

A photograph of three women smiling and looking upwards, overlaid with a semi-transparent purple rectangle. The woman on the left is holding a smartphone. In the background, a sign with the word 'Gen' is partially visible.

CAPABILITY STATEMENTS

Suzanne Cruz Sewell
Assistant Vice President
Business Diversity and Development
DFW International Airport

WBENC®2021

OVERVIEW

1

What it is. What it's not.

2

Purpose

3

Format

4

Content & Examples

5

Distribution

6

Best Practices

WHAT IT IS

A Capability Statement is a brief, one or two-page document designed and tailored to provide pertinent business, product, service, certification and performance data to a prospective customer.

WHAT IT'S NOT

- Personal Resume or Biography
- Case Study
- Power Point Presentation



PURPOSE

Tell the facts about your company in a short and concise manner

Used correctly it can be a powerful tool to introduce your company to potential clients

Helpful when you are requesting an introduction, attending trade shows, pre-bid conferences, or networking in general.

Company Name

Capability Statement

CAPABILITIES

Write a brief introduction of your company's core capabilities and a bulleted keyword heavy list of products and services. This should not be the full history of your company, or your vision or mission statements; rather, try to write a sentence or two that clearly articulates the products or services you provide.

- Capability 1
- Capability 2
- Capability 3
- Capability 4
- Capability 5
- Capability 6
- Capability 7
- Capability 8

DIFFERENTIATORS

This section is your opportunity to define what makes your company different from all the rest and to explain why it matters.

- Example 1
- Example 2
- Example 3
- Example 4
- Example 5

PAST PERFORMANCE

Include a list of relevant projects/customers for which you have worked for, as well as a very brief synopsis of the project.

Client Name	Project	Relevant Information
Client 1	Provided A and B over a period of XX years/months to address/improve X and Y.	Accomplishments (savings, saved time, reduced a, b and c, etc.) or Contact Information
Client 2	Developed and executed C and D utilizing H, I and J technologies.	Accomplishments (savings, saved time, reduced a, b and c, etc.) or Contact Information
Client 3	Implemented this and that and continue to provide ongoing support and maintenance.	Accomplishments (savings, saved time, reduced a, b and c, etc.) or Contact Information

COMPANY DATA

- License Numbers
- Federal ID (TIN or EIN)
- Socio-Economic Certifications: 8(a), HUB Zone, WOSB, WBE, MBE, etc.
- Industry Certifications: ISO, CMMI, etc.
- Relevant Codes (just the numbers, not the descriptions) NAICS, SIC, CAGE, etc.
- GSA Schedule Contract Number
- Contract Vehicles
- Contract Numbers

CONTACT DATA

- Contact Name
- Title
- Phone
- Mobile
- Email

www.websiteurl.com

- Corporate Office
- Address 1
- Address 2
- City/State/Zip

FORMAT

1 or 2 pages (brief and to the point)

Visually interesting (similar graphic elements to company brand & logo)

Short sentences and bulleted lists for visual scanning

Title: Capability Statement

Company Name

Capability Statement

CAPABILITIES

Write a brief introduction of your company's core capabilities and a bulleted keyword heavy list of products and services. This should not be the full history of your company, or your vision or mission statements; rather, try to write a sentence or two that clearly articulates the products or services you provide.

- Capability 1
- Capability 2
- Capability 3
- Capability 4
- Capability 5
- Capability 6
- Capability 7
- Capability 8

DIFFERENTIATORS

This section is your opportunity to define what makes your company different from all the rest and to explain why it matters.

- Example 1
- Example 2
- Example 3
- Example 4
- Example 5

PAST PERFORMANCE

Include a list of relevant projects/customers for which you have worked for, as well as a very brief synopsis of the project.

Client Name	Project	Relevant Information
Client 1	Provided A and B over a period of XX years/months to address/improve X and Y.	Accomplishments (savings, saved time, reduced a, b and c, etc.) or Contact Information
Client 2	Developed and executed C and D utilizing H, I and J technologies.	Accomplishments (savings, saved time, reduced a, b and c, etc.) or Contact Information
Client 3	Implemented this and that and continue to provide ongoing support and maintenance.	Accomplishments (savings, saved time, reduced a, b and c, etc.) or Contact Information

COMPANY DATA

- License Numbers
- Federal ID (TIN or EIN)
- Socio-Economic Certifications: 8(a), HUB Zone, WOSB, WBE, MBE, etc.
- Industry Certifications: ISO, CMMI, etc.
- Relevant Codes (just the numbers, not the descriptions) NAICS, SIC, CAGE, etc.
- GSA Schedule Contract Number
- Contract Vehicles
- Contract Numbers

CONTACT DATA

- Contact Name
- Title
- Phone
- Mobile
- Email

www.websiteurl.com

- Corporate Office
- Address 1
- Address 2
- City/State/Zip

FORMAT

The Four C's

1. Clear
2. Concise
3. Compelling
4. Capture



Q2 Marketing Group

ACCELERATING YOUR BUSINESS GROWTH

q2marketinggroup.com

214.617.9732

214.316.6606

Vision & Strategy



Content & Storytelling



Creative/Branding



Design & Digital Presence



CAPABILITIES

Q2 Marketing Group is an award-winning marketing firm delivering impactful content and marketing to connect and grow brands. We drive results. Filling the marketing gap for small and mid-sized businesses our services fall in to three key areas:

CREATIVE

- Targeted content (posts, articles, books, speeches, RFPs, etc.)
- Graphic design
- Branding/rebranding/refresh
- New product introduction
- Traditional marketing materials (presentations, capability statements, brochures, etc.)

DIGITAL

- Website design and development
- Social media management
- Analytics

SUPPORT

- Marketing strategy/consulting/research
- Project Management
- Business development/outreach
- Short-term staffing

DIFFERENTIATORS

Q2 Marketing Group provides more than microwavable solutions – our approach turns your secret sauce into measurable outcomes.

Content Is King/Queen – We believe in researching the industry, marketplace, customers and competition to identify the best direction for content development and delivery.

Hidden Gems in Diversity – More than a word, our commitment to diversity inclusion encompasses culture, age, gender, experience, traditional vs. digital and a variety of industries. Active with groups focused on growth of women of color entrepreneurs, minority-owned and women-owned businesses. Diversity matters.

Wide Range of Verticals – A client base of small to large firms, B2B and B2C, High-Tech to Simple Consumer Products, Services vs Products, Nonprofit to very Profitable, etc.

PAST PERFORMANCE

A. NEW CONSUMER PRODUCT INTRODUCTION – Developed marketing strategy and implementation to introduce new products into HSN, Walmart and Amazon. Client has one best-selling product in 500 Walmart stores. Strategy included demonstration videos, website, e-commerce site, Amazon store, packaging and flyer design and presentations.

B. REBRANDING – Worked with client and their four different divisions to rebrand the company and refresh marketing materials. Included positioning the firm as it evolved into different industries and added product/service lines, while keeping the overall image of the company fresh and refreshed. Completed an entire rebranding campaign, including logo, press releases, branding reception, website, social media and more.

C. MARKETING PROJECT MANAGEMENT – Provided marketing direction, ads, design and media placement, website redesign and maintenance for an inaugural event geared toward corporate clients. Included developing an on-line judging tool and methodology, as well as script and program for the new awards event.

D. COMMUNITY IMPACT – Q2 is an active director on the boards of the National Minority Supplier Development Council, D/FW Minority Supplier Development Council, Women's Business Council Southwest and mentoring in the Women of Color Committee.

COMPANY INFO

Q2 Marketing Group
15950 Dallas Parkway
Suite 400 East
Dallas, TX 75248
214.617.9732
214.316.6606
q2marketinggroup.com

CONTACT

Terri Quinton
CEO
214.316.6606
terri@q2marketinggroup.com

NAICS CODES

541613 - Marketing Consulting & Management
541430 - Graphic Design
541511 - Website Design
711510 - Writing/Content/Messaging
323111 - Print
561410 - Desktop Publishing

CERTIFICATIONS

MBE (D/FW MSDC/NMSDC)
WBE (WBCS/WBENC)
SBE (D/FW MSDC)
HUB (State of Texas)



CONTENT

1. Core Competencies and Capabilities
2. Past performance
3. Differentiators

- what sets you apart from your competitor according to you?
- what sets you apart from your competitor according to the recipient?

WBENC 2021



Q2 Marketing Group

ACCELERATING YOUR BUSINESS GROWTH

q2marketinggroup.com

214.617.9732

214.316.6606

Vision & Strategy



Content & Storytelling



Creative/Branding



Design & Digital Presence



CAPABILITIES

Q2 Marketing Group is an award-winning marketing firm delivering impactful content and marketing to connect and grow brands. We drive results. Filling the marketing gap for small and mid-sized businesses our services fall in to three key areas:

CREATIVE

- Targeted content (posts, articles, books, speeches, RFPs, etc.)
- Graphic design
- Branding/rebranding/refresh
- New product introduction
- Traditional marketing materials (presentations, capability statements, brochures, etc.)

DIGITAL

- Website design and development
- Social media management
- Analytics

SUPPORT

- Marketing strategy/consulting/research
- Project Management
- Business development/outreach
- Short-term staffing

DIFFERENTIATORS

Q2 Marketing Group provides more than microwavable solutions – our approach turns your secret sauce into measurable outcomes.

Content Is King/Queen – We believe in researching the industry, marketplace, customers and competition to identify the best direction for content development and delivery.

Hidden Gems in Diversity – More than a word, our commitment to diversity inclusion encompasses culture, age, gender, experience, traditional vs. digital and a variety of industries. Active with groups focused on growth of women of color entrepreneurs, minority-owned and women-owned businesses. Diversity matters.

Wide Range of Verticals – A client base of small to large firms, B2B and B2C, High-Tech to Simple Consumer Products, Services vs Products, Nonprofit to very Profitable, etc.

PAST PERFORMANCE

A. NEW CONSUMER PRODUCT INTRODUCTION – Developed marketing strategy and implementation to introduce new products into HSN, Walmart and Amazon. Client has one best-selling product in 500 Walmart stores. Strategy included demonstration videos, website, e-commerce site, Amazon store, packaging and flyer design and presentations.

B. REBRANDING – Worked with client and their four different divisions to rebrand the company and refresh marketing materials. Included positioning the firm as it evolved into different industries and added product/service lines, while keeping the overall image of the company fresh and refreshed. Completed an entire rebranding campaign, including logo, press releases, branding reception, website, social media and more.

C. MARKETING PROJECT MANAGEMENT – Provided marketing direction, ads, design and media placement, website redesign and maintenance for an inaugural event geared toward corporate clients. Included developing an on-line judging tool and methodology, as well as script and program for the new awards event.

D. COMMUNITY IMPACT – Q2 is an active director on the boards of the National Minority Supplier Development Council, D/FW Minority Supplier Development Council, Women's Business Council Southwest and mentoring in the Women of Color Committee.

COMPANY INFO

Q2 Marketing Group
15950 Dallas Parkway
Suite 400 East
Dallas, TX 75248
214.617.9732
214.316.6606
q2marketinggroup.com

CONTACT

Terri Quinton
CEO
214.316.6606
terri@q2marketinggroup.com

NAICS CODES

541613 - Marketing
Consulting &
Management
541430 - Graphic Design
541511 - Website Design
711510 - Writing/Content/
Messaging
323111 - Print
561410 - Desktop
Publishing

CERTIFICATIONS

MBE (D/FW MSDC/NMSDC)
WBE (WBCS/WBENC)
SBE (D/FW MSDC)
HUB (State of Texas)



CONTENT

4. Corporate data

- Logos
- Industry codes
- Certifications
- Awards

5. Contact Information

WBENC 2021



"MNK Infotech was referred to us by a local community college colleague last year. When we started looking for additional Cisco-certified trainers we called on MNK Infotech and found them to be a great resource. We have used two of their excellent local trainers that came with both the expertise and credentials we were needing. Neha Kunte and staff are responsive and always very professional. I would gladly recommend MNK Infotech to anyone needing to expand their high-tech training talent pool." - Natalie Greenwell, Director Workforce & Economic Development, Collin College

TRAINING AND CONTENT DEVELOPMENT

MNK Infotech enables our clients to keep their employees motivated, engaged and skilled with our unique training programs conducted by seasoned and certified instructors and trainers.

From management trainings to technical trainings, certifications and software trainings, our excellent team of mentors, subject matter expert (SME) content creators and instructional designers can put together a personalized training program for you with a quick turnaround time. Here are just some of our offerings:

Technical Training

- ITIL (beginner/intermediate/expert)
- Supply chain logistics
- Scrum/Agile certification
- iOS, Android and Xamarin app development
- Project Management Institute (PMI) certification

Soft Skills Training

- Executive coaching (C-level)
- Diversity and inclusion; Unconscious bias
- Professional development
- Principles of lean office
- Conflict management

We offer you a single point of contact throughout the project duration, so creating a custom training program for your organization runs smoothly and effectively.

For a complete list of our course offerings, visit:

www.mnkinfotech.com/portfolio-archive/on-demand-training/.



GAMIFICATION/ASSESSMENT PLATFORM

Asobo, Japanese for "let's play," is MNK's proprietary tool that gamifies e-learning via customized quizzes.

Quiz-gaming can be deployed in:

- Pre-, mid- and post-assessments and surveys
- Sales enablement
- Certification and compliance
- Product training
- Social onboarding

MNK's offerings backed up by advanced cloud ecosystem

- Commitment to developing skills, strengthening corporate culture and challenging the intellect
- Branded-user dashboard
- Account creation
- Leaderboard and rewards
- Custom KPI tracking
- Expert partner for content creation
- Tech support

Return on investment for clients

- Establish and strengthen corporate culture
- Motivate employees
- Constant engagement
- Team building
- Ranking and rating
- Sourcing for trainers and SMEs
- Success working with multi-generation



For more information about Asobo, visit: www.asoboapp.com.

SATISFIED CLIENTS



LearningMate™



EXAMPLES

A Capability Statement is a living document that will change depending on your targeted customer.

WBENC 2021



Capability Statement

AQS Core Competencies

Founded in 2013 by Co-Founders Brittany Stovall and Paulina Sanovdal, Assured Quality Systems is a risk management firm delivering quality assurance and technology solutions through inspections, inventory staging, engineering/launch support, and IoT connected assets to original equipment manufacturer and Tier 1 suppliers chains. Headquartered out of Dallas, Texas providing services in the United States and Mexico.

RESOURCES. EXPERTISE. TECHNOLOGY.

SOLVING COMPLEX CHALLENGES

AQS Core Services

Leading component manufacturers rely on AQS to represent their products into some of the most advanced Manufacturers in the world. AQS keeps products, production lines, and positive supplier relationships moving.

QUALITY



Inspection & Containment Services

PRODUCTIVITY



Inventory Staging & Kitting Services

PRODUCT LAUNCH



Engineering & Program Liaison Support

CONNECTED ASSETS



IoT Products & Services

AQS COMPANY OVERVIEW

NAICS

541990
541611

AWARDS

2020 Supplier of the Year Finalist
2019 Ernst & Young Winning Women
2018 Michigan Hispanic Chamber High Impact
2017 SMSDC Supplier of the Year

CORE VALUES

Customer Centered
Community Driven
Commitment
Integrity
Inclusion

Assured Quality Systems (AQS) P.O.Box 535812 Grand Prairie, Texas 75053



WHAT SETS AQS APART?



Live Reporting Data



Connected Asset Partnerships



No Third Party Outsourcing



Inventory Management



High Complexity Repair/Rework

Our People and Culture Deliver Customer Results

World Class People Development and Supervision

Diversity and Inclusion Culture

Track Record of Results



AQS Performance

99.9% Efficiency and Quality Assurance
99.2% Customer Satisfaction (ISO)
98% High Customer Retention

CALL US: (469) 212-5031

email: dghebre@assuredqualitysystems.com

www.assuredqualitysystems.com



Capability Statement

General Information

DUNS Number: 079132202
CAGE Code: 73ZY5
NAICS Codes:
335122 – Commercial Lighting
Fixture Manufacturing
335129 – Other Lighting
Equipment Manufacturing
335121 – Residential Lighting
Fixture Manufacturing
335110 – Lamp Bulb and
Part Manufacturing

Contact Information

Contact: Marie McGrath
Title: CEO
Phone: 512.822.1100 ext. 1001
E-mail: mmcgrath@demandlighting.com
Address: 1321 Rutherford Lane, Suite 150
Austin TX 78753
Fax: 512-312-7386
Website: demandlighting.com

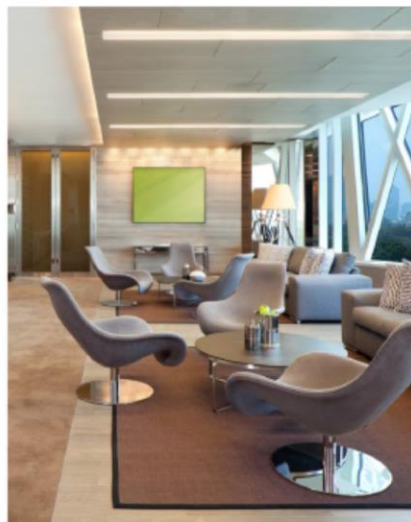
Certifications



We light up your bottom line.®

Who We Are

Demand Lighting is an LED lighting solution company that provides the best lighting solutions for your business - and your bottom-line. We provide unprecedented product life, and significantly faster ROIs through cost reduction. We work with you on a one-on-one basis and operate on a manufacturer-direct model: no "middleman", no distributors, no sales representatives and no geographic lockdown.



Capability Statement

Core Competencies

We provide support solutions with high-quality products starting with a complete onsite observation and assessment to understand your floor plans, electrical plans, operational aspects of the building and lighting requirements both internal and external.

Our team analyzes your existing usage and generates a consumption baseline to enhancements that will revolutionize the building's interior and exterior environment.

A complete classification of lighting components and luminaire schedule are established for all areas of the building to ensure the best experience within each space. Any local or federal rebates or other financial incentives are also identified for implementation.

Demand Lighting can handle all aspects of on-site project management, including product delivery and labor for installation.

All our fixtures have a minimum 5-year warranty. Our product line includes:

- Panels
- Tubes
- High Bay Controls
- Street Lights
- Parking Lot Lights
- Retrofit Kits
- Wall packs
- Bulbs
- Corn Cobs
- Downlights
- Specialty Items



Differentiators

We learn your business and your needs to further enhance your facility with the best features and decreased consumption costs. In addition to the best ROI, we help you reduce your environmental impact and footprint.

We are known for our unparalleled customer service. You and your company will have a direct line to your project team and constant communication with a single point of contact.

Our certifications allow our team to provide you and your business the highest quality LED lighting products and services including:

- DLC QPL Listed
- UL Certified
- Energy Star Certified
- FCC Declaration
- ETL Listed

We light up your bottom line.®



DISTRIBUTION

Should be:

- responsive to the submission
- proofread for any errors, and
- ready for print and for digital use with very little differentiation

Electronically

- Distribute as a PDF

Hard Copy

- Print on quality paper

BEST PRACTICES

CONNECTING WITH GOVERNMENT ENTITIES

RON DUNCAN

Procurement

Have another set of eyes proofread your Statement

Attach the Statement to Introductory Email

SMITHA RADHAKRISHNAN

Design, Code & Construction

Identify which DFW department you want to connect with

State relevant airport or government entity experience

SONYA BRIDGES

Information Technology

Be prepared to deliver a concise “elevator speech” (a 30-second description of your expertise) with your Capability Statement

CAROLINA ROA

Commercial Development

Address questions the end-reader may ask such as - How will we benefit from your product or service?

Focus on the Future

WBENC 2021

SURVIVE | GROW | THRIVE