

The Government Market Readiness Checklist

15 questions that decide whether you can sell to government and win the funding around it. Built for companies in energy, telecom, transportation, AI, cybersecurity, defense, and advanced manufacturing.

Government is a slow, exacting buyer with money and rules most companies never prepare for. This checklist is the screen we run when a company wants to sell into or around the public sector. Answer the 15 questions honestly, score each one, and you'll know whether you're ready to compete or what to fix first.

How to score. For each question, give yourself **2** for a clear yes, **1** if it's partly true or in progress, and **0** for a no. Add it up at the end. About 10 minutes. Honest answers give you a real read.

SECTION A

Can government actually buy from you?

1. Are you registered to sell to government where you're targeting?

SAM.gov with an active UEI for federal, the New York State vendor file and Vendor Responsibility questionnaire for state, and PASSPort for New York City. Without these, an agency can't pay you even when it wants to.

Score: _____

2. Do you hold the certifications that open doors and set-asides?

MWBE or SDVOB certification in New York, or federal small business, 8(a), HUBZone, WOSB, or SDVOSB status. A real share of agency spend is reserved for certified firms.

Score: _____

3. Is your product cleared for the environment you're selling into?

FedRAMP or StateRAMP for cloud, the security authorization for defense or cyber work, UL or industry listings for hardware, and any sector regulator's approval. Government buys what's already cleared.

Score: _____

4. Do you know whether you're eligible for the programs you want?

Size standards, ownership and citizenship rules, domestic sourcing requirements, and conflict-of-interest limits. Eligibility rules disqualify strong companies that never checked.

Score: _____

5. Is your company set up to carry a government contract?

An accounting system that tracks costs to a contract, the ability to invoice on government terms, and the cash to wait 30 to 90 days for payment. Government pays slowly and audits later.

Score: _____

SECTION B

Have you found the right money and the right door?

6. Have you identified the non-dilutive innovation funding you qualify for?

SBIR and STTR at the relevant federal agencies, NSF, DOE, and DOD programs, NYSEDA for energy and climate, and New York commercialization funds. This is money that doesn't take equity, and most companies leave it unclaimed.

Score: _____

7. Have you mapped which agencies actually buy what you sell?

Named agencies and offices, federal, state, and city, with a real need and a budget, not a general sense that government could use this. Specific buyers, not a category.

Score: _____

8. Do you know which procurement vehicles get you to a contract fastest?

State centralized contracts, GSA schedules, cooperative or piggyback contracts, sole-source justification where it applies, and pilot or demonstration authorities. The vehicle often matters more than the pitch.

Score: _____

9. Have you talked to a buyer, a program officer, or a prime before you needed to?

Conversations with the people who hold the budget or the requirement, and with primes who might subcontract to you, built before a solicitation drops. Cold bids rarely win.

Score: _____

10. Do New York's incentives for locating, hiring, or building apply to you?

Excelsior Jobs, R&D tax credits, NYSEDA cost-share, workforce funds, and local development incentives. If you're growing operations in the state, this is money you may be missing.

Score: _____

SECTION C

Can you win and deliver?

11. Can you show relevant past performance?

Prior contracts, pilots, or deployments a buyer can point to and trust. With none, a pilot, a subcontract, or a reference from a comparable client is the way in. Past performance is often scored heavily.

Score: _____

12. Can you meet the compliance load that comes with government work?

CMMC or NIST 800-171 for defense and federal work, data and privacy rules, prevailing wage where it applies, reporting, and audit readiness. These obligations sink companies that bid without preparing.

Score: _____

13. Have you cleared the regulatory path for your product in this market?

Sector approvals, safety and environmental permits, spectrum or siting rights for telecom, FAA or DOT authorizations for transportation and mobility, and anything else between you and a deployment.

Score: _____

14. Is your pricing built for government, not just commercial?

A price structure that survives a cost review, fits contract ceilings and budget cycles, and accounts for the cost of compliance and slow payment. Commercial pricing often doesn't translate.

Score: _____

15. Do you have the capacity to deliver at the scale a contract demands?

The team, the supply chain, and the financing to perform if you win, including bonding or security where required. Winning a contract you can't deliver does more damage than losing one.

Score: _____

YOUR SCORE

Add it up. Out of 30.

Score	Where you stand	What to do next
25 to 30	Ready to compete	Your foundation is set. The work now is targeting specific opportunities and winning them.
17 to 24	Close, with gaps	Real potential, with missing pieces, usually registration, certification, or past performance. Fix them before you bid.
9 to 16	Early	Government could use what you make, but you're not set up to sell to it yet. Build the foundations first.
0 to 8	Too early	Get registered, certified, and cleared before chasing contracts. Bidding now mostly wastes effort.

BEFORE YOU BID

The 3 mistakes that cost government deals.

- **Bidding before you're registered and certified.** By the time the solicitation drops, it's too late to get set up. Registration and certification take weeks to months.
- **Selling to a category instead of a buyer.** There's no such buyer as "the government." No named agency with a budget and a need means no deal.
- **Ignoring security and compliance until you win.** CMMC, NIST 800-171, and audit readiness take months to put in place. Companies that wait until after they win lose the award or fail the contract.

REFERENCE

Where to look, by goal.

A starting map for selling into and around the public sector. Programs and rules change, so treat this as a place to start, not a guarantee of fit.

- **Non-dilutive R&D funding:** SBIR and STTR at DOD, DOE, NSF, NIH, and DHS, NYSEERDA programs for energy and climate, and New York commercialization and innovation funds.
- **Getting on contract:** OGS centralized contracts, GSA schedules, the NYS Contract Reporter for open solicitations, PASSPort for New York City, and cooperative or piggyback vehicles.
- **Set-asides and certification:** New York MWBE and SDVOB certification, and federal small business, 8(a), HUBZone, WOSB, and SDVOSB status.

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- **Incentives for growth in New York:** the Excelsior Jobs Program, R&D tax credits, NYSERDA cost-share, and regional economic development funds.
 - **Finding opportunities:** SAM.gov and grants.gov, agency forecasts and small business offices, and prime contractor subcontracting programs.

NEXT STEP

What the score doesn't tell you.

Your score shows whether you're ready to sell to government. It doesn't tell you which agencies to target, which vehicle gets you to a contract fastest, or which non-dilutive funding fits your company. That's the work we do.

Funding & Growth Readiness Audit (\$5,000). We run this screen on your company and hand you a map of the government markets, funding, and incentives you're positioned for, plus your fastest route in. Two weeks.

→ **Purchase the audit at fullvaluepotential.com/work-with-us**

Free discovery call. Thirty minutes with Sam to talk through where you stand and where the fastest path runs.

→ **Book a discovery call at fullvaluepotential.com/discovery-call**

General guidance, not legal or financial advice. Program names, eligibility, and deadlines change. Confirm current rules before you act.