

Increasing Engagement with Small Manufacturing Businesses' Marketing Materials through Standardization

A collaboration with the U.S. Small Business Administration | 2026

Project Summary

Small manufacturing businesses sometimes struggle to engage in the federal marketplace. To market themselves for government contracting opportunities, small businesses often use capabilities statements. Capabilities statements are PDF documents with descriptions of the firm's core strengths and prior experience, showcasing the firm's services to federal buyers.

In this impact evaluation, we tested whether redesigning capabilities statements using a template and proactively sharing them with federal buyers led to greater buyer engagement — essentially, whether the new format better captured buyers' attention.

Intervention Description

Our background research found that many capabilities statements for small businesses were lengthy, failed to prominently feature past performance (a crucial factor for federal buyers), and were difficult to scan for important information. We aimed to design an intervention to increase federal buyers' engagement with small businesses.

The redesigned capabilities statement template synthesized existing guidance from the Small Business Administration (SBA), insights from interviews with federal buyers, and principles of behavioral science and visual design. We then worked with SBA Business Opportunity Specialists, Procurement Center Representatives, District Liaisons, and 21 small manufacturing businesses to co-create updated capabilities statements for each of the 21 firms. We then proactively distributed the redesigned statements via email to a sample of 32,759 federal buyers in December 2025, along with a link to an interest form.

What We Learned

We found that proactively sharing the templated capabilities statements via email made no difference in whether buyers clicked to view and then submit the interest form. The low engagement and response rates indicate that sending templated capability statements via email to federal buyers may not be an effective small business marketing approach. Alternative methods of reaching federal buyers for evaluations should be explored.

However, the capabilities statement template designed for this evaluation, along with the **insights used to create the updated template**, may still be useful for small businesses in other ways that were not measured or captured as part of this evaluation.

The project page for this impact evaluation can be [accessed on our website](#).

What's Included:

We share more details about this intervention, including:

- Examples of capabilities statements before modification,
- A breakdown of the insights that were incorporated when designing the intervention,
- A capabilities statement template, and
- An example of a templated capabilities statement.

The hope is that these resources might help small businesses, the SBA, or other agencies as they think about modifying their communications materials.

Common Problems with Capability Statements

Themes identified during discovery research:

Missing Information

Document review revealed that pertinent contact information such as name, phone number, or email were often missing or difficult to find.

Lack of Consistency

Stakeholders noted that information about past performance such as contract years, values, and services provided were often omitted.

Difficult to Scan

Desk research revealed that most capabilities statements were over two pages long. All were formatted differently, making them difficult to scan for important information.

Example capabilities statements reviewed during discovery research:

Arrowhead Global supplies mission critical solutions through process driven, best practices and reliability centered technical services.

CORE COMPETENCIES

For 10+ years, Arrowhead has specialized in supply chain quality, distribution, and logistics with a focus on serving aerospace and military customers. We supply both commercial off-the-shelf (COTS), modified off-the-shelf (MOTS), and build-to-print items. We maintain an effective quality management system and provide sub tier supplier quality oversight. The solutions we provide include: Composite & Advanced Manufacturing, Precision Machining, Fabrication and Kitting. We also supply IT, electronic warfare, industrial, safety, mechanical, metals and facilities products.

DIFFERENTIATORS

- B2B procurement eCatalog with punchout integration support
- Small Business Subcontracting Partner: Small Business, HUBZone, 8(a), Native American
- IT Products and Services—design, install, & support
- Broadline offering includes IT, industrial, mechanical, metals, and fabricated products
- Quality Management System ISO9001:2015 and AS9120B

MARKET SPECIFIC SOLUTIONS

COTS • MOTS (Modified off-the-shelf) • Build-to-print

We stock and distribute military, industrial, and commercial products, materials, equipment, tools, and supplies. We provide final assembly, order staging, custom kitting, MIL-STD packaging, labeling, crating. From nuts and bolts to valvetrains, components and weapons systems to information technology and solutions...we are "on a mission in support of the mission."

AS9120B • ISO9001 • SBA 8(a) • HUBZone • Native American Owned

Mission: "To be a global, diversified, value-added supplier of products & services which support mission-critical multimissions for our clients."

Headquarters: 22033 US Hwy 10 N., Clearwater, FL 33765 Website: www.arrowheadglobal.com

Koning Data Solutions, LLC (KDS) is an 8(a) certified wholly owned subsidiary of Koning, Inc., an Alaska Native Corporation formed pursuant to the Alaska Native Claims Settlement Act (ANCSA) of 1971 and representing over 4,000 Alaska Native shareholders indigenous to Kodiak Island. KDS is a part of Koning's Government Services (KGS) sector. KGS provides business systems support to KDS for personnel recruiting, finance & accounting, human resources, legal, risk management, and corporate oversight. KGS companies support a variety of federal government contract needs and often work collaboratively on contract opportunities.

KDS provides project teams and SMEs to federal agencies having technical, IT and project management needs. KDS's core capabilities within the IT arena include:

- Computer Facilities Management Services
- Data Center Management
- Custom Computer Design Services
- Enterprise Solutions
- Professional Services
- Operations Management
- Custom IT Solutions and Database Management

NAICS Codes 541511 - Computer Facilities Management Services

Other NAICS will be added as the company looks to develop past performance

Gold Metal Fabricator

Defender (CHAC), headquartered in Pryor, Oklahoma, is a certified small disadvantaged business with decades of C-130 and commercial aircraft, utilizing more than 150,000 sq. ft. CHAC has the personnel, equipment, and resources to provide a wide range of services to the military and commercial markets. CHAC's services include:

- Design and assembly for fixed wing, rotorcraft, UAVs, missiles, support equipment, and mechanical R&D support of aircraft.
- In service today CHAC has a proven record of servicing the military and commercial markets and is available for the military. When facing demanding schedules on products of the warfighter, CHAC is the company of choice.

Made Easy

Our outstanding service capabilities:

- 24/7/365 service
- 100% on-time delivery
- 100% on-time delivery
- 100% on-time delivery

Performance Highlights

Hill AFH / FA222-18-D-0004

100% on-time delivery - with a full year of performance for Hill AFH in support of F-16 aircraft flight updates

Naval Air Warfare Center (NAWC) 17-D-0012

NAWC 17-D-0012

This Firm Fixed Price (FFP) task order contract required modeling, manufacturing, fitting and shipping of 3,777 LAU-127 Kits for United States Navy (USN) operational units

Naval Surface Warfare Center (NSWC) 17-D-0012

This Firm Fixed Price (FFP) task order contract to provide C2A Anti-Air Warfare System (AAWS) installation kits

The Government's Generator Experts

Capabilities

deral Agencies such as the US Coast Guard, US Navy, and ge companies call on us for their mission critical power stems, generator maintenance. We offer guaranteed 24/7 service, and our technicians are certified and equipped to handle all types of generators.

addition, 360 Energy Solutions is a supplier of commercial and industrial equipment. Our product lines include standard and custom ISO containers, trailers, dry vans, reefers, and fabricated housings to enclose work & personnel processes, containerized battery energy storage systems (CBESS), electrical power generators, water treatment systems, power distribution equipment, and UPS & Switch Gear Lineups.

Our worldwide client base includes end users, manufacturers, OEMs, distributors, and general & sub-contractors with interests in all levels of public, private, civilian, military and government market segments.

24 x7 Response Backed by 30+ Years Industry Expertise

Socio-Economic

SBA 8(a) Certified DBE NMSDC

CORPORATE OVERVIEW

Alluvion is a woman-owned, SBA 8(a) certified small business specializing in project management, process improvement, product development, cybersecurity, training, and government services. We provide Project Assurance® for all projects, offering tailored solutions through active client engagement to ensure maximum customer value and long-term success.

We lead the projects and programs that previously kept you up at night to give you the confidence and peace of mind you deserve.

OUR MISSION

Our mission is to provide world class project management, process improvement, product development, cybersecurity, and training solutions guided by the highest levels of integrity, professionalism, and innovation.

ADDED VALUE SOLUTIONS

PROJECT MANAGEMENT

- Program Management
- Business Process Reengineering
- Information Management
- Financial Management
- ERP Implementation
- Strategic Planning
- PMO Implementation
- Supply Chain Management
- Risk Management

GOVERNMENT SERVICES

- Project Management (PM), PM Training, & PMO Augmentation
- Engineering, Procurement, Test, & Manufacturing
- Defense Cybersecurity
- Process Improvement & Automation
- Systems Engineering & Technical Assistance
- Contracting and Admin Support

PROCESS IMPROVEMENT

- SmartSheet Implementation & Solutions
- CMMI Consulting & Accreditation
- ISO 9001:2015 Consulting
- Quality Control & Assurance
- Lean Six Sigma Process Improvement
- Organizational Gap Analysis
- Technology and Operational Assessment & Analysis

PRODUCT DEVELOPMENT

- Model Based System Engineering (MBSE)
- Mechanical Engineering
- Software and Creo CAD design
- Structural and Thermal FEA
- Prototype and Production build support
- Requirements Analysis & System Design
- Concept Design & Realization
- Tolerance Analysis
- Quick Reaction Design, Prototype & Drafting

CYBERSECURITY

- Authorized Training Provider from PMB & JPMCA/CA/PM/BS
- Risk Management, Change Management
- PM Fundamentals
- Program Manager Professional (PMP)
- Disciplined Agile Scrum Master (DASM) & DASM
- CMMI for Services and Development

TRAINING

- Authorized Training Provider from PMB & JPMCA/CA/PM/BS
- Risk Management, Change Management
- PM Fundamentals
- Program Manager Professional (PMP)
- Disciplined Agile Scrum Master (DASM) & DASM
- CMMI for Services and Development

221-241-4510 info@alluvion.com 3837 N Harbor City Blvd, Suite 103 Melbourne, FL 32935

Company Data

22033 US Hwy 10 N., Clearwater, FL 33765

813-322-2222 813-322-2222 813-322-2222

813-322-2222 813-322-2222 813-322-2222

Core Competencies

- Mechanical Engineering and Design
- Structural Design and Analysis
- Drafting and Process Improvement
- Quality Management
- Project Management and "Turn Key" Development
- Suggestion Box 914-510-975, 202, 10-100

Manufacturing Engineering & Design

- Mechanical Engineering and Design
- Structural Design and Analysis
- Drafting and Process Improvement
- Quality Management
- Project Management and "Turn Key" Development
- Suggestion Box 914-510-975, 202, 10-100

High Level Engineering with Speed & Accuracy

- Low cost engineering services, an experienced staff, and a skilled project manager ensure rapid turnaround times.
- Downstream, National Supply Chain
- These major manufacturing facilities (PLM, PLM II) enable faster time to market and delivery.
- Project, Strategic, and Tactical Engineering
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- Project, Strategic, and Tactical Engineering

Acquisition Options

- Small Business Set-Aside Priority Demand
- SBA 8(a)
- Innovation Agreement
- Small Business Set-Aside Priority Demand
- SBA 8(a)
- Innovation Agreement

Goldbelt Global, LLC is a diversified, agile, solutions-based organization for federal acquisitions. We are an Alaska Native Company that is 8(a) certified through 2023. We specialize in rapid acquisition and product distribution, full-spectrum logistics, program management, and freight forwarding. GGB has a proven track record of concept development services, fitting and delivery of tactical uniforms, gear and equipment for multiple U.S. Federal Law Enforcement Agencies and the Department of Defense (DOD). Our team is prepared to support the US Federal Government, its Agencies, and the Department of Defense by providing a prompt, timely, and cost-effective solution for the procurement and delivery of specialized products.

Rapid Acquisition Model: Services or Equipment

- Up to \$100 mil per TIO without a SBA
- Non-Profitable with unlimited TIOs (Following the 25% rule)
- Award and Obligation can be done in 24 hours

The Goldbelt Global Rapid Award Model program allows Federal customers to expedite rapid acquisition (24-48 hours) mitigation of funding with zero source control down to up to \$100M per line order. Customers can utilize the Rapid Award Model for up to \$100M per line order. Customers can utilize the Rapid Award Model for up to \$100M per line order. Customers can utilize the Rapid Award Model for up to \$100M per line order.

CORE COMPETENCIES

- TACTICAL & DUTY EQUIPMENT SALES
- TACTICAL & DUTY EQUIPMENT SALES
- TACTICAL & DUTY EQUIPMENT SALES
- TACTICAL & DUTY EQUIPMENT SALES

TACTICAL TRAINING

- TACTICAL & DUTY EQUIPMENT SALES
- TACTICAL & DUTY EQUIPMENT SALES
- TACTICAL & DUTY EQUIPMENT SALES
- TACTICAL & DUTY EQUIPMENT SALES

LOGISTICS SERVICES

- TACTICAL & DUTY EQUIPMENT SALES
- TACTICAL & DUTY EQUIPMENT SALES
- TACTICAL & DUTY EQUIPMENT SALES
- TACTICAL & DUTY EQUIPMENT SALES

CORE COMPETENCIES

- IT Support Services
- System Integration | Helpdesk Support | SaaS Solution | Business Process, Automation, and Redesign
- Administrative Support
- Administrative and General Management | Staffing | Data Entry Support | Document Management
- Management Consulting
- Program and Project Management | Information and Management Operations | Business Process Design
- Integrated Logistics Support
- Asset and Inventory Management | Warehouse Operation Support | Property Management

DIFFERENTIATORS

- Experienced Leadership Team
- 30+ Years of combined Federal Government Experience
- Led by NAVY/ARMY Veteran with Federal Procurement experience
- 45% of SSC team members are Veterans

AGENCY CUSTOMER STATION THROUGH

- U.S. Army
- U.S. Navy
- U.S. Air Force
- U.S. Marine Corps
- U.S. Coast Guard
- U.S. Customs and Border Protection
- U.S. Department of Justice
- U.S. Department of Health and Human Services
- U.S. Department of Education
- U.S. Department of Agriculture
- U.S. Department of Energy
- U.S. Department of Transportation
- U.S. Department of the Interior
- U.S. Department of the Environment
- U.S. Department of the Treasury
- U.S. Department of the Veterans Affairs
- U.S. Department of the State
- U.S. Department of the Defense
- U.S. Department of the Justice
- U.S. Department of the Health and Human Services
- U.S. Department of the Education
- U.S. Department of the Agriculture
- U.S. Department of the Energy
- U.S. Department of the Transportation
- U.S. Department of the Interior
- U.S. Department of the Environment
- U.S. Department of the Treasury
- U.S. Department of the Veterans Affairs
- U.S. Department of the State
- U.S. Department of the Defense

strative Support in

- coaching, transition services, civilian Workers, Nurse and program

ouse Support, ment and Supply

- Warehouse support material efficient inventory

port, Training & it for MILCLOUD

Insights Incorporated

The following insights were incorporated into our intervention for this impact evaluation:

Behavioral Science Elements	Stakeholder Feedback	Visual Design Principles
Behavioral science refers to the study of human behavior and how people interact with their environment, including engaging with government communications. Salience: In behavioral science, "salience" refers to the idea that people are more likely to respond to information that is simple, novel, or easy to access, especially when many messages are competing for attention.¹ In this intervention, we created sections of the template that prompted the business to include the most important information.	Stakeholder feedback is the process of soliciting critical input and insights gathered from any individuals or groups who have a significant interest in, or impact on, a product or system's design, development, and eventual use.² Feedback: We learned that focusing on past performance, standardizing the layout to reduce cognitive burden on the reader, and including clear and specific contact information were most important. Feedback Sources: We applied insights to the template and the 21 templated capabilities statements based on stakeholder input from: • SBA Business Opportunity Specialists, • Procurement Center Representatives, • District Liaisons, and • 21 small manufacturing businesses.	The following principles inform how design elements can be used to create effective communications. We incorporated these insights into the design of the template.³ Balance: Balance occurs when there is an equally distributed amount of visual signal on both sides of an imaginary axis. Hierarchy: The principle of visual hierarchy refers to guiding the eye on the page so that it attends to design elements in order of their importance. Reading Patterns: The "F shaped" reading pattern is characterized by readers scanning content in a specific sequence: First they read horizontally across the top of the content, then move down slightly and read across again, forming the two horizontal lines of the "F." Finally, users scan vertically down the left side of the content, completing the pattern.

¹ Behavioral Insights Team. (2014). *EAST: Four simple ways to apply behavioural insights*. <https://www.bi.team/>. <https://www.bi.team/wp-content/uploads/2014/04/BIT-EAST-handbook.pdf>.

² Norman, D. A. (2013). *The design of everyday things* (Revised and expanded edition). Basic Books.

³ Budi, R., & Nielsen, J. (2024, August 18). Principles of visual design. Nielsen Norman Group. <https://www.nngroup.com/articles/principles-visual-design/>.

Capabilities Statement Template with Insights Incorporated

Visual Design Principles

Balance: The content is equally distributed.

Hierarchy: Changes in font size guide the reader's eye.

Reading Pattern: The content is "F shaped", matching how many people scan a page.

Stakeholder Feedback

Stakeholders noted the importance of creating effective marketing materials that include information relevant to the audience's needs.

replace with
LOGO

Capabilities Statement

Add your company name here

Add a brief, high-level description of your services.

About Us

Include a brief introduction to your business and note differentiators, or things that set you apart from other companies in your field.

Recent Past Performance

Highlight recent performance and 1st Tier subcontracting examples from the past 3 years.

Include the agency name, with subcomponent, contract #, NAICS (grouped by 3-digit level), and dollar value.

In the description, include the relevant problems you've solved and the outcomes you've achieved for the customer.

Select NAICS

List your primary NAICS (in bold), followed by selected groupings at the 3-digit level.

#####

Capabilities

List or describe the services you can successfully bring to the market.

Certifications

Include any seals/certifications that your firm has received from SBA, GSA, or others that are relevant to your industry.

replace with replace with replace with replace with
LOGO LOGO LOGO LOGO

Corporate Data

Include relevant certification codes/numbers (e.g., UEI, CAGE, GSA Contract, IDIQ, Seaport, etc.).

Contact

Include the name of the best person to contact, and their phone number, email address, and mailing address.

Include a link to your website, if you have one.

Behavioral Science

Instructions note to include only the most important information.



Capabilities Statement

Stellar Systems Fabrication

Crafting the future of technology through unparalleled precision and innovative fabrication.

About Us

Stellar Systems Fabrication provides advanced, precision manufacturing solutions, specializing in the fabrication and assembly of critical components and integrated systems. Committed to quality, innovation, and client partnership, we leverage state-of-the-art CNC machining, expert welding, and rigorous quality assurance to deliver unparalleled accuracy, reliability, and performance. We are your trusted partner for complex manufacturing challenges.

Recent Past Performance

Year: 2024 | **Agency:** Department of Defense, U.S. Air Force
Contract #: | **Value:** \$3,500,000
NAICS: 332710, 336413
Description: Precision fabrication and assembly of specialized lightweight structural components for an unmanned aerial vehicle (UAV) prototype program. This involved advanced CNC machining of aerospace-grade alloys, complex welding techniques, and rigorous multi-stage QA testing.

Year: 2023 | **Agency:** U.S. General Services Administration (GSA)
Contract #: | **Value:** \$1,200,000
NAICS: 333999, 332999
Description: Designed, manufactured, and installed custom ergonomic workstation components and modular storage solutions for a new federal office building. Included initial CAD design and engineering, strategic material sourcing, precision fabrication, and on-site assembly and integration.

Select NAICS

332710
332999
336413

Corporate Data

CAGE: 8G9L3 | **UEI:** F4J7R9K2P1M5

Capabilities

Stellar Systems Fabrication possesses a robust set of capabilities, enabling us to deliver high-quality manufactured solutions across various industries:

- **Precision Machining:**
 - CNC Milling (3-axis, 4-axis, 5-axis)
 - CNC Turning and Lathe Operations
 - Surface Grinding and Honing
- **Sheet Metal Fabrication:**
 - Laser Cutting and Waterjet Cutting
 - CNC Bending and Forming
 - Punching and Shearing
- **Advanced Welding & Joining:**
 - TIG (Tungsten Inert Gas) Welding
 - MIG (Metal Inert Gas) Welding
 - Spot Welding
 - Brazing and Soldering
- **Assembly & Integration:**
 - Mechanical and Electro-Mechanical Assembly
 - Sub-Assembly and Final Product Assembly
 - Kitting and Packaging Services

Certifications



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