hope that you do not have to cancel your presentation. If you do, please contact us at least **two weeks** in advance so that an alternate presenter may be secured, and so that an alternate presentation date may be arranged for you.

#### **6. Assistance**

After following the guidelines above in Paragraphs # 2-4 and you still need assistance in developing your presentation or if you would like to rehearse it, contact the Council Program Chair at [anthony.vigo@ga-asi.com](mailto:anthony.vigo@ga-asi.com) for assistance.

#### **7. Follow Up**

After your presentation, please inform the Council when you have successes in selling to our Member Organization. If you do this, there may be another opportunity to present at our annual Operation Opportunity event in a larger audience.

#### **8. Best of Success!**