



Operating and Marketing Your Small Business

November 3, 2005



IEM Corporate Overview

- ~300 scientists, engineers, civilian & military defense experts, former state and county emergency management directors and managers, first responders, software developers and testers, database developers
- Think Tank for DHS, Federal agencies, DoD, state and local governments, industry & international concerns
- 21st year in operation



*IEM Corporate Headquarters in
Baton Rouge, LA*

•Awards and Recognition

- 2005 **Profiles in Progress** Award
- 2004 GOVSEC **Profiles in Innovation** Award
- 2004 **Business Leader** of the Year
- 2003 Louisiana **Technology Leader of the Year**
- 2003 **Lantern Award** (LA Economic Development)
- 2001 DCI **Portal Excellence** Award Finalist
- 2001 Louisiana **Technology Company of the Year**
- 2000 Cogswell **Industrial Security Award**
- 2000 National **Reinventing Government Hammer Award**
- Member, **Defense Science Board for Intelligence on Terrorism**
- Moderator, DTRA **Chemical and Biological Modeling and Simulation Futures** Panel



Markets and Customers

Federal Government



FEMA



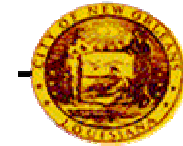
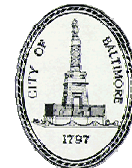
DOD



State



Local



Industry



OXYCHEM



Georgia Gulf



Necessary Foundation for Success

- **Passion**
- **Vision**
- **Quality**



Keys to Succeeding



- **Get involved and be visible**
 - Join local industry groups
 - Form your own groups
- **Focus on the customer not your product or service**
 - What do your customers really need?
- **Seek feedback on your work**
 - Internal feedback
 - Customer feedback



Growing Your Business

- **Take advantage of small business opportunities**

- 8(a) set-asides
- General Services Administration (GSA) contracts

- **Develop a bidding strategy**



Growing Your Business

- **Prime whenever possible**
 - Large companies often willing to be subcontractors
- **Subcontract to large companies for large contracts**
 - Provide high-quality, visible service
 - Put your best foot forward with the prime



Marketing to Government & Large Businesses

- **Identify strategic targets**
- **Build relationships**
- **Market benefits not capabilities**
- **Leverage 8(a) status**



Madhu Beriwal

President and CEO

IEM

8555 United Plaza Blvd.,

Suite 100

www.iem.com

Managing Risk in a Complex World

