



# Proposal Preparation Support

Extend Your Staff

Augment Your Capability

Increase Your Proposal Development Efficiency

Increase Your Win Rate



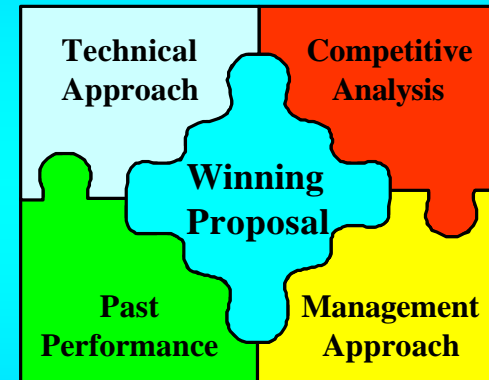
# Overview

- We Can Assist Your Current Proposal Development Capability
  - Writing/Authoring/Researching
  - Proposal Reviews (e.g., Pink/Red Team)
  - Reviewing Your Proposal Process
  - Provide Proposal Development Support Tools
- We Can Augment Your Current Capability
- We Can Outsource the Entire Proposal
  - Providing Snapshots at Key Review Milestones
- We can Handle Your Short Turnaround and “Must Win” Opportunities & Meet Surge Needs



# Proposal Preparation Support

- Competitive Analysis
- Proposal Management
- Technical Approach
- Management Approach
- Past Performance
- Resume's
- Cost



# Competitive Analysis

- Bid Qualification
- Strategic Win Approach
  - Low Cost
  - Highest Capability/Best Technical
  - Best Value (With BOE Justification)
- Teaming Partners
  - Strategic Team Members
  - Niche SD/SDB/8a Teaming Partners



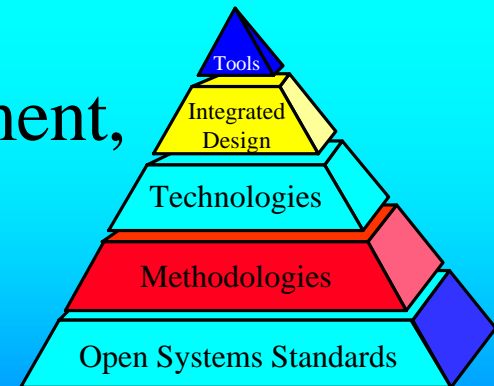
# Proposal Management

- Ensure FULL Compliance
- Develop Themes, Discriminators, Ghosts, Mitigating Our Team Ghosts
- Schedule Development
- Capture Management Coordination
- Production & Delivery Support



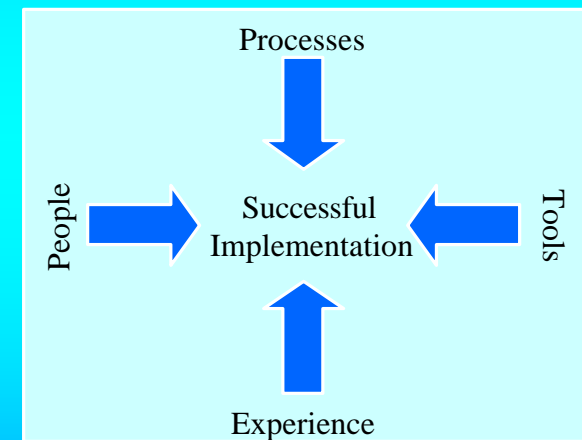
# Technical Approach

- Customized Solutions Tailored to the Customers Standards, Needs, and Priorities
  - IEEE 12207, J-STD-016, MIL-STD-498, DoD STD 2167A
  - SEI CMM for Software Development, Acquisition, Integration
  - DII-COE
  - Lifecycle Process Model
  - COTS Solutions (ERP, CRM, Legacy Integration)



# Management Approach

- Program Management Office and Related PMO Support Organization
- Supporting Elements
  - QA, CM, PET, etc.
- Automated Tools
  - MS-Project, JAMIS, etc.
- Service Level Agreements (SLAs)
- Performance Based Contracting
- Metrics Definition & Measurement
- Bringing the People, Process, and Tools Together



# Past Performance

- Selection of Appropriate References
- Tailored Write-Ups to Match RFP Requirements
- Submitted to PM for Review/Comment
- Awards/Discriminators (Things Done Right)
- Lessons Learned (Things Not Done Right)





# Resumes

- Labor Category Conformance
  - Matching RFP Labor Categories to Company Labor Categories
  - Matching Based on Degree, Years of Experience, and Type of Experience
- Resume' Writing
  - Full Compliance with RFP
  - Formatted for Easy Evaluation



# Cost

- Very Sensitive Information
  - Dedicated Cost Personnel Per Company. Never Will We Have the Same Cost Support Person Supporting 2 Companies at the Same Time.
  - Cost Win Strategy
  - Build-Up Support
  - Supporting Basis of Estimate



# Supplemental Support

- Bidders Conference Support
- Questions and Answers
  - Which Questions to Ask
  - Which Questions NOT to Ask
- Orals Preparation & Coaching
- Infrastructure Support (Repository)
- Editing, Publishing, & Production



# Infrastructure Support (Repository)

- Web Based Repository
  - Microsoft SharePoint Portal
  - Database of Past Performance POC Data
- Searchable Repository
  - Keyword Search for Specific Capability
  - Structured File System for Proposals
  - Structured Components (CM Plan, etc.)
- Proposal Management Tools
  - Who is Working on Which Proposals



# Types Of Support

- Staff Extension
  - Integrated with Proposal Team
  - Working as a Proposal Writer/Reviewer
  - Section/Volume Leader
- Outsourced
  - Complete End-To-End Proposal Development
  - Support Your Pink/Red Team Reviews



# Results

- Organizations that we have Supported Have Achieved a Sustained Win Rate of 80%+ (dollars bid/dollars won) Over Five Years
- 99%+ Proposals Were Found To Be Fully Compliant
- We Can Help You With Your Proposal Process and Proposal Development Tools



# Proposal Clients

- Australian Government
- Bureau of Alcohol Tobacco and Firearms (BATF)
- Bureau of Land Management (BLM)
- Census Bureau
- Department of Commerce
- Department of Defense
  - Air Force
  - Army
  - Navy
  - Marines
  - DISA
  - DFAS
- Department of Energy
- Department of Education
- Department of Justice
- Department of State
- Department of Transportation
- Department of Treasury
- Federal Bureau of Investigation (FBI)
- FEDCAC
- Federal Aviation Administration (FAA)
- Federal Deposit Insurance Corp. (FDIC)
- General Services Administration (GSA)
- German Government
- Health & Human Services (HHS)
- Housing and Urban Development (HUD)
- Hungarian Government
- Immigration and Naturalization Service (INS)
- Internal Revenue Service
- National Aeronautics & Space Administration (NASA)
- National Institutes of Health (NIH)
- National Imagery and Mapping Agency (NIMA)
- National Oceanic and Atmospheric Administration (NOAA)
- New Zealand Government
- Nuclear Regulatory Commission (NRC)
- National Security Agency (NSA)
- Peace Corps
- Poland Government
- Small Business Administration (SBA)
- Social Security Administration
- United Kingdom
- United States Coast Guard (USCG)
- United States Postal Service (USPS)
- (... and many more, including numerous commercial)



# Summary

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- We Can Outsource the Entire Proposal
  - Providing Snapshots at Key Pink/Red Team Reviews

