



Incubator90

# Incubator90 Business Growth Active Advisory Service

**90°** the right angle  
for success

How to get your business established?

There is lots of competition. The competitive procurement process is complicated. What do you need to do to make your light shine, and find the right angle of approach to build your business? You need to join Incubator90 and let 90Degrees provide you with the right angle for success!

# Incubator90 Active Advisory Service

Providing strategy, advice and guidance for companies that want to enter or expand their business in the federal marketplace. The 90Degrees Incubator program is designed for clients with annual revenue under \$3M. This program is a great way to grow quickly into our Business Integrated Growth (BIG) Service, where you can take advantage of our full range of services on a fixed fee basis.

Incubator90 is designed to provide you with:

- business development advice
- active opportunity research
- pipeline management process and tools
- opportunity pursuit guidance
- teaming assistance
- and special consideration with all our portfolio companies.

## Getting Started

The government is a big ocean to swim in. If you want to find dry land you need to have a plan. Our first step with each incubator company is to sit down and review what you have accomplished, and what you would like to accomplish, and what your skills/capabilities are likely to allow you to accomplish.

Based on this foundation we conduct market research and work with you to develop a Go-To-Market strategy. This is not just a brief discussion combined with a little dart throwing, it is a serious exercise of determining how to get your business moving in the right direction.

One critical element at this point is an assessment of your marketing capability, and a market communication plan to elevate awareness of your arrival! Oh how much easier the pursuit is when they are actually interested in meeting you.

## Next - Active Opportunity Research

Once there is a plan, we begin the process of actively looking for opportunities. We will show you how you can use publicly available systems to identify pursuits in your target market, and we will have our research department conduct research on your behalf. Every two-weeks we will run reports of opportunities that fit your profile and send them to you for review.



Partner with an experienced creative team that will help your company grow. We will not pull any punches. This is not about telling you what you want to hear, this is about sharing with you what you need to know!

## **The Pipeline**

Now that you have something to chase, you need to be careful to down select to the best opportunities, and be prepared to track/manage your progress so you spend your resources wisely. To do this you need a good pipeline management, bid-no bid process and a robust automated tool to work with.

We provide you with both, the process and the tools to support it. Using our pipeline planner, bid-no bid evaluator, probability-of-win calculator with our cloud based 90Degrees Business Proposal Architect collaboration suite you will have what you need to run a professional campaign.

## **Opportunity Pursuit Guidance**

Processes and tools are great, but there is no substitute for the knowledge gained from experience. To support your pursuits, one of our incubator advisors (an experienced business development executive) will meet with you once or twice a month depending on your activity level; and conference once a week to discuss your pipeline, assist in your bid decisions, provide advice on steps to take in pursuing opportunities, and work with you on teaming arrangements.

## **Teaming Assistance**

Teaming also requires careful planning and research. As a small business, it is easy to be lured by bigger companies into arrangements that are not always in your best interest. This is especially true with subcontracting opportunities, which will be a larger percentage of your activities while you are small. We will provide guidance, and also active research to help you establish who the best teaming partners are.

Often we can take teaming arrangements beyond advice and into reality by connecting you with companies, both big and small, that we have worked with over our 22-year history. In just the last two years we have been engaged by 6 of the 10 largest government contractors, and more than 40 medium and small businesses to support their pursuits.

## **Special Consideration with Portfolio Companies**

Our primary business is not individual pursuits, but the representation of portfolio companies in our Incubator90 and Business Integrated Growth programs. As a result of these activities our GovBizWin business development group is generally working on 100+ captures at all times, and our first consideration for teaming is to look to other companies in our portfolio.



We will look closely with you at all aspects of your marketing and business development activities to place you on the right path to increased revenue.

## Biannual Review

The one thing we can all count on is change, so the best laid plans will never be 'best' for very long. So, as a young, growing enterprise, a planning refresh becomes a necessity in order to stay on track. Twice a year we will meet with you to revisit and refresh your Go-To-Market strategy, measure progress, adjust goals and realign objectives to take advantage of progress and meet changing market conditions.

## Additional Support

If needed and desired, you will be able to access all of our services on a preferred basis with a 10% discount from our standard hourly fees.

*In the end, we look forward to welcoming you into our Business Integrated Growth service (when your revenue's exceed \$3M), where we provide you with a full suite of marketing, business development, pipeline management, capture, win strategy and proposal architecture services for a fixed monthly fee. With creativity and precision we will drive the entire front-end of your business to achieve consistent quality growth.*

We look forward to discussing Incubator90 with you.

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Incubator90 is managed by our GovBizDev Group



# 90Degrees of Design Inc. Group Services

