

*We combine primary source collection from federal agencies with analysis of budgets, plans, and spending data to produce superior market insights*

# PUBLIC SECTOR MARKET ASSESSMENT AND BUSINESS JUSTIFICATION

Commercially available market research and competitive intelligence tools do not present the full picture. Navigating an increasingly competitive environment requires a bespoke approach. We combine industry and agency experts, federal business development, and market intelligence and analysis experts to produce a thorough and accurate assessment of the federal market, agencies, programs, competitors, and opportunities custom to each client.

*We provide clients with a better understanding of their Total Addressable Market (TAM) within federal, allowing organizations to make more informed investment decisions around organizational size, timing and compliance (i.e., FedRAMP®).*



## Market Assessment and Business Justification

Developed by team of agency subject matter experts, federal market intelligence experts, and product sales experts



## Competitive Analysis

Insight into relative strengths of competitors



## Go-To-Market Plan

The fastest, most effective path to sales



## Investment Plan and ROI Analysis

Iteratively design and quantify the business plan to balance growth objectives with investments

## SERVICES AND OFFERINGS

### Market Assessment and Business Justification

- Total Addressable Market
- Qualification of agency demand
- Agencies' current relevant situations, objectives, and requirements
- Segmentation and prioritization of segments

### Competitive Analysis

- Sales and market shares segmented by agency
- Trends in sales
- Value-Added Reseller partnerships
- Contract vehicles

### Go-To-Market Plan

- Priority segments to target
- Preparations for contracting directly with federal agencies and/or through other prime contractors
- Capability gaps noted by agency SMEs and recommendations for addressing them

- Optimal approach for business development including internal resources, channels, alliances, and partners
- Approach and plan to develop customer awareness of product
- Approach and plan develop the typical opportunity

### Investment Plan and Return on Investment Analysis

- Quantified pipeline needed to achieve sales objectives
- Scale of resources needed to prosecute that pipeline
- Costs of those resources
- Return on investment
- Simulations of alternative scenarios of investment and outcomes

## Our Differentiators

Business development and capture practitioners with decades of experience provide actionable intelligence about clients, markets, deals, and spending trends and patterns.

Primary source intelligence provided by trusted advisors to federal agency decision makers.

Proprietary database and models (agency, vendor, contract mapping) and Pre-Qualification Mapping (PQR) support quantitative decisions.



# WHY CHOOSE US FOR YOUR GROWTH NEEDS?



**Strategy and Management Consulting**  
Delivering visionary planning and strategic execution at the intersection of government and industry



**Market Intelligence**  
Providing primary source and data driven insights into agency plans and opportunities



**BD Consulting**  
Maximizing contract access, client knowledge, and vehicle utilization for government and industry



**Capture and Proposal**  
Crafting compelling content to drive solutions that improve win rates for clients



**Transaction Advisory Services**  
Building superior M&A situational awareness with unparalleled buy-side practitioner experience

## A Practitioner's Perspective

Our company was founded by successful federal market executives to be the kind of consultancy they wished they had access to when they were in industry. With more than 450 clients spanning the entire federal ecosystem, we bring both a depth of experience and a practitioner's perspective to solve hard problems at the intersection of government and industry. We take the lead on all projects, creating original content, generating the best ideas, and providing deep insights to deliver superior outcomes.

## Unparalleled Agency Expertise

We have more than 450 experts with an average of 32 years of experience who provide agency knowledge and technology depth across the DoD, IC, Federal Civilian, and Health and Life Sciences markets.

## Our Clients

Enterprise Services Companies

Small and Transitional Companies

Product and Services Companies

Private Equity and Financial Sponsors

## SUPERIOR MARKET INTELLIGENCE RESULTS

### Support for a go-to-market strategy for a small business with IT and engineering contracts

Evaluated position, contract vehicles, addressable market, and capabilities; developed a growth and retention strategy and identified new markets as targets for the company's capabilities; recommended internal BD restructuring and top pre-qualified opportunities for prosecution.

### Market, Agency, and Deal research for a Tier 1 global consultancy

Provided extensive market and opportunity research for a global Tier 1 consultancy; provided cost analysis for specific strategic deals and agency insights for precise sets of opportunities aligned with our client's go-to-market strategy.

### Pipeline build for multibillion-dollar firm looking to expand IT footprint into federal healthcare

Identified target clients and evaluated opportunities over the succeeding three years to determine alignment with strategic goals; presented a dozen vetted opportunities for consideration by the firm; helped them win selected opportunities to enter white space that they previously could not prosecute on their own.

### Ground Truth™ intelligence report enabled \$10B cloud services win

Agency SMEs provided critical customer and capture intelligence used by client to completely transform their proposal.

### AI strategic research for a \$350M services company

Performed extensive market research to support a company's decision on whether to focus on artificial intelligence (AI) as a core part of their offering portfolio. Gathered quantitative market data, formed a qualitative assessment of agency appetite for AI, and applied expert analysis to recommend a strategy of injecting AI into their core offerings to enhance competitiveness, resulting in large-scale captures in DoD and healthcare markets.

