



Creativistics

- ▶ market research
- ▶ brand messaging
- ▶ collateral materials
- ▶ web presence

GovBizDev

- ▶ go-to-market plans
- ▶ opportunity identification
- ▶ pipeline/capture management
- ▶ win strategies

Proposal Architects

- ▶ proposal design
- ▶ proposal creation
- ▶ orals development
- ▶ orals coaching

GovBizWin Network

- ▶ training
- ▶ networking
- ▶ teaming



**dial in your story, bring clarity to your message,
differentiate from the crowd, and increase your revenue**

CognitiveDesign

Uniquely positioning our clients to win!



What makes you different?

When you can provide a compelling answer to this question, demonstrating you will deliver value beyond that of your competition, you will have an interested buyer.

When you deliver the message with clarity through each medium at your disposal -- from logo to web site to proposal to oral presentation -- you will win more work than your competition.

At 90Degrees we bring creative visualization and cognitive storytelling to every stage of the market development process: from strategy, branding and web presence; to opportunity identification, win strategy and proposal development.

So, what is our discriminator? CognitiveDesign™ - combining creative and cognitive thinking to produce powerful messages.



CREATING VALUE PROPOSITIONS
THAT STAND OUT - SINCE 1992



Each 90Degrees operating group offers sterling services with stellar performance. We are all about you and the growth of your business. Our marketing and business development activities have resulted in more than \$25B in bids that have generated over \$10B of revenue to our customers. Our capture management and proposal development services consistently increase our customer's win rates by 15% or more within two years. Yes -- knowledge and creativity are powerful instruments.

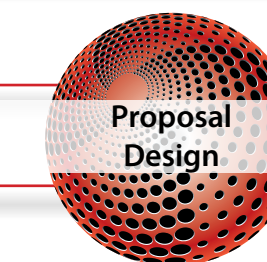
You can hire an operating group for the services you need . . . OR

You can subscribe to our BUSINESS INTEGRATED GROWTH SERVICE (BIGS), which provides access to key support activities from all three groups designed to provide your company with a complete Business Development program for less money than you can hire one internal BD person (that's right - we said one). Imagine -- marketing support, opportunity research, pipeline management, capture facilitation, win strategy planning and proposal design for a fixed monthly fee that is less than the cost of one internal staff member. And, our fee is tied to your revenue, so we have a real incentive to help you grow!

Just starting out with revenue under \$3M, ask about our Incubator90 program and get BD acceleration for launching your federal government practice.

All BIGS and Incubator90 clients also receive full access to the GovBD Architect, a full function collaboration and pipeline management system in the Cloud.

BUSINESS INTEGRATED GROWTH SERVICE



A unique revenue growth service with an incentive based monthly fee starting at less than half the cost of a single internal BD person - and you get all the above services!



MARKET RESEARCH

Our market research identifies where you will have the best opportunity to succeed in selling your product or service, and how you need to reach out to buyers.

BRANDING

We develop a clear, concise and consistent message that will communicate your story to customers in a manner that builds the confidence necessary to create a positive buying decision.

MARKETING

We design and develop your logo, by-line, stationary, web site, brochures, capability statements, presentations and other collateral materials.

Then, we show you how to get your message into the marketplace so the right people hear it.

Remember, a tree falling in the forest does make a sound, but if no one is there to hear it — who cares?

GO-TO-MARKET PLANS

If you want to capture more than your share of business you need to have a game plan. Our market strategists know how to analyze your offerings and develop the right approach for maximum market penetration.

The government is a big place, don't leave your future to chance encounters.

IDENTIFYING OPPORTUNITIES

Once you know the market segments to pursue we can help you to identify and qualify specific opportunities. We also provide the pipeline management techniques and tools that promote healthy, continuous growth.

CAPTURE MANAGEMENT

Having the right opportunities in your pipeline is a starting point, now you need to capture your customer's imagination.

We provide a detailed capture process to develop a strong customer relationship and an unbeatable win strategy.



"Their knowledge of the federal procurement cycle and key players saved us significant time and money."

-- Janet Holloway, Sr. VP
Hughes Systems



"A special thanks to 90Degrees.

The proposal was first class and definitely raised the bar for Carson Associates. A big win!"
-- Diane Reilly, VP
Carson & Associates

PROPOSAL DESIGN

A reader's appreciation of your firm's value is enhanced by how well you present your story. Having the right message, organizing the presentation so it is easy to follow, and making it visually appealing are critical elements separating winners from losers.

Utilizing our Design-iT™ proposal and price-to-win process we blend creative talent and industry knowledge with your expertise to produce winning proposal designs.

PROPOSAL DEVELOPMENT

Detailed team management, strong storytelling, great graphics and document engineering (our own unique process) combine to produce a compelling proposal that is memorable — and wins.

ORALS/DEMO PREPARATION

Orals and demos have become a regular part of acquisition activity, and play a critical role in the decision process. Our support includes content scripting, materials preparation and presentation coaching.

LEARN TOGETHER

The GovBizWin Network is designed to help B2G contractors learn from each other and from industry experts. Hear from top executives from Tier 1 contractors and firms that specialize in supporting the contracting community. Best of all - develop relationships, learn and share with your peers.

BID TOGETHER

Every company has a sector of the Government where they are comfortable and have a presence. Often, the best way to grow is to strike up a strategic relationship where you offer your good will in your sector in return for someone else's good will in theirs. This is best done when you 'really' know your partner. We provide the opportunity and tools to facilitate teaming amongst our members.

WIN TOGETHER

Smart teaming is good strategy; it pays off in new business opportunities and improved probabilities of winning.



GovBizWin is the place for small and mid-market government contractors to meet. Membership is restricted to companies with revenues from \$1M to \$250M. Our focus is exploring opportunities and teaming. Plan to join us for some serious business in a relaxing environment.



90°

the right angle
for success

We have one goal — improve our customer's revenue stream

We believe in what we do — we are devoted to doing it at the highest standards of excellence

Success requires teamwork — we want our relationship with you to be seamless, transparent and fun

Our services are designed to target, position, propose and win competitive business with greater consistency

STAND OUT

BE SEEN

BE KNOWN

BE GOOD

BE SUCCESSFUL

Please visit with us at: www.ninetydegrees.biz

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