Vol 30, Edition 11 April 15, 2014 Diversity in Action Publish by SBE certified SBE/DBE/MBE BUSINESS EXCHANGE

SBE NEWS ALERT

Crowdfunding Sites: Top 3 Tips to Get Funding Once and For All

Get Crowdfunding the Wazgo Way

Prepare Your Best Crowdfunding Campaign Ever on Wazgo

01 Build Your Base

"Successful crowd funding campaigns get their first 20% to 30% of funding from friends, family and existing contacts." says Indiegogo CEO Slava Rubin. "Once that goal is hit, we see strangers jump in and fund the rest." Wazgo gets your 20% to 30% ready, plus gives you professional help.





02 Perfect Your Pitch

Practice makes perfect. Your pitch and your perks can make or break your crowdfunding campaign. Poll your people, perfect your pitch, present your prizes, then pass your goal.

03 More Funding, More Fans

Launch your campaign with a bunch of eager followers so you start off with a bang and get more funding. Added bonus: More people know about your business, meaning more profits for you.



Everyday thousands of people raise millions of dollars through crowdfunding and private investors. Are you wondering how you should get in on it? Wazgo is a site that will prime and prepare you for success with crowdfunding and private investors BEFORE you get on a crowdfunding site like Kickstarter or pitch investors.

Image Credit: http://www.wazgo.com/?id=6262

by Marco Carbaio

The internet has fundamentally changed the way we do business on a national and global scale. With over 2 billion internet users and growing, the speed and the way in which we communicate, share ideas, and even invest in businesses have changed forever.

Now anyone with a computer or mobile device and an internet connection can research, review and become an investor in a business with a push of a button. With the growing popularity of crowdfunding sites, it's clear the idea of advertising to the general public through a crowdfunding platform is far more effective at drawing in investors as opposed to finding traditional investors the old fashion way.

To put it bluntly, crowdfunding empowers entrepreneurs.

It offers them the ability to raise capital without giving up equity or accumulating debt. Instead, these rewards-based crowdfunding platforms allow entrepreneurs to raise capital from the public in exchange for tangible products or other relative rewards.

It's simply one of the best ways to cast a huge net for attracting investors to a business. However, with all the hype and popularity buzzing around the internet, many entrepreneurial hopefuls need to be aware that just because launching a crowdfunding campaign is simple doesn't mean it's easy.

There is a big misconception on what it really takes to reach a funding goal and achieve success in crowdfunding. It's not as simple as creating a campaign and clicking the submit button and waiting for an idea to go viral. The set it and forget it attitude is the number one reason why crowdfunding campaigns fail.

Did you know of the roughly 60,000 unsuccessful crowdfunding campaigns launched, about 40,000 failed to reach even 20% of their funding

goal? The good news is you can succeed in crowdfunding, you just need to know how to prepare for it.

Here are three key tips for crowdfunding success:

1) Perfect Your Pitch – An incredible pitch is crucial for crowdfunding and can make or break landing an investor. People have to be sold on you, your idea and your vision before they will ever invest in your business.

For starters, write up your preliminary draft, include pictures and record a video explaining your vision, the offer and why you should get business funding. Let your passion shine through!

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BUSINESS EXCHANGE

SBE OUTREACH SERVICES

With 1.5 million businesses in our database, SBE is California's #1 source for diversity outreach.

Advertisements

Placed in the Small Business Exchange newspaper, SBE Today newsletter, and online at www.sbeinc.com

Faxed and Eblast Solicitations

Targeted mailings sent to businesses per your criteria.

Telemarketing

Telephone follow-up calls that follow a script of 5 questions you create.

Computer Generated Reports

Will fit right into your proposal, along with a list of interested firms to contact.

Contact Info:

703 Market Street, Suite 1000 San Francisco, CA 94103 Email: sbe@sbeinc.com Website: www.sbeinc.com Phone: (415) 778-6250, (800) 800-8534 Fax: (415) 778-6255

Publisher of

Small Business Exchange weekly newspaper

BIDDING OPPORTUNITIES

RGW Construction Inc. is seeking all qualified Disabled Veteran Business Enterprises (DVBE's) for the following project:

Alameda County in Fremont from 0.1 Mile West of Blacow Road to Fremont Blvd.

Caltrans Contract No. 04-4H4904

DVBE Goal: 5%

Engineer Estimate: \$830,000 - 35 Working Days Bids: April 22nd, 2014 @ 2:00pm

Requesting Sub-quotes for (including but not limited to): Construction Area Signs, Traffic Control, Cold Plane, Tack Coat, Signs Roadside, Thermoplastic and Painted Traffic Stripe &Marking, Pavement Marking, Signal and Lighting, Detector, SWPPP, Water Truck, Sweeper, Trucker and Noise Monitoring. Scope of Work: Cold plane AC pavement and place HMA (Type A) at spot locations.

RGW is willing to breakout any portion of work to encourage DVBE participation. Contact us for a specific item list.

Plans and Specs are available to view and copy at our office or online from the Caltrans website www. dot.ca.gov/hq/esc/oe/. Contact Dave Czech 925-606-2400 david.czech@rgwconstruction.com for any questions, including bonding, lines of credit, insurance, scheduling, equipment or material suppliers. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation.

RGW Construction, Inc.

Contractors License A/B 591940

550 Greenville Road • Livermore, CA 94550 • Phone: 925-606-2400 • Fax: 925-961-1925

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Sub-Bids Requested From Qualified DBE Subcontractors & Suppliers

For Construction on State Highway In Orange County In The Cities Of San Clemente and Dana Point From 0.3 Miles South Of Avenida Vista Hermosa Overcrossing To 0.5 Miles South Of Camino Las Ramblas Undercrossing

Location: 12-0ra-5-3.7/6.2 Contract No.12-0F96C4 Bid Date: 04-17-2014 @ 2:00 PM

We have information about the plans, specifications, and requirements in our office located at 14425 Joanbridge Street, Baldwin Park, CA. Please call to arrange an appointment, our office hours are 8:00 am to 4:30 pm. Copying services are available.

Chumo Construction, Inc.

14425 Joanbridge Street • Baldwin Park, ČA 91706 Phone: (626) 960-9502 • Fax: (626) 960-3887 Contact: George Chumo

100% Performance and Payment Bonds with a surety company subject to approval of Chumo Construction Company, Inc. are required of subcontractors for this project. Chumo Construction will pay bond premium up to 1.5%. Subcontractors will be required to abide by terms and conditions of the AGC Master Labor Agreements and to execute an agreement utilizing the latest AGC Standard Long Form Subcontract incorporating prime contract terms and conditions, including payment provisions. Chumo Construction's listing of a Subcontractor is not to be construed as an acceptance of all of the Subcontractor's conditions or exceptions included with the Subcontractor's price quote. Chumo Construction requires that Subcontractors and Suppliers price quotes be provided at a reasonable time prior to the bid deadline to enable a complete evaluation. For assistance with bonding, insurance or lines of credit contact George Chumo at (626) 960-9502.

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Bid Requests from Certified SBE Subcontractors and Suppliers for SHORING only.

HUNTER'S POINT SHIPYARD PHASE I, BLOCK 49

This is a SFRA project with construction workforce and prevailing wage requirements.

Hunter's Point Shipyard 350 Friedell Street San Francisco, CA 94124 Bid Date: 4/21/14 @ 2 PM

Voluntary Pre-bid Meeting on 4/3/14 at 10 AM at Construction Assistance Program Trailer located at 690 Hudson Ave., Trailer "B", San Francisco, CA 94124.

CAHILL CONTRACTORS, INC.

Contact: Julie Park estimating@cahill-sf.com, (415) 986-0600.

WE ARE REQUESTING QUOTATIONS
FROM ALL QUALIFIED
MBE/DBE/WBE/DVBE
SUBCONTRACTORS AND MATERIAL

SUPPLIERS FOR THE FOLLOWING PROJECT:

McAteer Campus, Miscellaneous Projects SFUSD Project No. 11522 Bid Due prior to 2:00 p.m. on April 22, 2014

Above project is a modernization and reconstruction including but not limited to electrical, interior painting, carpet, hardboard stage flooring, metal support systems, gypsum, cabinetry, concrete and concrete reinforcement, trenching and compacting, subgrade preparation, sanitary sewage systems, paving and surfacing, pavement markings, HazMat, structural steel, firestopping, doors and hardware, stage rigging, audio visual systems and stage curtains.

Bids shall be made in accordance with PLA and the prevailing wages for the work in San Francisco County.

(The Specifications and Plans will be available in our office 8:30AM – 5PM or at ARC Northern California – Bid Services – 945 Bryant Street, San Francisco, CA 94103. Contact Priyantha De Pinto: 415-537-2235 Fax: 415-348-0684, email: sf@e-arc.com).

Transworld Construction Inc.

1178 Folsom Street • San Francisco, CA 94103 Phone: (415) 626-5500 • FAX: (415) 863-3578 Contact: Paul Hess at ext. 112

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

Bid Requests from Certified
SBE Subcontractors and Suppliers for
Structural and Miscellaneous Metals
(including design-build and design -assist
scope), Fire Protection (design build),
Solar Thermal Water Heating System
(design build)

HUNTERS VIEW PHASE 2 - BLOCKS 7 & 11 EARLY BID

This is a SFRA project with construction workforce and prevailing wage requirements.

Hunters View Phase 2 - Block 7 & 11 Middle Point Road (Intersection - West Point Road) San Francisco, CA 94124 Bid Date: 5/8/14 @ 2 PM

Voluntary Pre-bid Meeting on 4/23/14 at 10 AM at Jobsite Trailer located at Middle Point Rd. & West Point Rd. in San Francisco, CA 94124.

CAHILL CONTRACTORS, INC.

Contact: Julie Park estimating@cahill-sf.com, (415) 986-0600



BIDDING OPPORTUNITIES

Pacific States Environmental Contractors, Inc. is soliciting for all SBE for the following project:

Abatement, Demolition, Raw, and Soil Remediation Project No. 56D40058

LOCATION: SOUTH REGION HIGH SCHOOL #8, 5800 King Ave, Maywood, CA 90270

Owner: LOS ANGELES UNIFIED
SCHOOL DISTRICT
333 SOUTH BEAUDRY AVENUE, 19th FLOOR,
LOS ANGELES, CA 90017
BID DATE: April 21, 2014 TIME: 10:00 A.M.

We hereby encourage responsible participation of all Small Business Enterprises and solicit their subcontractor or material quotation for the following types of work including but not limited to:

SURVEY, DEMOLITION, LEAD ASBESTOS, HAZ MATERIALS ABATEMENT

100% Performance and Payment Bonds may be required for full amounts of the subcontract price. Surety Company will have to be approved by Pacific States Environmental Contractors, Inc. Pacific States Environmental Contractors, Inc. will pay bond premium up to 2%. Subcontractors must possess current insurance and worker's compensation coverage meeting Pacific States Environmental Contractors, Inc.'s requirements. Please call if you need assistance in obtaining bonding, insurance, equipment, materials and/or supplies. Plans and specifications are available for review at our Dublin office and the LAUSD.

Pacific States Environmental Contractors, Inc. CAL LIC. NO. 723241

11555 Dublin Boulevard • Dublin, CA 94568-2909 Phone: (925) 803-4333 • FAX: (925) 803-4334

ESTIMATOR: Pete Timmerman EMAIL — ptimmerman@pacificstates.net

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Project Name: Mission Bay Block 7E Location: San Francisco, California <u>Bid Date: May 7, 2014 @2:00 PM</u> Pre-Bid Conference: April 22, 2014 @ 10am Location: 180 Hubbell Street, San Francisco

Nibbi Brothers has been selected as the General Contractor for the Mission Bay Block 7E housing project in San Francisco, CA. We are in receipt of the 100% Design Development Documents and are currently requesting bids from qualified subcontractors including those certified with the Successor Agency to SFRA for the following early trades: Piles, Elevators and Design-Build Fire Sprinklers. The project consists of a new four story type V-A wood-frame building over one story type I concrete ground floor on grade. The project is a total of 94,561s.f. and will accommodate up to 80 families in 8 clusters of 10 guest suites with shared living, dinning and supportive services. The Successor Agency to SFRA participation goal has been established for this project at 50% SBE/LBE goal with first consideration for San Francisco-based MBEs, WBEs and SBEs.

To obtain bid and contract documents please email Kristin Medwick at kristinm@nibbi.com.

FAX OR EMAIL PROPOSALS TO: NIBBI BROTHERS GENERAL CONTRAC-TORS

Fax: 415-241-2951 / Email: bids@nibbi.com.

For information regarding this project please contact Logan Daniels, Project Manager via email logand@nibbi.com.

Shimmick Construction Company, Inc. LBE Subcontractor/Supplier Bids Requested For:

Bayview Gateway and Tulare Park Project City and County of San Francisco Contract No. 2758 Bid Date: April 30, 2014 at 1:30PM Fax all quotes to 510-777-5099

Requesting certified LBE Subcontractor and Supplier Quotes on Structural Steel Contractors, Reinforcing Steel Contractors, Landscape Contractors, Earthwork & Paving, Painting/Waterproofing Contractor, Marine Construction, Concrete Contractor (Flatwork), Steel & Steel Products, Concrete Supplier and Manufacturer, Traffic Safety & Traffic Control Devices, Electrical Equipment and Supplies, Lighting Supplies, Lumber EQ & Supplies

For copies of Bid Documents, and information regarding submittal of Bids and other required bidding and contract documents, contact Tim Leung at: Port of San Francisco, City and County of San Francisco ATTN: Tim Leung, Pier 1, The Embarcadero, San Francisco, California 94111 or telephone: 415-274-0400. Contract documents are also available for viewing by appointment only at Shimmick Construction's Office: 8201 Edgewater Drive, Suite 202, Oakland, CA 94621.

Subcontractors and Suppliers interested in this project may contact Cu Mai by phone at (510) 777-5005.

100% Performance and Payment bonds with a surety company subject to approval of Shimmick Construction Company, Inc. are required of subcontractors for this project. Shimmick Construction will pay bond premium up to 1.5%. Subcontractors will be required to abide by terms and conditions of the AGC Master Labor Agreements and to execute an agreement utilizing the latest SCCI Long Form Standard Subcontract incorporating prime contract terms and conditions, including payment provisions. Shimmick Construction's listing of a Subcontractor is not to be construed as an acceptance of all of the Subcontractor's conditions or exceptions included with the Subcontractor's price quote. Shimmick Construction requires that Subcontractors and Suppliers price quotes be provided at a reasonable time prior to the bid deadline to enable a complete evaluation. For assistance with **bonding, insurance or lines of credit contact Scott Fairgrieve at (510) 777-5000.**

Shimmick Construction Company Inc.

8201 Edgewater Drive, Suite 202 • Oakland, CA 94621 Phone (510) 777-5000 • Fax (510) 777-5099

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Visit SBE Website www.sbeinc.com



Crowdfunding Sites

Continued from page 1

Send your pitch to family and friends so you can get feedback and make any necessary changes. Once you perfected the pitch, start locating initial backers before launching your campaign.

Remember, you don't have to swim with the sharks; in crowfunding, you get to swim with the goldfish.

2) Test Your Rewards – Every successful campaign started with a dedicated following. The obvious rewards would be to provide backers with a digital copy, physical product, souvenirs, combined rewards, etc. depending on your business idea.

Start by testing your reward ideas with your personal network, make necessary adjustments and perfect your rewards package so it is unique, eye-catching and memorable.

3) Get Pre-Pledges – Pre-pledges are commitments from those people who fully support your business idea and will be there to invest on day one when you launch your campaign. Since the majority of crowdfunding sites provide a 30-90 day time frame for each campaign, it's vital to launch with momentum.

Did you know the most successful crowdfunding campaigns had their campaigns go live only after they had 20-30% of their business funding secured by initial backers? Let's face it; nobody wants to be the first person to fund money into a newcomer's campaign.

Once you perfect the pitch, test your rewards, get pre-pledges and choose a reputable crowdfunding platform, you will need to establish a marketing strategy to reach your target audience so you can advance the momentum of your campaign once you go live.

Crowdfunding sites are a strong stepping-stone for acquiring investors for a business. While for some it can be a viable option, entrepreneurs do need to conduct their due diligence to decide if this business funding option is best for them.

Source: U.S. SBA

Public Legal Notices

UNIVERSITY OF CALIFORNIA SAN FRANCISCO

ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, San Francisco, sealed bids for a lump sum contract are invited for the following Work:

GENENTECH HALL PENTHOUSE
FILTER BANK REPLACEMENT
Project No.: M3647 / Contract No.: SL0271
UNIVERSITY OF CALIFORNIA,
SAN FRANCISCO

DESCRIPTION OF WORK:

Remove existing filters behind exterior louvers at the penthouse level and install new filter banks. Thoroughly clean existing louver condensate drain pan and unclog existing drain holes and clean corroded louver support steel members and paint with two coats of galvanized paint. Remove badly corroded portion of louver support steel member and replace with new and mechanically attach with remaining steel members. Replace all corroded louver attachment clips to concrete curb and thoroughly clean existing louver drain pans.

BIDDER QUALIFICATIONS: To be eligible for consideration of award, bidders must have the minimum experience set forth in the Supplementary Instructions To Bidders. Bidders must submit qualification documents as via the online Supplier Registration and Sourcing (SRS) system with the Bid Form.

PROCEDURES:

Bidding Documents will be available beginning April 9, 2014 at 10AM by requesting via e-mail to RFx@ucsf. edu with the following information: Company name, address, phone and fax nos. Please reference Project No. M3647 in the subject line. You will be sent an email with a link to register with the UC Supplier Registration and Sourcing (SRS) system in order to obtain the bidding document.

Bidders must attend a <u>mandatory</u> pre-bid conference at <u>10:00 AM, April 16, 2014</u>. For details, see http://www.cpfm.ucsf.edu/contracts/index.htm

(Use the same website above to view complete Advertisement for Bids - Project Bidding Information).

Sealed bids must be received on or before 3:00 PM, April 25, 2014 using the UC SRS system accessible through https://suppliers.sciquest.com/UCOP/. Bids will be opened at 3:05 PM at Minnesota St. Finance

Service Center, University of California, Can Francisco, 654 Minnesota Street, 2nd Floor, San Francisco, CA 94107. Phone: (415) 476-5343.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy. The successful Bidder and its subcontractors will be required to follow the nondiscrimination requirements set forth in the Bidding Documents and to pay prevailing wage at the location of the work.

The successful Bidder will be required to have the following California current and active contractor's license at the time of submission of the Bid:

LICENSE CLASSIFICATION: General Building Contractors

LICENSE CODE: B

ESTIMATED CONSTRUCTION COST: \$350,000

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA University of California, San Francisco April, 2014

GOLDEN GATE BRIDGE HIGHWAY & TRANSPORTATION DISTRICT

NOTICE INVITING SEALED BIDS

The Golden Gate Bridge, Highway and Transportation District (District) seeks bids for Contract No. 2014-BT-11, San Rafael Transit Center Security Improvements. Interested Bidders must submit sealed bids to the Office of the Secretary of the District on Tuesday, May 20, 2014, by 2:00 p.m., PT, at which time bids will be publicly opened and read.

This public works Project consists of, in general, installation of new video camera mounts, realtime monitor display cabinet mounts and steel support frame; installation of electrical and data conduits, electrical wiring, data cabling, electrical pull boxes, and equipment boxes at the existing C. Paul Bettini San Rafael Transit Center (SRTC) facility located in San Rafael, CA. The work includes relocation of existing free standing transit signs; fabrication and installation of beam mount and column mount camera attachments, steel support frame and mounts for realtime monitor display cabinets, furnish and install electrical and data conduits, electrical wiring and data cabling, electrical pull boxes, and equipments boxes, removal and reinstallation of portions or bird control netting; removal and relocation of an existing bronze memorial plaque; health and safety compliance; and all other work items as required to complete the Project titled San Rafael Transit Center Security Improvements, as shown on the Contract Plans and as specified in the Contract Documents.

Night time work will be required in order to avoid impacting ongoing bus operations at the SRTC.

A non-mandatory pre-bid conference and job site tour will be held at the San Rafael District Conference Room, Administration Building, 1011 Andersen Drive, San Rafael, CA on Tuesday, May 6, 2014, at 10:00 a.m., PT.

This is a Public Works contract. Bidders bidding as the prime contractor shall possess a valid State of California Class A General Engineering Contractor's License or a State of California Class B General Building Contractor's License. All subcontractors, if any, shall be properly licensed by the State of

California to perform specialized trades.

The District hereby notifies all Bidders that it is the policy of the District to ensure nondiscrimination on the basis of race, color, national origin, or sex in the award and administration of contracts. Bidders are strongly encouraged to obtain Disadvantaged Business Enterprise (DBE) participation on this project, although there is no contract-specific DBE goal. Bidders are encouraged to attend the pre-bid conference to better understand the applicable DBE requirements. For DBE assistance, contact Artemise Davenport, DBE Program Analyst, at (415) 257-4581.

This Contract is subject to financial assistance from the U.S. Department of Transportation. Bidders will be required to certify that they have not been suspended or debarred from participation in federally funded contracts. Bidders must also disclose lobbying activities. Full compliance with all applicable Safety and Health Standards, DBE requirements, Equal Employment Opportunity, and Americans with Disabilities Act laws and regulations will be required of the successful Bidder.

Due to the financial assistance from the U.S. Department of Transportation, this Contract is also subject to Buy America compliance. Bidders will be required to submit an executed Buy America Certificate (Attachment N to the Proposal). With regard to meeting the Buy America requirements, Bidders' attention is directed to the FTA's Dear Colleague letter dated February, 17, 2011, located at http://www.fta.dot.gov/12358_12450. html. In light of the FTA's advice contained therein, with regard to the granting of Buy America waivers, the District will not award a contract to a Bidder that does not certify compliance with the Buy America requirements on the "Buy America Certificate" included as Attachment N in the Proposal.

District reserves the right to reject any and all bids or to waive any irregularities or informalities in any bid or in the bidding procedure. No Bidder may withdraw its bid for a period of ninety (90) days after the date of opening bids.

The successful Bidder shall furnish a performance bond and a payment bond in amounts equal to one hundred percent (100%) of the total price of the Contract. Pur-

suant to Public Contract Code Section 22300, the successful Bidder may submit certain securities in lieu of the District withholding funds from progress payments (retention) during the Project.

In accordance with Section 1720 et seq. of the Labor Code, the general prevailing wage rates as established by the Director of the California Department of Industrial Relations will apply to this Contract. The prevailing wage rates established by the California Department of Industrial Relations can be viewed at the District's Engineering Office, and are available at http://www.dir.ca.gov/DLSR/PWD.

Minimum wage rates for this Project, as determined by the U.S. Secretary of Labor, are set forth in the Special Provisions, Section 10A. If there is a difference between the minimum wage rates determined by the Secretary of Labor and the prevailing wage rates determined by the State for similar classifications of labor, Contractor and its subcontractors shall pay no less than the higher wage rate.

To inspect and obtain Contract Documents, go to the District's web site home page at http://www.goldengate. org, click on Contract Opportunities, scroll down to Bus Transit Division and look for Contract No. 2014-BT-11. Contract Documents are also available from the Office of the Secretary of the District, Administration Building, Golden Gate Bridge Toll Plaza, San Francisco, CA, 94129 by e-mail at districtsecretary@goldengate.org, by telephone at (415) 923-2223, or by facsimile at (415) 923-2013. There is a non-refundable purchase price of fifty dollars (\$50) for hard copies of the Contract Documents. Full sized Contract Plans, not available for download, will be available for purchase upon request for an additional fifty dollars (\$50).

/s/ Amorette M. Ko-Wong, Secretary of the District Dated: April 17, 2014 4/17, 4/24/14 CNS-2610710# SMALL BUSINESS EXCHANGE