

204 Madison Ave #1135
New York, NY 10016
☎ 1 917-477-4100
✉ contact@fedsprout.com
🌐 www.fedsprout.com



Case Study

GOVERNMENT BUSINESS DEVELOPMENT

Industry: Cybersecurity and Artificial Intelligence
Areas of Consulting: Capture Management
Business Development
Identifying New Opportunities
Proposal Management

THE PROBLEM

A small to mid-size firm developing commercial solutions for telecommunications had received several prior government awards that ranged from \$1-\$2 million. They now wanted to take their government business to the next level.

1

Identifying Opportunities

Without having an understanding of the landscape of RFP, RFQs, IFBs, and IDIQs within different agencies, and the effort required for each opportunity, the client did not know where to start with growing their business.

2

Business Strategy

Short term and long term opportunities require different strategies. IDIQs may offer long term opportunities and certain solicitations offer periods for contractors to influence the RFP. Short term opportunities require a quick assessment of competition and an in-depth understanding of the problem that the agency is trying to solve.

3

Proposal Management

There were several relevant solicitations that were being released at the same time and a large support team would be needed to manage the immense amounts of proposal work.

"We didn't know
which opportunities
to go after."

THE SOLUTION

Fedsprout assigned a proposal manager and a business capture lead to the client to develop a plan for acquiring new business. It took 2 weeks to come up with a plan that would offer a 1-year effort to pursue up to 8 opportunities..

Pipeline Building

Fedsprout uses several software tools to scour for opportunities and frequently engages with government counterparts to become familiar with their vision. After interviewing the client's team and understanding their business model and product portfolio, Fedsprout created a roadmap for growing the business with three agencies.

Capture and Proposal Management

After evaluating the competition, it was clear that the client had some weaknesses. While their core technology was based on cybersecurity, they had never worked in the field of Artificial Intelligence. Fedsprout's Subject Matter Expert on Artificial Intelligence was able to identify a top-notch University that the client could partner with to bolster their position relative to the competition.

To get started, Fedsprout set up introductory calls between the client and a few contacts at the government agencies. Fedsprout's proposal management team supported the client in writing and submitting proposals.

RESULTS

The client had a success rate of 80%, which is much higher than the average industry win rate.

- The client grew their R&D business twofold while receiving government funding to develop prototypes that would give their company an edge over competition.
- The client is now a key influencer in the upcoming RFPs. .