

The GovCon *Credibility* Checklist

Before a contracting officer or prime opens your proposal, they vet you. This is the quick pass we run for small IT and software firms. Tick every box before you bid.

01 Registrations & identifiers

- ☐ SAM.gov registration is **Active** and renewed every year (registration is always free)
- ☐ UEI and CAGE code assigned and shown on your materials
- ☐ Reps & certs in SAM are current
- ☐ Primary NAICS codes are correct (e.g. 541511 / 541512 / 541519 / 518210)
- ☐ You are small under the size standard for each NAICS code you bid

03 Capability statement

- ☐ One page, current, and easy to skim
- ☐ Includes UEI, CAGE, NAICS, and contact info
- ☐ Core competencies, differentiators, and past performance
- ☐ Saved as a clean, emailable PDF

05 Past performance & positioning

- ☐ References / CPARS ready to share (commercial counts when you are new)
- ☐ Know which set-aside programs you qualify for (8(a), HUBZone, SDVOSB, WOSB/EDWOSB, VOSB)
- ☐ Certified for the programs you claim

02 Online presence (what a CO sees first)

- ☐ SBA Small Business Search profile is complete: keywords, capabilities, past performance
- ☐ Site says what you do and who you serve above the fold, and is recently updated
- ☐ Legal name and address match SAM exactly on your site, capability statement and invoices
- ☐ Company-domain email (not Gmail); LinkedIn and listings match your NAICS

04 Compliance posture

- ☐ FAR 52.204-21 basic safeguarding (15 controls) in place for FCI
- ☐ CMMC Level 1 self-assessment done and affirmed in SPRS every year
- ☐ If you handle CUI: SSP, POA&M and NIST SP 800-171 score in SPRS (Level 2)
- ☐ Deliverables meet Section 508 (WCAG 2.0 AA minimum)

Free official help

Where each box actually gets done. All free.

SAM registration and renewal

sam.gov

Free contracting counseling (formerly PTACs)

apexaccelerators.us

SBA Small Business Search profile

search.certifications.sba.gov

SPRS: CMMC affirmation and NIST score

piee.eb.mil

Official CMMC guidance

dodcio.defense.gov/cmmc

Free BrandShyp tools

No sign-up. Work through the checklist in a browser.

CMMC Level 1 self-assessment checklist

brandshyp.org/cmmc-level-1-checklist

SPRS score calculator (NIST SP 800-171)

brandshyp.org/sprs-calculator

POA&M builder

brandshyp.org/poam-builder

Capability statement generator

brandshyp.org/capability-statement-generator

Section 508 / WCAG accessibility checker

brandshyp.org/accessibility-checker

Want this *done for you*?

Capability statement, CMMC Level 1 and SPRS, and a site that holds up to scrutiny. SAM registration is always free; we help with the paperwork around it.

[BRANDSHYP.ORG/CONTACT-US](https://brandshyp.org/contact-us)