

Predictive Sourcing: Finding the Gap in the Market

Most people use the **DSBS search** to look for companies. But savvy analysts use it to look for *holes* in the market. By analysing the density of vendors in specific NAICS codes and geographic areas, you can identify "supply deserts"—areas where the government has a demand but there are very few qualified suppliers. This is "Blue Ocean" strategy applied to government contracting. If you can position your company in a supply desert, you face little to no competition.

Contracting officers are frustrated when they put out a "Sources Sought" notice and get zero responses. It forces them to bundle the contract or go to a large business. If you can identify these frustration points—where the government *wants* to buy small but *can't*—you can step in and win sole-source awards simply by showing up.

Analysing Vendor Density by Geography

Go to DSBS and search for a specific NAICS code (e.g., "561730 - Landscaping") in a specific state (e.g., "North Dakota"). You might find there are only three registered small businesses in the whole state.

Now, cross-reference that with the number of federal facilities in North Dakota (Air Force Bases, Border Patrol stations). If there are 20 facilities and only 3 vendors, you have found a supply desert. Registering your business to serve that area—even if you have to partner with a local crew—makes you an instant contender.

Socio-Economic Gaps

Agencies have specific goals for HUBZone and SDVOSB (Service-Disabled Veteran-Owned) spending. Search for a NAICS code and filter by "HUBZone."

You might find that in the "Cybersecurity" sector, there are thousands of vendors, but only a handful are HUBZone certified. This is a massive leverage point. If you can obtain that certification, you move from a pool of 10,000 competitors to a pool of 50. The government is desperate to find you because they are failing their HUBZone goals.

The "Keywords" Void

Search for emerging technology terms like "Quantum Computing" or "Zero Trust Architecture." You will likely find very few small businesses with these keywords in their profiles.

If you are a tech firm, this tells you exactly how to position yourself. Be the first to claim these keywords. When a CO gets a new requirement for "Zero Trust" and searches the database, you want to be the only result that pops up. Being the "only game in town" is the best marketing strategy there is.

Checking the "Bonding" Filter

Search for construction firms in your area but filter for "Bonding Capacity > \$10 Million." You will see the list shrink dramatically.

This tells you where the ceiling is for your competitors. If you can secure a higher bonding capacity, you enter a rarefied air where competition drops off. Use the database to find the "capacity gap" where the projects are too big for the small guys but too small for the giants. That is the profit zone.

Conclusion

The DSBS is a map of the market's supply chain. By looking for the white space—the areas with no pins—you can direct your business strategy toward the path of least resistance and highest demand.

Call to Action

Use data to find your niche and dominate the market.

Visit: <https://www.federalcontractingcenter.com/dsbs/>