



## Case Study

# FIRST GOVERNMENT PROJECT

Agency: Department of Energy

Location: New York

Areas of Consulting:

- Strategy to Win
- Proposal Writing
- Preparations for Government Consulting



## OVERVIEW

Fedsprout helps companies win new business from government agencies such as the DOD, DOE, DOT, DHS, NSF, and NIH. We strive to make winning federal funding simply second nature for your company. Our team can also help you secure business with state and local govnmnts across the U.S.

Fedsprout's team has over 30 years of experience doing government contracting work and writing proposals. We pride ourelves on having extensively worked as government contractors in startups, medium, and large businesses and so we understand your constraints and what it takes to be competitive. Fedsprout offers:

- Consultants with technical degrees and strong techincal backgrounds
- Buiness professionals with a strong background in developing success commercial products and services
- Insights into customer goals and the ability to shape government procurements



## Providing Professional Solution For Your Business

Our core capabilities are proposal writing and capturing new business. In support of these capabilities we offer services that include Market Analysis, Business Pipeline Development, Proposal Management, Technical Writing, Graphics Design, Editing, Price to Win, Cost Volume Management, Win Theme Generation, and Project Management.

Our offices are located in New York City, one of the world's largest startup ecosystems. We are however able to work with clients remotely and support our customers across the entire country.

With flexible pricing options and an adaptable proposal writing and business development framework we can tailor our deliverables to your requirements. Our ability and willingness to help aspiring companies puruse their vision in any possible way is what sets us apart from others. Some other areas where we have excelled are:

- Finding and pairing our clients with partners - companies, universities, or national labs
- Quick turnarounds for clients that are late in the proposal process
- Finding new opportunities for clients and identifying follow on funding sources to ongoing government projects

# CHALLENGES

A small company with less than 10 employees was developing technology for performing automated material handling. They wanted to obtain Research and Development funding from the Department of Energy (DOE) to develop a new solution that would open up a niche and unexplored market.

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## CHALLENGE ONE

The client had never applied for Small Business Innovation Research (SBIR) funding and didn't have the knowledge, time, or resources to plan and submit a proposal.

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## CHALLENGE TWO

The Office within the DOE that receives the proposal had certain goals for the solicitation. The client was not sure whether the solution they were proposing would match the DOE Office's needs.

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## CHALLENGE THREE

Since this would be their first government proposal, the client needed help in figuring out how to get set up as a government contractor. A large portion of this work had to be done before submitting the proposal.

# SOLUTIONS

Fedsprout's experience working with the different DOE offices was key in submitting a proposal that met the agency's goals. A proposal manager was assigned to the task and was supported by a business capture manager, a technical writer who was also a subject matter expert (SME), and a graphics specialist.

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## FEDERAL REGISTRATIONS

Fedsprout completed the company's registrations with SAM, PAMS, Grants.gov, and Sbir.gov. A CAGE code was obtained and the NAICS code was selected.

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## GOAL ALIGNMENT

A summary of the agency's past funding and current goals was reviewed. Fedsprout's technical SME identified a new opportunity for material handling that would be innovative.

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## PROPOSAL WRITING

Fedsprout prepared the Letter of Intent, the proposal technical and cost volume, the commercialization plan, resumes, and the company background sections.

# RESULTS

The client was awarded the Phase I funding over an 8-month period which allowed them to develop a proof-of-concept system and validate their concept. The client also filed a patent and was able to own all the intellectual property for a 20-year timeframe. The proof-of-concept demonstrated all the goals laid out in the proposal.

## PROJECT SUCCESS!

The client received their very first government project. Fedsprout helped the company also obtain their Phase II funding allowing the company to develop and test their prototype solution over a 2-year period.

## SBIR Funding Advantages

- Non-dilutive and stable funding
- Assignment of IP ownership
- Focus on commercial success
- Ownership of equipment purchased during the project

# FUTURE PLAN

After the successful SBIR project, the client was able to invest their own funding to take the product to market. Fedsprout's business capture team kept in touch and informed the client about other SBIR opportunities relevant to the client's Research and Development work.

- Fedsprout and the client are now pursuing an aggressive plan to secure additional government funding through the DOE and other government agencies.
- The client is working with Fedsprout and two government agencies to influence the next solicitation.



Empowering Companies to do Business with the U.S. Government

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