Draft Journey Map – Department of the Interior (DOI) Small Business Vendor

The purpose of this Journey Map is to inform the Department of the Interior's (DOI) Office of Small and Disadvantaged Business Utilization engagement with small businesses interested in Federal contracting, methods of communication, and products/services. This Journey Map is also intended to be a tool to help small businesses find relevant DOI-specific resources that are tailored to their needs.

	Emerging Small Business	Small Business Subcontractor	Small Business New Entrant	Small Business Prime Contractor	Sustained Federal Small Business
Description	Vendor has never been a subcontractor or prime contract holder on a federal contract but is interested in entering the DOI market.	Vendor is or has been a subcontractor on at least one DOI contract and is interested in expanding their business into the DOI market.	Vendor is a prime contractor on their first DOI contract in five years and is interested in expanding their business into the DOI market.	Vendor has held at least two DOI contracts in the last five years and is interested in expanding their business further into the DOI market.	Vendor has been a prime contractor on more than three DOI contracts spanning more than five years.
Vendor Characteristics	• May have a history of commercial market sales. • Building familiarity with Federal contracting processes and SB Programs. • May have marketing materials, but not DOI specific materials. • Does not currently have any DOI networking relationships.	• Registered in SAM.gov • Familiarity with the DOI Forecast of Contracting Opportunities. • Understands how to identify viable DOI opportunities that are appropriate for the vendor's core capabilities. • Have initiated networking with DOI Bureaus.	• Has some positive and relevant past performance in the Federal marketplace. • Experience using the DOI Forecast of Contracting Opportunities. • Familiarity with Bureau-specific budget and procurement cycles. • May have submitted previous bids but was not successful.	• Familiarity with DOI budget and procurement cycles. • Established business lines connected to DOI spending. • Maintains a record of past performance, maintains a good reputation.	• Has well established DOI networks. • Presence in DOI marketplace for 5+ years. • Leans on relationships and past performance to expand competencies, capabilities, and customer base. • Has more DOI prime contracts then subcontracts including a couple of "larger" program awards and/or multi-award IDIQs or BPAs.
Vendor Interests	Seeking: • understanding of DOI buying needs and demand. • to compete in the DOI market. • the common mechanisms DOI utilizes to purchase goods and services. • key Bureau relationships and networking opportunities.	Seeking: • familiarity with Bureau-specific acquisition cycles. • positive past Federal performance record. • mentors and viable relationships with prime contractors. • subcontracting and prime contracting opportunities.	Seeking: • Information on how their business lines connect to broader Federal spending. • to understand DOI's nuanced purchasing mechanisms. • to grow existing DOI network. • a positive past performance record.	Seeking: • a DOI marketplace share for 3-5 years. • To develop a niche in the DOI market. • set-aside opportunities (especially IDIQs and GWACS). • to understand GSA Schedules.	Seeking: • DOI programs and projects that match capabilities. • Opportunities to leverage teaming and existing contracting vehicles. • portfolio diversification into other Bureaus, Departments • business strategies that support growth out of the small business category.

You can learn more about journey maps by visiting: https://coe.gsa.gov/2019/04/17/cx-update-9.html.

Journey maps are living documents—continually refined and revisited – and we hope you will help us improve our journey map by providing your feedback at: https://forms.office.com/g/fvnSf3n16Y.

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