



U.S. Small Business  
Administration

# Private Sector Capability Statements - Best Practices

October 5th, 2021, 11:00 to 12:00 PM EDT

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An overview of the best practices for preparing and submitting a private sector friendly capability statement to rebrand in a new market and leveraging all the great traits from military service that makes SD/VOBs great suppliers to the Fortune 5,000 corporations.

This will include creating a unique selling proposition and guarantee to highlight each business's capabilities as well as their differentiators and past performance.



**Mr. Paul F. Mara (Army Veteran) & Mr. Ken Erdelt (Air Force Veteran)**

**Advicoach & Diverse Supplier Development Corporation**

Diverse Owned Business Advisor & Coach & Corporate & SD/VOB Outreach Consultant for the 3<sup>rd</sup> party non-profit certifying body for private sector procurement opportunities; the **National Veteran Business Development Council (NVBDC)**.

**Mr. Mara has 35+ years as a serial small business entrepreneur** and has spent the **last 6.5 years with the mission of educating and empowering SD/VOBs** to bring them together with the Fortune 5,000 corporations for private sector supplier diversity procurement opportunities.

**Mr. Erdelt** – has a **35-year corporate career** includes senior roles with EDS, E&Y, Perot Systems and most recently with DentaQuest. His responsibilities have included managing multi-million-dollar IT and Business Process outsourcing, consulting, and internal roles.

**REGISTRATION REQUIRED**

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