

Welcome to CONNEX Marketplace! Thank you for setting up an account in this powerful tool that connects regional and national supply chains, and empowers manufacturers to identify new business opportunities.

To get the most out of CONNEX Marketplace, it is essential that you fully complete your company profile and capability statement. When a buyer searches for a supplier to meet their needs, the CONNEX algorithm filters through 140,000+ company profiles and ranks them according to how closely the company's capabilities match the buyer's needs. Those with a strong match will appear at the top of the search results and get notified of buyers' needs first. Therefore, the number of new business opportunity notifications you receive, and where your company ranks in search results, is directly related to how complete your profile is. Even if your company offers the exact services that buyer is looking for, unless your profile is complete, they may not find you.

This welcome packet will guide you through the CONNEX company profile setup process. (You are able to set up your profile as soon as your account is approved and activated.) Because it's best to complete your profile in one session, the following pages contain information and documentation that you will want to have ready before you start, including a sample capability statement that you can create and upload during the set-up process. After gathering your information, you can build out your profile by logging into the CONNEX app and selecting "Edit Profile" within the "My Organization" page.

As you read through this guide, if there is information you don't yet have, we recommend that you still go ahead and upload as much of your capability information and documentation as you currently have so that your profile can start to be viewed by others. You can go back and enter additional information when you have it.

If you have any questions or need assistance, please reach out to us at [support@connexmarketplace.com](mailto:support@connexmarketplace.com) or visit the tutorial guide at <https://connexmarketplace.com/tutorials/>.

# Gather Your Profile Information

Now that your account is approved and you're logged in, you are ready to complete your profile.

Below is a checklist of information to gather before you begin. This will allow you to complete your profile in one session.



## GENERAL COMPANY INFORMATION

- Company bio/description: this is the first thing others see about you and should be a concise overview of your company, what it does and a brief statement of your capabilities. Include one or two paragraphs, and be as specific as possible. Differentiators are very important in order to stand out and entice the viewer to click and open your full profile.
- Company social media links.
- Logo (JPG or PNG format; 1 MB or less in size).
- Header image: this image will be displayed across the the top of your profile page. It is not mandatory to use a header image but it can help grab the buyer's attention and make you stand out. The recommended size for this banner is 1600px x 700px (JPG or PNG format; 15 MB or less in size).



## SIC & NAICS CODES

- Gather all applicable SIC and NAICS codes ([www.naics.com/search](http://www.naics.com/search)). Your NAICS codes should match those from your Dun and Bradstreet data. You can view your D&B data here: [www.dnb.com/duns-number/lookup.html](http://www.dnb.com/duns-number/lookup.html).



## PRODUCTS YOU OFFER

- Product names.
- Product descriptions (optional).
- UPCs (optional).
- Product attachments (PNG, JPG or PDF format; 5 MB or less per attachment).



## SERVICES YOU OFFER

- Service names.
- Service descriptions (optional).
- Service attachments (PNG, JPG or PDF format; 5 MB or less per attachment).



## YOUR CAPABILITIES

- Capability statement: upload your existing capability statement(s) or create one using the sample at the end of this packet as a guide. We highly recommend that you upload a PDF with selectable text. This will ensure that the actual text within your capability statement will be indexed within the CONNEX algorithms and help buyers find you based on that text. A PNG, JPG or other uploaded image of a capability statement will not be indexed and therefore will not help your search rankings.
- Manufacturing processes: gather a descriptive list of all your processes. Examples of processes include casting, joining, machining, grinding, honing, shearing, etc. You will be asked to click the boxes of all relevant processes along with manually entering any other processes not on the list.
- Materials: gather a list of all manufacturing materials that your company uses, produces, and/or distributes. Examples of materials include bronze, additives, honeycomb, carbon fiber, etc.



## YOUR CAPABILITIES (CONT.)

- Equipment: gather a descriptive list of all your equipment. Examples of equipment include clean rooms, autoclaves, dryers, freezers, compressors, etc. You will be asked to check the boxes of all relevant equipment, along with entering any other equipment (including description, brand and model) not on the list. (Optional equipment characteristics and specifications may also be added if desired.)
- Certifications: gather a list of your company certifications. Examples of certifications include ISO, AS9100, NADCAP, HAACP, FDA, PMA, etc. Include the effective date and expiration date of each, along with PDFs or images of the actual certifications.



## PHOTO/VIDEO GALLERY

- Gather any additional photos or videos that will help convince buyers of your unique products, capabilities, processes, machines, etc.
- Images can be PNG or JPG format, 1 MB or less per image.
- For videos, input links to your company's videos hosted on YouTube, Vimeo or similar sites. You will have the ability to paste the video URLs into this section.



## COMPANY CONTACTS

- Gather a list of all contacts that you want to add to the contact section of your profile. These names will be displayed to any buyer that wants to contact you for more information. Include the contact's name, title, email and phone number.

# SAMPLE CAPABILITY STATEMENT

[Click Here to Download Blank Form That You Can Edit](#)

Company  
Logo

# COMPANY NAME

<b>CONTACT</b>	<b>BUSINESS SUMMARY</b>
Primary Contact Name Primary Contact Title Primary Contact Number Name@CompanyName.com www.YourCompanyURL.com	Think of this page as a resume for your business. Use this Business Summary area to provide a brief explanation of your company's key focus or offerings. You may include a brief history as well as accreditations or awards.
<b>ADDRESS</b>	<b>KEY COMPETENCIES</b>
Your Company Name Your Street Address Your City, State, Zip	<ul style="list-style-type: none"><li>• List competencies in a bullet format, or in a brief paragraph.</li><li>• List or describe your company's specialized areas of expertise.</li><li>• Include any unique areas of focus or special markets you work in.</li><li>• Include unique techniques and approaches used to perform work, such as any state-of-the-art equipment or capabilities that are part of your business.</li></ul>
<b>IDENTIFICATION</b>	<b>FACILITIES &amp; EQUIPMENT</b>
<ul style="list-style-type: none"><li>• Primary NAICS Code: 9999999</li><li>• Secondary NAICS Code: 9999999</li><li>• DUNS Number: 99999</li><li>• Cage Code: 9999999</li></ul>	<ul style="list-style-type: none"><li>• List all of your company's locations and facilities.</li><li>• List geographical coverage: do you serve the US? International clients?</li><li>• List equipment and special accompanying certifications such as 5-Axis CNC Lathe, laser welding equipment, or having a CWI on staff.</li></ul>
<b>CERTIFICATIONS</b>	<b>EXPERTISE</b>
<ul style="list-style-type: none"><li>• List any certifications you have in this box, such as ISO, ITAR Registration, FDA, GMP, ASME, etc.</li><li>• List any SBA Designations such as Women Owned, Veteran Owned, etc.</li></ul>	Include a brief summary of your expertise, as well as that of your key personnel/staff, highlighting their education and technical experience as it relates to your business.
<b>CUSTOMERS</b>	<b>UNIQUE CAPABILITIES OR RESOURCES</b>
<ul style="list-style-type: none"><li>• List any notable customers (such as Fortune 500 companies) in this section.</li><li>• You may also provide positive customer reviews/testimonials here.</li></ul>	Briefly describe any unique capabilities you offer that can differentiate you from others.