

# CAPABILITY STATEMENT TEMPLATE & GUIDE

*A Guide for Government & Industry Professionals*

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## Executive Summary

A capability statement is a concise, professional marketing document used across the federal and defense sectors to introduce a company's competencies, differentiators, past performance, and corporate data. It helps government buyers, program managers, primes, and teaming partners quickly determine whether an organization is relevant to their mission needs.

This guide explains the purpose, structure, and essential elements of a strong defense-ready capability statement. It is designed for companies of all sizes, from new entrants to established defense contractors.

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## What a Capability Statement Is

A capability statement is typically a **single-page summary** that reflects your organization's most important qualifications. It is not a brochure, resume, or proposal. It is a quick-reference profile used by:

- Program Managers (PMs)
- Contracting Officers (KOs)
- Small Business Professionals
- Large prime contractors seeking teaming partners
- Industry partners evaluating subcontractors
- Foreign partners within approved export boundaries

## Purpose of a Capability Statement

- Demonstrates your relevance to defense mission requirements
  - Helps government buyers quickly assess technical alignment
  - Supports introductions, meetings, and small business office engagements
  - Improves competitiveness in both prime and subcontracting opportunities
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# Core Components of a Capability Statement

## 1. Core Competencies

Clear, focused summary of your company's primary capabilities. These should reflect mission-aligned strengths rather than broad, generic descriptions.

Examples:

- Systems integration and modernization
- Cybersecurity readiness and compliance services
- Mission training and simulation
- Logistics and sustainment support
- Rapid prototyping and technology development

## 2. Differentiators

These explain **why your organization is uniquely qualified**—not simply what it does.

Effective differentiators are:

- Mission-focused
- Quantifiable when possible
- Difficult for competitors to replicate

Example:

*“Proven ability to reduce aircraft turnaround times by 18% through predictive maintenance analytics.”*

## 3. Past Performance

This is one of the most important sections. It should include:

- Contracts performed
- Customers supported
- Work scope summary
- Mission results (outcomes, efficiencies, readiness impacts)

## 4. Corporate Data

Include essential identifiers used across the government:

- UEI (Unique Entity Identifier)
- CAGE Code
- NAICS Codes
- Socio-economic status (if applicable: SDVOSB, WOSB, HUBZone, 8(a))
- Facility Clearance (if applicable)

## 5. Contact Information

Provide a single, clear point of contact:

- Name, title
  - Email
  - Phone
  - Website
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## Writing Strong Differentiators

Use a simple three-step structure:

**Feature → Benefit → Mission Impact**

Example:

*“Cloud-based decision analytics → shortens reporting cycles → improves command-level situational awareness.”*

This format helps the DoD quickly understand **why your product or service matters**.

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## Capability Statement Checklist

Use the following checklist to finalize your document:

- One page maximum
  - Times New Roman or similar professional font
  - Clear, concise core competencies
  - Strong differentiators
  - Relevant past performance with outcomes
  - UEI, CAGE, NAICS listed
  - Single point of contact included
  - Visually clean and easy to scan
  - No jargon, filler, or long paragraphs
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# Appendix A — Acronyms & References

## Acronyms

- UEI – Unique Entity Identifier
- CAGE – Commercial and Government Entity Code
- NAICS – North American Industry Classification System
- PM – Program Manager
- KO – Contracting Officer

## References

- SBA Federal Contracting Guide – <https://sba.gov>
- SAM.gov Registration – <https://sam.gov>
- DoD Office of Small Business Programs – <https://business.defense.gov>