



# CAPABILITY STATEMENT

SV Mac Pack, Inc.

CAGE: 7XWZ2 DUNS: 080847060



## COMMUNICATION & OUTREACH EXPERTS

To deliver excellence to our customers and teaming partners, SV Mac Pack focuses on the Communication & Outreach (C&O) challenges in the federal sector. Our team has over 100 years of collective C&O experience.

In 2018, SV Mac Pack was the project team that created the HUBZone Chamber of Commerce – an organization that within 6 months gained an active membership of over 1,000 people from Guam to the U.S. Virgin Islands and every U.S. state and territory in-between. Maximizing virtual tools and social media we helped deliver a common message and set of program activities that rapidly increased adoption of the HUBZone Chamber as well as standardized efforts across the

### Core Competencies

#### Strategic Communications & Outreach

- Market Research for Government
- Sources Sought Response Efforts
- Small Business Outreach Events
- Targeted Audience Engagement & Adoption
- Content Development (blogs, articles, etc.)
- Social Media: LinkedIn; YouTube; Facebook; Twitter; Instagram
- Podcasts: Design, Production & Distribution
- Email Marketing Campaigns
- Speaker Management & Promotion

#### Training & Project Management

- Webinars (Live and Recorded)
- Course Planning, Creation & Delivery
- Video Panel Session Production
- Zoom Video Panel Events
- Small Business Maturity Model
- Business Consulting and Planning
- Strategic Planning Support
- Technical Documentation

### Differentiators

SV Mac Pack supports our customer’s Communication and Outreach needs by applying a Silicon Valley approach to Washington DC projects. This means we apply an agile, iterative approach to Communications while adhering to the many policies and regulations unique to the federal government customer.

### Recent Experience

- Outreach Program: Daily Sources Sought Calls
- Podcast: Small Business Success Tips (Interview Style)
- Podcast: Microsoft Most Valuable Professional (MVP)
- Video Series: Federal “Meet the Experts” Panel
- Video Series: MS App Store Showcase Video Series
- Video Series: Small Business Office Portal Showcase
- Knowledge Base Articles with Embedded Videos
- Blog: Small Business Success Tips
- Training: DSBS Analysis Report and Guidance
- Solutions: Developed HUBZone Bulk Validator Tool
- Speaker: Dept. of Energy Event (Jul18), Native American Conference (Nov18), PTAC Event (FY19)

#### Federal POC:

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#### Web Site:

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www.HUBZoneChamber.org

#### NAICS:

<b>511210</b>	541512	541910	561990
519130	541519	541990	611420
519190	541611	561110	611430
541430	541612	561410	611699
541490	541613	561422	611710
541511	541618	561920	923110