

BIG0

BUSINESS INTEGRATED GROWTH SERVICE

A BETTER WAY TO PURSUE BUSINESS WITH THE US FEDERAL GOVERNMENT

brand

promote

pursue

propose

present

90° the right angle
for success

Stand-Out

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In 2001 the federal government contracting budget was \$205B. In 2008 it was \$542B. That would lead you to believe there was a good deal of opportunity during the first decade of the 21st Century, and there was. But where there is demand, supply will quickly follow. The best years for newcomers were from 2002 to 2007 as supply lagged behind demand. Small businesses were founded, got their first contract, and became a part of the marketplace, while already established firms were enjoying significant growth. Part of the story could be seen in a greater average award size during those years.

By 2008 supply was catching up, and the average contract award size was back to where it started in 2001. So, a few good years were enjoyed by many, but not without some intense competition, which by 2008 had returned to the more limited opportunity conditions of the 1990's.

From 2008 until 2013 government budget growth stopped, and with the 2013 budget we have experienced our first significant reduction. But the companies pursuing the business have not gone away - yet. Inevitably, some will. Those that survive, or actually prosper, are going to be the companies who have (or quickly develop) sophisticated marketing and business development programs that place them in the forefront of the larger competitive pool gathering for each procurement opportunity.

90Degrees has always taken a disciplined, research based approach to business development - infused with creativity. During those good years we helped many clients get more than their fair share of the growth. Today, the tools and talent we can bring to bear on your behalf are becoming more important than ever.

At the same time, we appreciate that BD budgets will be under stress as competition increases - we are already seeing the large contractors we support writing more proposals for smaller jobs and looking to stretch their B&P dollars. These circumstances called for some new ideas in supporting our clients - and gave birth to the Business Integrated Growth Service - where you can obtain full scope marketing and pipeline development capability by a team of experienced professionals for less cost than one internal BD position. Read on to see what the program is designed to do, and then we will be happy to sit down and show you the numbers.

This is a good time to find the right angle for your success!

Business Integrated Growth Service = BIGS



Provide market penetration planning, marketing support, opportunity research, opportunity qualification, pipeline management, capture facilitation and win strategy planning. This service will focus on expanding your presence in the public sector marketplace.



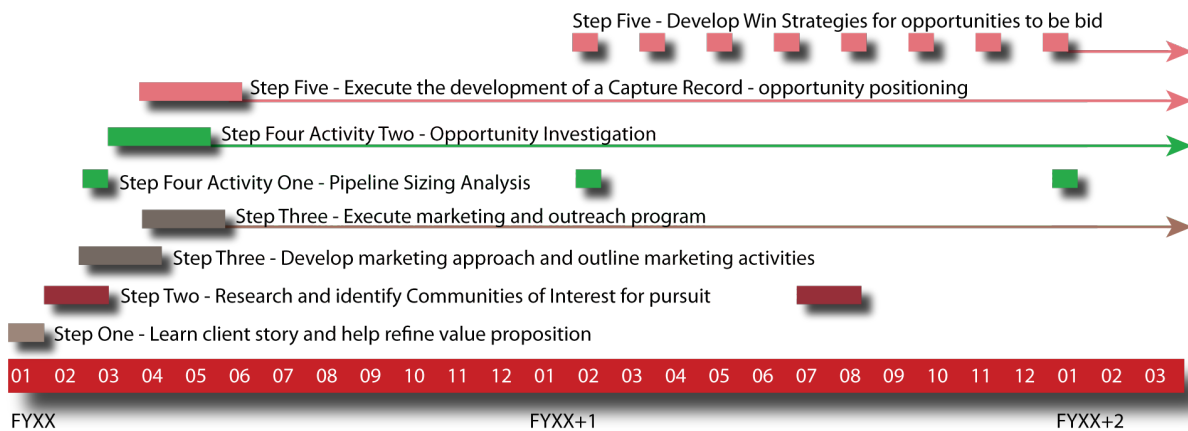
The program is designed to:

1. create a presence in your selected market segments so you stand out, and become interesting to the customer so they want you to compete for their work
2. build a pipeline of business opportunities to grow and diversify your base of business
3. research customer contacts, competition and teaming partners to provide the intelligence needed to be a viable bidder, either prime or sub as appropriate, on deals in the pipeline
4. expand your customer base into new market segments that offer strong potential for future deal flow
5. win critical opportunities – help you evaluate your probability of win and develop win strategies to secure the business



Our involvement in marketing/business development/ capture management/ win strategy development activities involves a five step process. The chart below: Business Development Activities and Timetable provides an overview of this process and the “normal” elapsed calendar time it takes to create a sustainable/ repeatable and successful BD program. The five steps are explained in further detail on the following pages.

Figure 1: Business Development Activities and Timeline



By the third month specific programs are being investigated and developed.

Step Details

The color coded boxes in the left margin link each Step to Figure 1.

Learn

Step One: Understand your story

90Degrees will review current marketing materials, web page, marketing and business plans, and past proposals to understand your core value proposition, discriminators and strengths, and collect supporting proof points regarding capabilities and past performance. To provide further insights, 90Degrees will meet with senior management to be briefed on the company's capabilities and value proposition, and we will work with the company team to enhance the marketing message.

ID the Market

Step Two: Research, validate and prioritize target 'communities of interest' that offer the greatest opportunities for expansion

90Degrees will research budgets, current and future planned procurement activities, and the positioning of potential competitors/teaming partners to define communities whose needs fit with your offering, and gauge market potential. On the basis of this analysis we will mutually agree on target communities and market segments which appear to offer the greatest potential for growth.

Promote

Step Three: Develop marketing materials and begin execution of an-ongoing marketing program

90Degrees will review all available marketing materials and enhance as necessary based upon the market messaging as defined in Step One. Materials, and approaches to the market place will be outlined based upon the best methods to approach the communities identified in Step Two. Combining both materials and approach strategy, specific marketing activities will be initiated in order to establish improved presence and enhanced awareness among decision makers within the target communities. Once initiated the program will be sustained, revised and enhanced as necessary.

Position

Step Four: Develop a qualified pipeline of program opportunities

Activity One – Using our pipeline modeling tool we will develop a profile of what will be needed in terms of bid opportunities in order to meet the business needs of your company. This pipeline sizing activity will establish objectives the program will be focused on meeting. The exercise of building the pipeline profile will be done in concert with your management and mutually agreed upon as reasonable and achievable by all participants; your team and 90Degrees.

Activity Two – 90Degrees will identify a qualified list of programs that have the best fit for you and meet enough of the following criteria to warrant pursuit:

- the program is a good fit with your capabilities and value proposition
- you have past performance to address the requirement
- the program is either new or the existing incumbent's position is vulnerable

Prepare

- the competitive environment is such that you can be one of a handful of viable bidders in the eyes of the government, or you have the ability to obtain a subcontractor role on a well-positioned team

All potential opportunities will be reviewed by you and a preliminary assessment is done using our bid/no-bid process. You then make a final decision on what items go into the pipeline to be pursued.

Step Five: Begin the BD/Capture Process for each opportunity

Activity One – 90Degrees begins to build a capture record for each opportunity that is part of the pipeline. We provide guidance on developing Call Plans, Activity Plans and Marketing Plans to be executed through your BD and Capture efforts.

Execution of these plans includes:

- identify key government personnel who can influence the outcome of the bidding process and execute marketing outreach
- research competitors and teaming partners to assess their strengths and weaknesses
- help develop storylines and themes that will serve as the foundation for a proposal win strategy
- at appropriate intervals assess the Probability-of-Win for each opportunity and assist in making bid/no bid decisions to retain or drop opportunities from the pipeline

Activity Two – Development of a Win Strategy

90Degrees develops a Win Strategy in advance of the RFP release for opportunities that have a high P-Win factor and have been given a “Bid” decision by your management team. Win Strategy development involves participation by the entire Capture Team with each person contributing to the Storylines that pertain to their area of expertise, and the entire team contributing to the general theme for the proposal. The Win Strategy results in a Proposal Architecture which is finalized at time of RFP release, so you are ready to bid.

BIGS involves the integrated talent and creativity of all three 90Degrees operating groups. It means everyone is working on your behalf all the time as they represent the interests and develop business for all our portfolio companies. You get a sophisticated process being executed by professionals who have been delivering results since 1992.

And, all of this is managed for you on our BD Architect cloud based system described below.

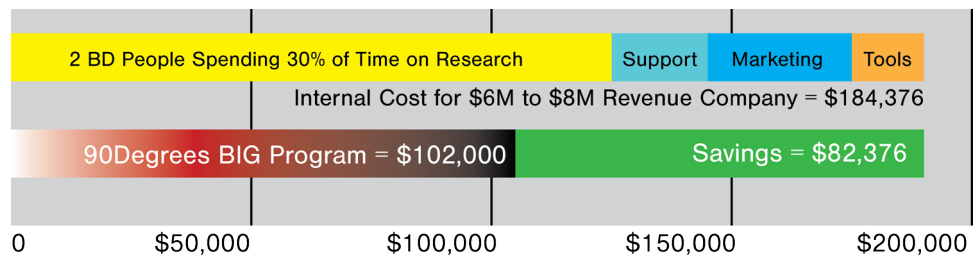


The BD Architect

The BD Architect is a cloud based system that provides library services for your corporate information, corporate profiling tools to help establish search criteria, a pipeline planning tool to determine what you need in your pipeline to meet your growth goals, screening criteria for selecting opportunities, opportunity tracking, activity tracking, pipeline reports, gate review functions tied to pipeline stage development, contact management, performance dashboards and more . . . We are happy to provide a demo!

The Cost

We will be happy to sit down with you and show you how we developed the cost comparison, and estimate with you what your savings will be, but here is a high-level view of the value proposition - professional branding, marketing, research, graphic arts, web development, business development, capture, and proposal staff working on your image and pipeline with a variety of tools at their disposal and a custom platform for you to use vs. the internal staff and tools you are likely to have:



In addition to your savings, please note our fee structure is tied to your revenue, so we are highly incentivised to grow your business. So let's talk about being more prosperous together!

For further information please contact:

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