

FEDERAL SPENDING DATA MADE EASY

Immensely Powerful
Intelligently connects
key data points

Win more business, and
go beyond the ordinary

An Overview of Capture Planning

How to Win (More, Often, Big!)

November 2nd, 2021



DISCUSSION OUTLINE

- Introductions
- About Fedmine
- Presentation by Patrick McMullen and Prakash Raja

*We will send out the recording and slides following today's presentation

AGENDA



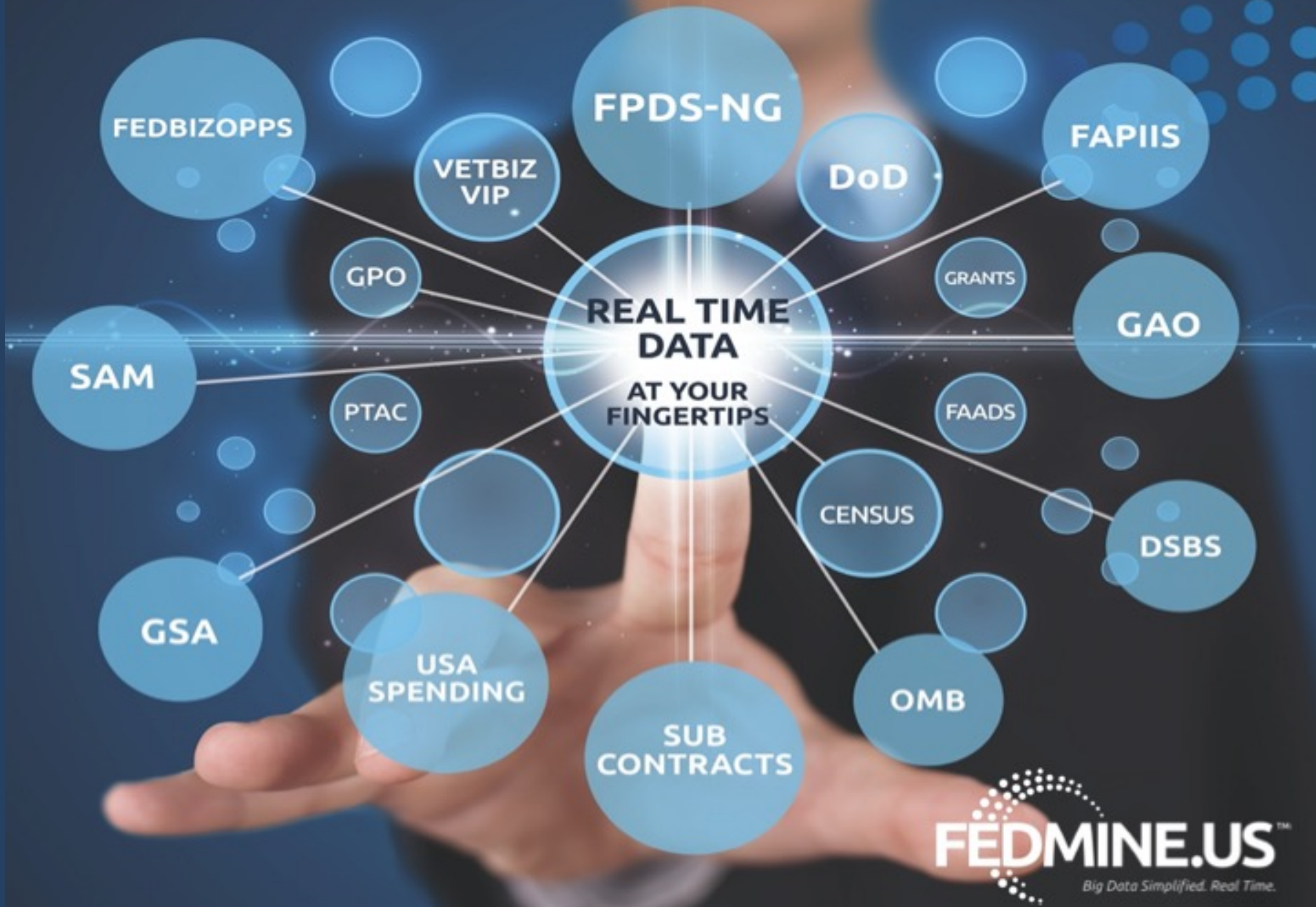
Fedmine's mission is to bring accurate information, unmatched transparency and clear accountability to the world of government contracts. We provide the shortest path to conducting mutually beneficial relationships between government and industry.

Founded in 2004, we provide prime contractors, federal agencies and support firms convenient, simplified access to the most comprehensive federal contract data sets available anywhere.

Fedmine is now part of GovSpend, the largest provider of Purchase Orders within the SLED industry.

The section header "ABOUT FEDMINE" is centered in the right half of the image. It is written in a bold, blue, sans-serif font. The background behind the text is a dark grey with a faint, glowing blue cloud and a bar chart icon. A hand is visible in the background, pointing towards the text.

INTEGRATED
DATASETS ARE
KING



- Monitor Federal Spending
- Conduct fast Super Searches, create custom keyword alerts
- Discover subcontractors at the task order level, with complete comprehension of what matters most
- Receive daily alerts based on awarded contracts within your addressable market
- Build a pipeline with addressable recompetes and newly forecasted solicitations
- Dissect competition, quickly view agency markets, drill down to key contacts and download information for marketing needs

OUR ONLINE PLATFORM
ANALYZES AND SIMPLIFIES
THE INCREASINGLY
COMPLEX
BUSINFEDERALESS
LANDSCAPE IN REAL TIME,
PROVIDING YOU THE
VISIBILITY YOU NEED INTO
YOUR ADDRESSABLE
MARKET OF BUSINESS
OPPORTUNITIES.





Pat is a Business Development and Federal Programs Professional with 28 years of experience in engineering, construction and environmental markets.

A Retired USAF Lt. Col & Bioenvironmental Engineer Pat has extensive knowledge of DoD funding and the contract acquisition processes.

Patrick McMullen
Director

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OUR SPEAKERS



Prakash is a Business Development professional and a Federal Program Manager with 30 years of experience in developing capture management, strategic partnership, teaming, JV and M-P programs with emphasis in 8(a) and SDB programs/positioning.

He leads the RFP analysis, capture planning and proposal writing efforts at Kenall, Inc., an A-E firm based in Texas.

**Prakash Raja, PMP
Vice President**

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OUR SPEAKERS

What is Capture Planning?



Expectations

- a. Minimum of 50% win rate
- b. More realistic Goal is 66-80%
- c. Win more proposals/do fewer proposals/reduced budget

Overview of the Process

- a. Highly structured
- b. Work with a team - avoid individual bias
- c. Starts 9-12 months out
- d. Data mining is extremely helpful

Why it Works

- a. Stop chasing opportunities, with no chance of winning
- b. Start investing time preparing for proposals you can win

A Detailed Approach

- a. Recompete opportunity/ AE with St. Paul District
- b. When to get started?
 - Ideally 9 months before projected release.
 - Many firms start 2 years out to influence evaluation criteria.

Main Tasks

Opportunity Assessment

- a. Industry Day
- b. Sources Sought
- c. Past Contracts/Awards
- d. Vision/Growth plan fit?
- e. Data Mining

Initial

GO/NO-GO

- a. Usually a minimum of 3 employees
(Ops, BD, Owner/Executive)
- b. Usually “form” driven

Internal Assessment

- a. SWOT
- b. Projects
- c. CPARS
- d. Resumes

External Assessment

- a. Assess Competition?
- b. Who's trending up / down?
- c. Data mine to see all incumbent TOs
- d. Assess your win likelihood

Client

Assessment

- a. What do they like historically?
- b. What's unique in their evaluation process?
- c. Is selection CO/KO or Operations driven?
- d. Do we have an advocate and sources of Intel?

Notional Winner

Firm	Incumbent	JV	Resumes	Locale	Projects	CPARS
Ideal Firm	Must have prior experience with agency	Has a strong preference for JVs	Weighs additional education and training heavily	No preference to having a local office	Bias towards having Prime submit all PDs	Does not have a strong bias towards higher CPARS
Your Firm						
Competitor 1						
Competitor 2						
Competitor 3						
Etc						

Gap Analysis

- a. Compare to likely competitors/incumbents
- b. Compare to yourself
- c. Can gaps be filled with teaming

Let's do Some Data Mining!

Fedmine Report

St. Paul for 541330, FY 18 forward

Short Elliot Hendrickson Transactions

Gestra-Stanley JV

Stanley Consultants-Stantec JV

HDR Bergmann JV

Other 5 Districts in MVD

Ongoing Intel & Review

- a. Once a month with major players
- b. Weekly once you get close

Capture Planning Verification

- a. Greatest value is ability to engage in teaming dialogue
- b. Enables you to ask insightful questions to government clients

Final Step: Solicitation Release

- a. Day 2-3: Final GO/NO-GO
- b. Internal and external KO meeting
- c. Tweaks to teaming, R&R, PDs, Resumes, and address “surprises”

Why is Capture Planning not used?

- Why don't people stick to diets, they work?
- Why didn't you spend more time on your Math homework
- Why do we do what everyone else does....even when it's dumb?

Capture Planning Activities

Stage	Questions that Need to Be Answered	Fedmine Will Provide:	Matrix Details and Progression	Teaming Decisions
You first hear about the opportunity from an Industry Day or via SAM processes	Who is the end user? Type of work and type of money? Are there incumbents? Incumbents' performance? Will there be a SS and PS?	A huge trove of info on the previous RFP, incumbent performance, type of work	EXCEL SHEET 1	Preliminary discussion on your team configuration.
Sources Sought (SS)	Refine all the info you have so far based on what we now see in the SS.	Additional data you want once SS is out.	EXCEL SHEET II	Finalize teaming commitments and issue TAs.
Pre-solicitation (You typically have 20-60 days left)	What resources are need to prepare the proposal? Do a prep call with teaming partners? Discuss PDs needed and prepare your initial data call.	Type of typical task orders awarded by the agency Most data mining is done at this point.		Do a call and confirm what you need from the team, tentative a schedule, templates and roles and responsibilities.
Solicitation/ RFP release	First 72 hrs. is preparing a compliance matrix and doing an internal and then external Kick Off		EXCEL SHEET III	

Excel Sheet 1



1/8/2019

Coastal erosion

Shallow and deep draft navigation

Comprehensive watershed evaluations

Planning & engineering for coastal projects

H&H Evaluations

Flood damage and risk reduction

Program/Project Manager

Hydraulic Engineers

Coastal Engineer

Civil Engineer

REQUIREMENTS

DISCIPLINES

Prime Offeror					X	X	X	X		X
JV Offeror			X		X	X	X	X	X	X

Excel Sheet 2



03/21/2019

	Company Name	Working History	Coastal erosion	Storm damage risk reduction and beach nourishment	Canals, dams and levees	Shoreline and stream bank erosion protection	Shallow and deep draft navigation	Environmental restoration	Comprehensive watershed evaluations	comprehensive watershed evaluations	Engineering design (plans/specs/design analysis)	H&H Evaluations	Flood damage and risk reduction	Hydraulic Engineers	Coastal Engineer	Civil Engineer	Environmental Engineer	Biologist	Structural Engineer	Mechanical Engineer	Electrical Engineer	Architect	Registered Landscape Architect	GIS Specialist	CADD Technician
2	JV Partner 2			X	X		X	X	X	X	X		X	X	X		X	X	X	X	X	X	X	X	X
3	SB 1	Y															X								
4	SB 2	Y															X	X							
5	SB 3																								
6	SB 4	Y																							
Large Business																									
7	LB 1	Y		X	X	X							X	X	X								X		X
8	LB 2	Y							X	X	X	X	X	X	X							X			X
9	LB 3		X				X	X							X	X	X						X		X
Need Teaming Partner			NEED PROJECT DESCRIPTIONS																						
PROJECT DESCRIPTION																									
1	PD 1				X		X	X	X		X														
2	PD 2		X						X	X	X														
3	PD 3	X			X			X																	
4	PD 4	X	X							X															
5	PD 5			X				X	X																



Questions?





GET IN TOUCH WITH US

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