

PSF Webinar Series: “Learn the Government”

Selling to the Government

Professor Steve Kelman, Harvard Kennedy School and former White House Appointee

Raj Sharma, Chairman, Public Spend Forum

Register for free at PublicSpendForum.net

Our Speakers



Dr. Steve Kelman
Professor of Public Management
Harvard Kennedy School



Raj Sharma
Founder & Chairman
Public Spend Forum

Agenda

- About PSF
- Why Government Markets Matter
- What you need to know/learn about Public Sector
- Audience Questions

*If you have any questions,
please send them to us through the ON24 platform*

Public Spend Forum Overview

PUBLIC
SPEND
FORUM

*A Knowledge Network and Impact Accelerator
for Public Procurement
#OpenGovMarkets*

Public Spend Forum is an Impact Accelerator for public procurement. We provide buyers, suppliers and stakeholders in government markets across the world the best practice standards, market insights and expert network they need to reduce waste, drive innovation and accelerate impact.

Desired Outcomes:

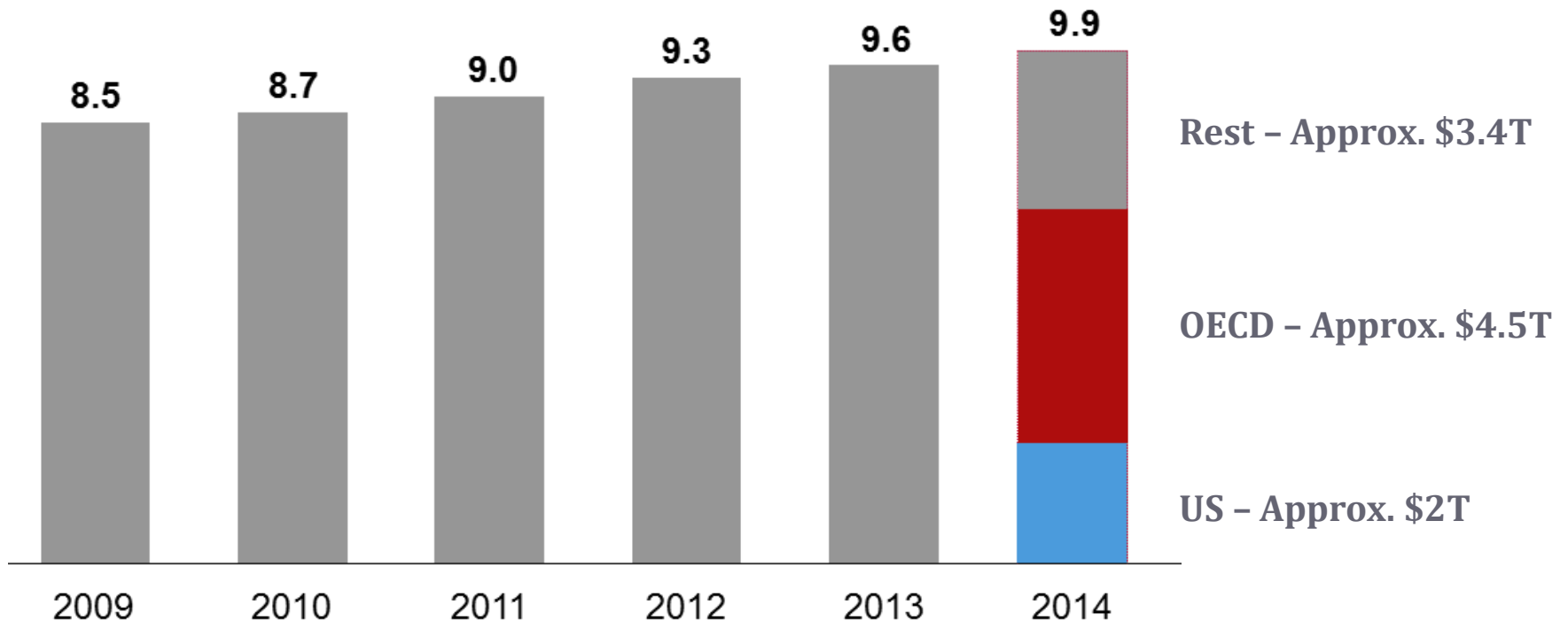
- Reduce waste in public spending
- Improve speed, efficiency and costs of public procurement
- Reduce barriers to entry and innovation in public sector markets
- Improve effectiveness in serving citizens and achieving public policy goals



Why should you sell to the government?

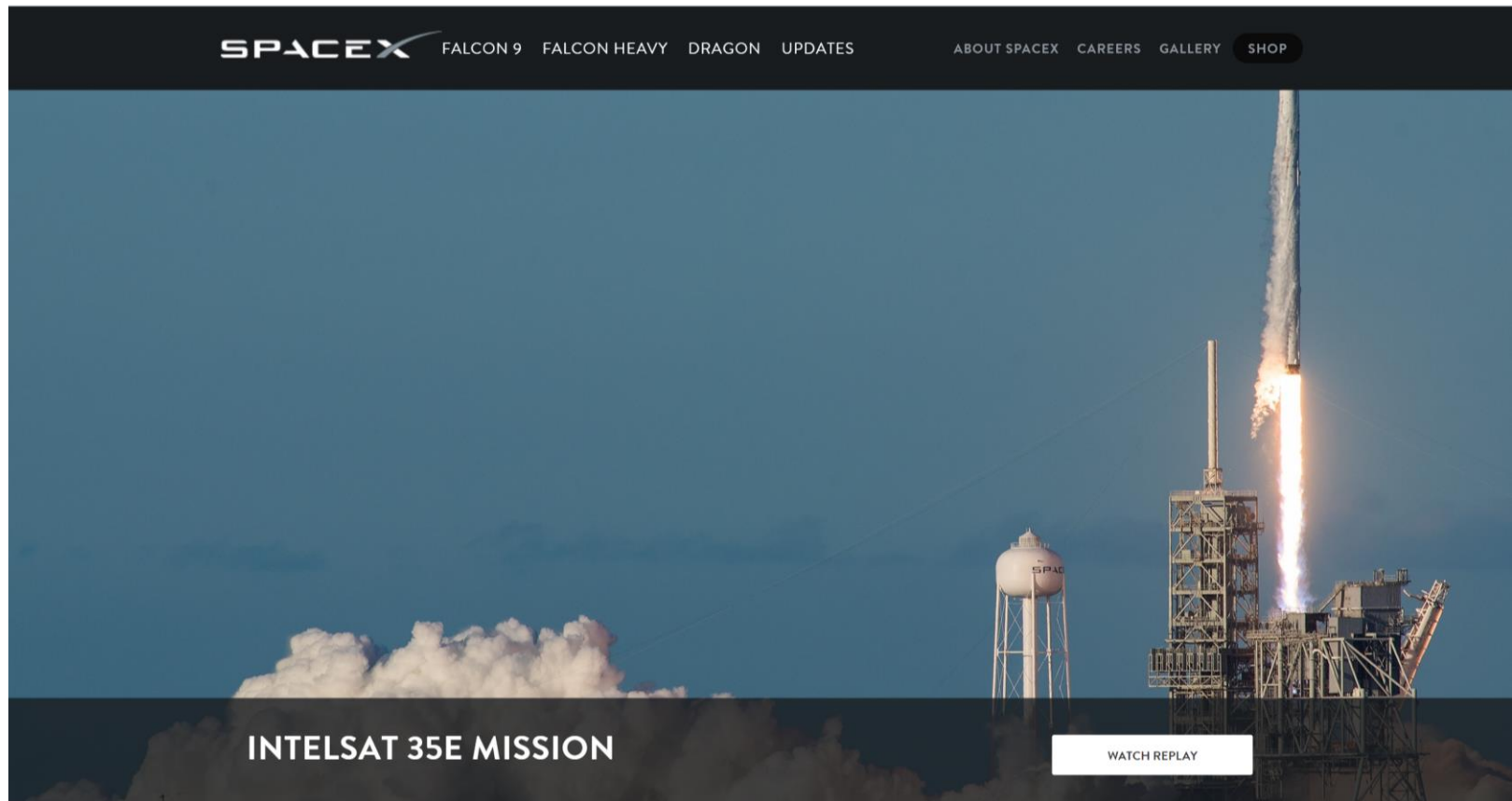
Public Sector Markets represent nearly US \$10 TRILLION in opportunity

Global Public Procurement Spend
(*\$ Trillions, Adjusted for Currency Fluctuation*)



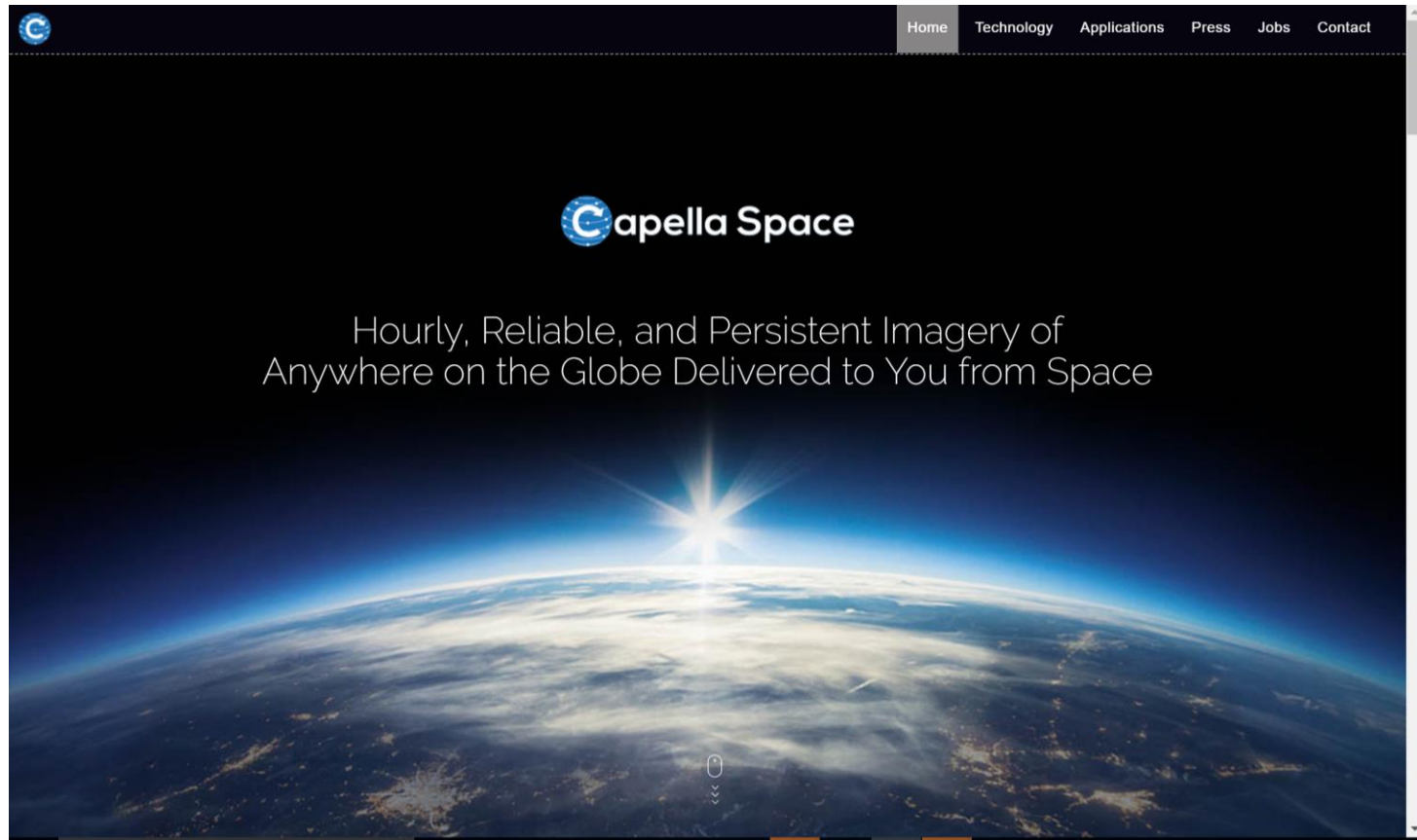
Source: PSF Analysis, OECD Data, FPDS, Onvia

Disrupting Space Programs!



The New York Times

Tiny Satellites From Silicon Valley May Help Track North Korea Missiles



New techniques are being developed every day

THE LECTERN

Steve Kelman on Federal Acquisition and Innovation



By Steve Kelman

Blog archive

Could 'microconsulting' disrupt government contracting?

I have never been a fan of contractor bashing. I believe there is nothing wrong with making a profit. I do not believe that contractors typically spend their days dreaming up ways to cheat the



and Windows



Services that benefit our citizens daily



[Who we are](#) [What we do](#) [How we do it](#) [Join us](#) [Blog](#)

What if all government services were this good?

The two biggest levers for improving people's lives at scale are technology and government. We put them together.

Why SNAP benefits could be going digital

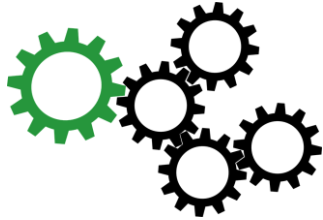
Online food stamps could help thousands of Americans access healthy and affordable food, even if they live in areas with limited shopping options.

By Christina Beck, Staff | SEPTEMBER 15, 2016



Rich Pedroncelli/AP/File | [View Caption](#)

But what are the key differences between the public and private sector?



Procurement Process

- Official vs. Unofficial



Intellectual Property

- Limited rights
- Unlimited rights




Financial & other Disclosures

- Certified cost and pricing data
- Cost Accounting Standards



Compliance with Public Policies

Innovation underway!




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779 Competitions Found

Passenger Screening Algorithm Challenge




\$1,500,000 in prizes

Can you locate hidden objects?

Open Until Dec 15, 2017

Posted by:
Department of Homeland Security

The 2017 “\$100,000 for Start a SUD Startup” Challenge



National Institute on Drug Abuse


\$100,000 in prizes

Can your research idea can be fostered into a biotech startup

Open Until Dec 08, 2017

Posted by:
National Institutes of Health

Long-Term Corrosion Protection of Existing Hydraulic Steel Structures – Stage 1



\$75,000 in prizes

Can you help us beat corrosion, the Grim Reaper of steel structures?

Open Until Sep 05, 2017

Posted by:
Bureau of Reclamation

DataApp: A Mobile App Framework for Field Data Capture – Stage 1

2017 Excellence in AmeriCorps Programming and Service Awards

NOAA Fisheries Steller Sea Lion Population Count

**What differentiates a good
government customer from one you
want to stay away from?**

A Good Customer!

- Will talk to you before procurement or before RFP is issued
- Knows their goals and a clear problem statement
- Places importance on performance and results, not just checking the box
- Willing and flexible to new approaches

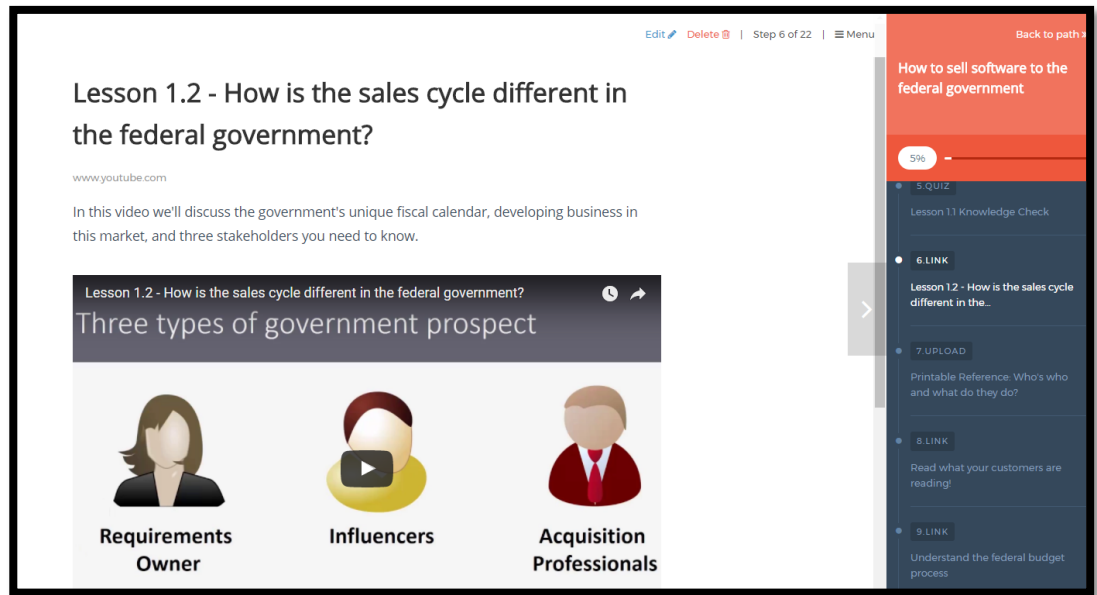
Navigating Federal Business Opportunities

An Accelerator for Aspiring Contractors

A Flexible learning program covering the entire federal market

Lessons

- Overview of Federal IT Spending
- Federal Government Sales Cycle
- Developing Businesses within the Rules
- Overcoming Barriers to Federal Sales



Visit shop.publicspendforum.net for more information.