



March 25<sup>th</sup>, 2021

# Competitive Intelligence for the Win

# Agenda

- Introductions
- Presentation by Jacob George
- Review of Using Fedmine for Competitive Intelligence Reports
- Q & A – *please use the Q+A button to ask questions*

Our online platform analyzes and **simplifies** the increasingly complex federal business landscape in real-time, providing you the visibility you need into your addressable market of business opportunities.

Monitor federal  
spending by  
industry, geography  
or socioeconomic  
status

Conduct fast Super Searches, create custom keyword alerts, discover subcontractors at the task order level, with complete comprehension of what matters most

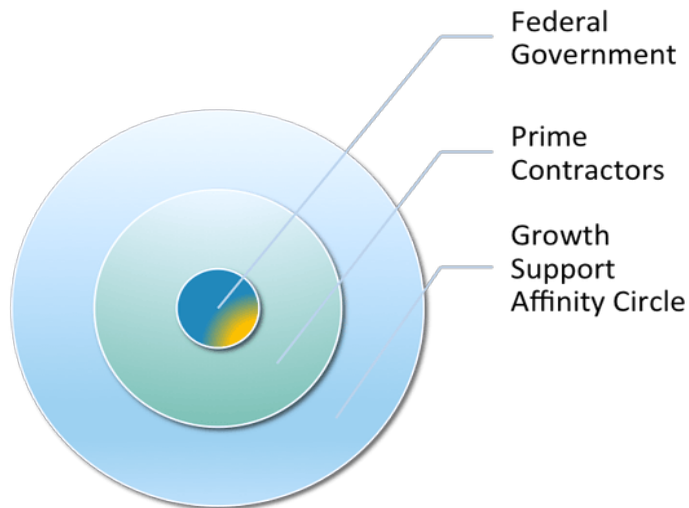
- Receive daily alerts based on awarded contracts within your addressable market
- Build a pipeline with re-compete and newly forecasted solicitations
- Dissect competition, quickly view agency profiles, drill down to key contacts and download information for marketing needs

## Our Strength



Accessible content, easy to use functionality, aggregated data sets that unify views of information from disparate data sources in real-time

Clients include Prime Contractors, Growth Support organizations and the Federal Government itself – we call this the “Fed Circle”



## Integrated Datasets are King

Curated, ready-to-use content is an asset many in government ascribe a premium value, especially if it is through SaaS delivery





# Meet the Presenter

Jacob George  
CEO/Managing Director  
Jacobs Management Consultants (JMC)



# Competitive Analysis Versus Price to Win

## What is Competitive Analysis and Why do it

- If conducting one will better help you evaluate your probability of win
- If the program is critical to your company's growth
- To address your weaknesses and the competitor's strengths
- To strengthen your win strategy

# Competitive Analysis Versus Price to Win – contd.

## What is Price to Win

- On a per proposal basis, Price to Win (PTW) provides a detailed, results-based assessment of the price that your competitor(s) is most likely to bid.
- Your PTW should be derived from your knowledge and research; your actual proposed price should be based on your capability using a cost-up approach.

Understand how you map against the evaluation criteria compared to the competition

# How to Conduct a Competitive Analysis

- Identify the competition
- Identify two to four other likely strong or “representative” competitors
  - Based on agency past performance
  - Strong reputation with client
  - Bid and capture experience
  - Include the incumbent if one exists
  - Consider dark horse competitors
- Consider a self-assessment

# How to Conduct a Competitive Analysis – contd.

- Determine the criteria you want to collect
- Determine your sources of data
- Start collecting against a SWOT model and highlight discriminators and examples of past success



# Utilize the Right Sources

Consider every possible source of competitive intelligence, then “consider the source.”

- Government personnel (through lawful disclosures only)
- The Freedom of Information Act
- Un-related in-agency prime contractor and subcontractor personnel
- Industry publication archives
- Internet sources, including competitor websites, agency past performance databases, etc.
- Existing awarded contracts and task orders issued
- Prior source selection documents (typically redacted)

# Utilize the Right Sources – contd.

- Protest documents (typically redacted)
- Employees of vendors, suppliers, subcontractors and other partners
- **Competitive research firms**
- Prior news articles
- Internal win/loss data (including debrief documents)
- FPDS.gov

# How to Assess the Competition

After collecting all the data:

- Develop a high-level summary of all competitors' strengths, weaknesses, and discriminators
- Determine the competitor's bid strategy
- Develop your approach of how to compete against them
- Create honest scoring based on collected competitive information
- Develop recommendations of how to improve your overall stack ranking

# How to Assess the Competition

**If it is determined that you will not be able to overcome significant strengths that the competition presents, this should factor into your bid/no-bid process.**

# How to Support Your Bid Based on the Competition (Teaming, Customer, etc)

**Based on competitive analysis results, determine next steps strategy**

- Prioritize capture “gaps” based on this overall competitive assessment
  - If technical gaps exist, look at teaming strategy or hire expert technical consultants or reach out to your Mentors
  - If key personnel are not as strong, emphasize recruiting tasks
  - If management approach is lacking discriminators, develop creative workarounds. For example, dedicated recruiters for staffing or dedicated advisory members for executive oversight



# How to Support Your Bid Based on the Competition (Teaming, Customer, etc) contd.

- If knowledge of customer environment is not sufficient, revisit teaming strategy or consultants
- If pricing compared to competitors is higher, develop cost and price strategies
- If there is an identified strength of a competitor that matches your capability, develop metrics to turn that into your discriminator

# Questions?



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## FPDS-NG CONTRACT AWARD TRANSACTION DETAILS - LINQUEST CORPORATION

FY - 2020

Tab View LINQUEST CORPORATION's Company Profile Go Back To Previous Listing Download PDF Email Report

Previous Report# 4 of 1153 Next

### Transaction Information

5700 - AIR FORCE

ADDRESS:	5140 W GOLDFEAF CIR STE 400, LOS ANGELES, CA 90056-1664 USA	PIID: Contract Number	FA254520C0001
CONGRESSIONAL DIST.:	37	Subcontractors:	BOOZ ALLEN HAMILTON INC.
PARENT DUNS NUMBER:			SIGMATECH, INC.
DUNS NUMBER:	140389763		PRKK, L.L.C.
FEDMINE ID:	F273150481		DELTA SOLUTIONS & STRATEGIES, LLC
PLACE OF PERFORMANCE CITY:	COLORADO SPRINGS		
PLACE OF PERFORMANCE ZIP:	80916-2750		
PLACE OF PERFORMANCE STATE:	Colorado		
PLACE OF PERFORMANCE CONG. DIST:	05	PART8orPART13:	
PLACE OF PERFORMANCE COUNTRY:	USA -	MOD NUMBER:	P00009
LOCATION CODE:		IDV MOD NUMBER:	
		OBLIGATED AMOUNT:	\$ 0.00

Access incumbent contract information as well as competitive intelligence via task order details with subcontractors linked

Use company profiles to track the competition, view their subcontractor information, what GWACS/GSA Schedules do they have, what certifications, contact information and more.

## FEDMINE™ Prime Contractor Company Profile - LINQUEST CORPORATION

LAST UPDATED: 02/14/2021 - 04:11:36 PM

Tab View Add To My Competitors Add To My Companies Download (Expanded) Download (Collapsed) Download XLS Download Transactions Email Report

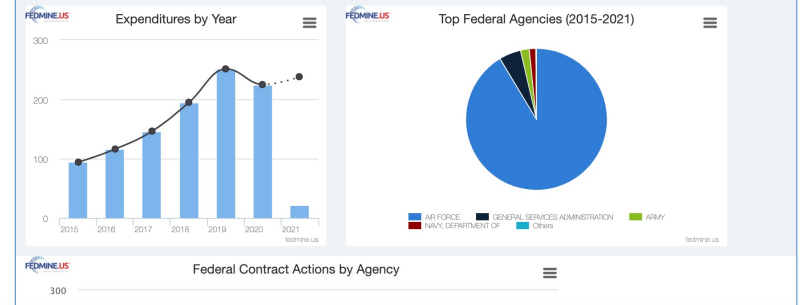
**Note 1:** If a Parent company for this entity is reported, click the link on its Parent DUNS number below to see its consolidated Profile. Parent subsidiary relationships are no longer provided due to the Federal Government's agreement with D&B, and therefore, some relationships may not reflect the most current status in our system.  
**Note 2:** All OBLIGATED DOLLARS PERTAIN TO PRIME CONTRACTING DOLLARS ONLY. IF PURCHASED SEPARATELY SUBCONTRACTS DATA IS INCLUDED IN ALL PROFILES.

Subcontracts Awarded Contract Awards in Last 30 Days Contracts by Place of Performance Contracts by Contracting Office FedBizOpps Awards GWAC Contracts Contracts by NAICS Codes  
Contracts by PSC Codes Contracts by Categories Contracts by Socioeconomic Status Contracts by Set-Aside Type Contracts By Pricing Type Contracts By Extent of Competition

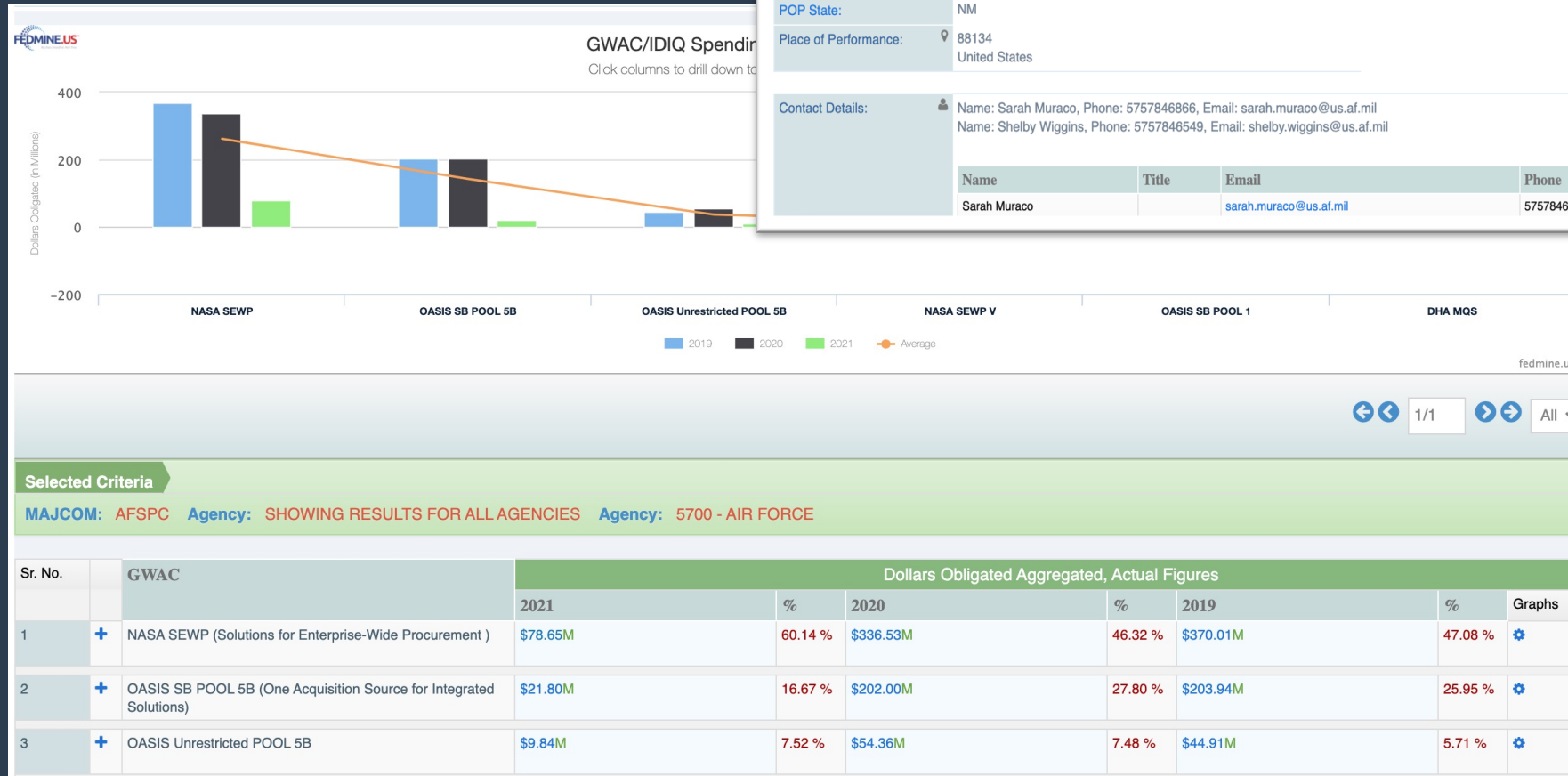
### ORGANIZATION DETAILS

DUNS:	140389763
Parent DUNS:	NONE
Fedmine ID:	F273150481
Address:	5140 W GOLDFEAF CIR STE 400 LOS ANGELES CA 90056-1664 USA
County Code:	037
Cong. District:	37
Metro Area Code:	4480
Corporate URL:	<a href="http://www.linquest.com/">http://www.linquest.com/</a>
Organization Type:	CORPORATE ENTITY (NOT TAX EXEMPT) 2L
Incorporation:	DE
Legal Structure:	Corporation
Business Type:	2X - For-Profit Organization

### COMPARATIVE 7 - YEAR FEDERAL PRIME CONTRACTS VIEW



## View Solicitations with Protest Filings or do a Protest Search by Agency



### Solicitation Modifications Details

FISCAL YEAR - 2021

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Subject: Melrose Air Force Range Support Contract  
Solicitation Reference #: FA4855-21-R-0002  
Agency: DEPT OF DEFENSE  
Sub-Tier: DEPT OF THE AIR FORCE  
Office/Location: FA4855 27 SOCONS LGC  
State: NM  
Zip: 88103-5321  
POP State: NM  
Place of Performance: 88134 United States

Posted Date: 03/02/2021  
Response Date: 03/09/2021  
Archive Date: 03/24/2021  
Product Service Code: M1JZ - - OPERATION OF MISCELLANEOUS BUILDINGS  
NAICS Code: 561210 - Facilities Support Services  
Set-Aside Acquisition: Total Small Business Set-Aside (FAR 19.5)

Contact Details: Name: Sarah Muraco, Phone: 5757846866, Email: sarah.muraco@us.af.mil  
Name: Shelby Wiggins, Phone: 5757846549, Email: shelby.wiggins@us.af.mil

Name	Title	Email	Phone	Fax
Sarah Muraco		sarah.muraco@us.af.mil	5757846866	5757846549

#### Protest Filings

- 1) Tunista Logistics Solutions
- Outcome : Not Decided
  - Filed Date : Mar 04, 2021

[More Details](#)

#### Complete Details

- Solicitation Modifications
  - Mar 02, 2021
- Solicitation Modifications
  - Feb 20, 2021
- Solicitation Modifications
  - Feb 11, 2021
- Solicitation Modifications

Learn the top GWACS being utilized at an agency to make strategy for ONRAMP if needed



Top 10 Prime Contractors

Top 10 Small Business Prime Contractors by Socioeconomic Status

Top 10 Contracting Offices

Top 10 Funding Offices

Top 10 Contract Spending by GWAC

Top 10 Congressional Districts

Top 10 Competition Categories

Top 10 Industry Codes

Top 10 Product Codes

Top 10 IDV Contract Vehicles

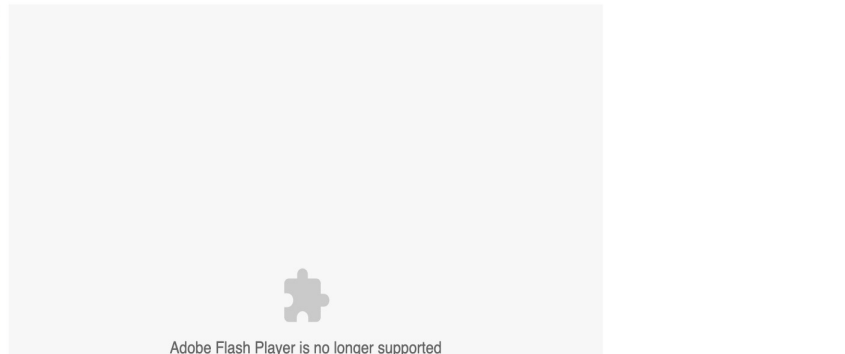
Top 10 GSA Sales

Top Goaling Category Details

Top First Timer Prime Contractors

Top Small Business First Timer Prime Contractors Ever

Top 10 Prime Contractors					FY 2021 ...year to date
Fedmine ID	DUNS #	Prime Contractor Name	Spending YTD	%	
F517092802	834951691	LOCKHEED MARTIN CORPORATION	\$829.17M	35.00 %	
F330991814	009553637	THE AEROSPACE CORPORATION (2389)	\$293.35M	12.38 %	
F831204085	603197968	UNITED LAUNCH SERVICES, LLC	\$150.60M	6.36 %	
F332110290	001339159	RAYTHEON COMPANY	\$117.61M	4.96 %	
F263738786	120406462	SPACE EXPLORATION TECHNOLOGIES	\$112.60M	4.75 %	
F232028386	101916062	ORBITAL SCIENCES CORPORATION	\$104.27M	4.40 %	
F328719990	016435559	TITAN II (parent of NORTHROP GRUMMAN)	\$73.75M	3.11 %	
F369246091	025172953	ADVANCED TECHNOLOGY INSTITUTE	\$63.10M	2.66 %	
F345525950	078818589	RANGE GENERATION NEXT LLC	\$60.50M	2.55 %	
F825130461	618309723	BLUE ORIGIN, LLC	\$36.00M	1.52 %	



Check out the Agency Profile for easy top-level views of important contracting data at the Bureau and/or Contracting Office level

Review the Budget Authority for current and future budget information regarding your project funding description as well as agencies with budget in their outlook

View Budget Authority

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SELECT AGENCY: All

SELECT YEAR ORDER: 2020 x 2021 x 2022 x 2023 x 2024 x 2025 x

Note: Hold Ctrl key in Windows /Command key on the MAC, to select desired years and submit

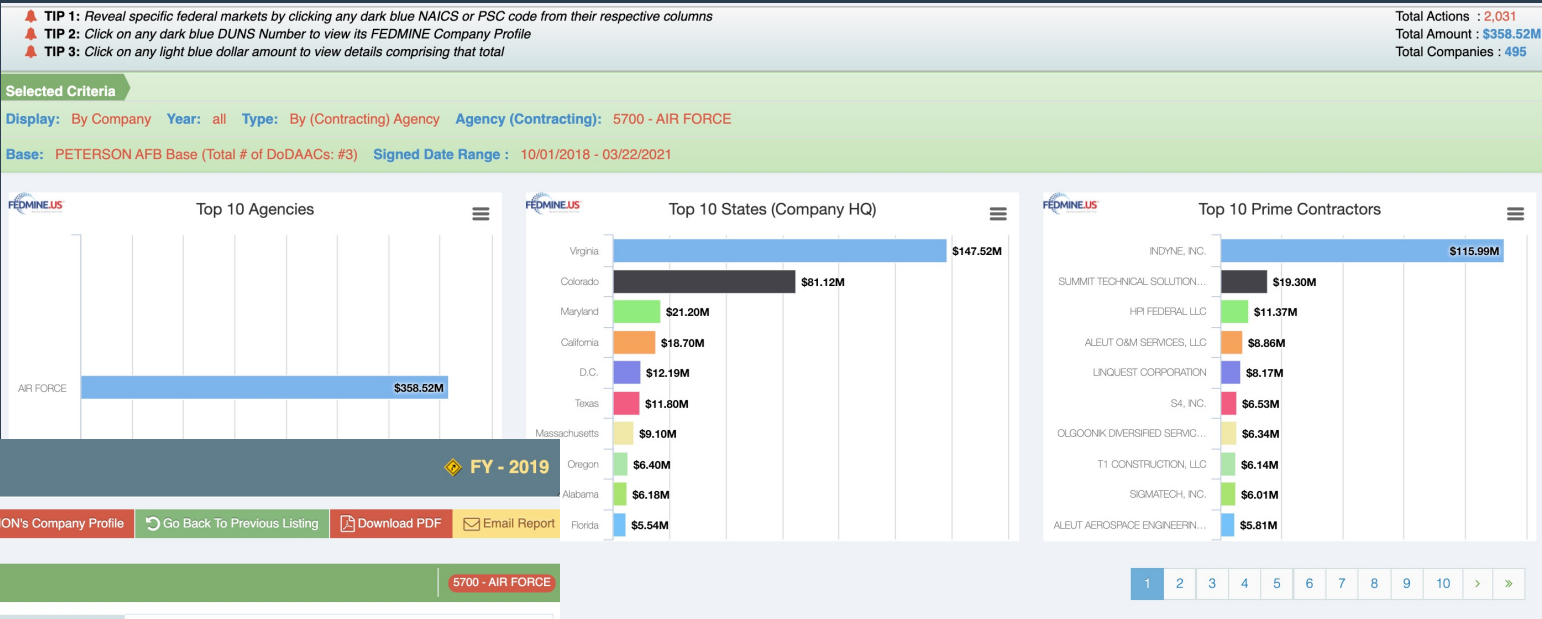
NAVSEA BUDGET ☐

KEYWORDS: space ON BUDGET ☐ OFF BUDGET ☐

Submit

SR. no	Bureau Name	Agency Name	Account Name	Sub function title	BEA Category	On/Off Budget	Amount in millions (\$)					
							2020	2021	2022	2023	2024	2025
1	Research, Development, Test, and Evaluation	Department of Defense--Military Programs	Research, Development, Test, and Evaluation, Space Force	Department of Defense-Military	Discretionary	On-budget	0.00	\$10.33M	\$10.35M	\$10.48M	\$11.43M	\$9.72M
2	National Aeronautics and Space Administration	National Aeronautics and Space Administration	Deep Space Exploration Systems	Space flight, research, and supporting activities	Discretionary	On-budget	\$6.02M	\$8.76M	\$8.76M	\$8.76M	\$8.76M	\$8.76M
3	National Aeronautics and Space Administration	National Aeronautics and Space Administration	Science	Space flight, research, and supporting activities	Discretionary	On-budget	\$7.07M	\$6.31M	\$6.31M	\$6.31M	\$6.31M	\$6.31M
4	National Aeronautics and Space Administration	National Aeronautics and Space Administration	LEO and Spaceflight Operations	Space flight, research, and supporting activities	Discretionary	On-budget	\$4.14M	\$4.19M	\$4.19M	\$4.19M	\$4.19M	\$4.19M
5	Operation and Maintenance	Department of Defense--Military Programs	Operation and Maintenance, Space Force	Department of Defense-Military	Discretionary	On-budget	\$40.00K	\$2.61M	\$3.03M	\$3.09M	\$3.22M	\$3.25M
6	National Aeronautics and Space Administration	National Aeronautics and Space Administration	Safety, Security and Mission Services	Space flight, research, and supporting activities	Discretionary	On-budget	\$2.91M	\$3.01M	\$3.01M	\$3.01M	\$3.01M	\$3.01M
7	Procurement	Department of Defense--Military Programs	Procurement, Space Force	Department of Defense-Military	Discretionary	On-budget	0.00	\$2.45M	\$2.77M	\$3.43M	\$3.98M	\$4.72M
	National Aeronautics and Space Administration	National Aeronautics and Space Administration	Exploration Technology	Space flight, research, and supporting activities	Discretionary	On-budget	\$1.10M	\$1.58M	\$1.58M	\$1.58M	\$1.58M	\$1.58M

Run a Contract Search for the last 3 FY to access incumbent data, IDIQ vehicle information, original solicitation details, important dates, funding data and more.



Transaction Information 5700 - AIR FORCE

ADDRESS:	5140 W GOLDFEAF CIR STE 400, LOS ANGELES, CA 90056-1299 USA	PIID: Contract Number	FA251716F9005
CONGRESSIONAL DST.:	37	Subcontractors:	BOOZ ALLEN HAMILTON INC.
PARENT DUNS NUMBER:			ELO CONSULTING L.L.C.
DUNS NUMBER:	140389763		A2 SYSTEMS ENGINEERING, INC.
FEDMINE ID:	F273150481		CENTAURI, LLC
PLACE OF PERFORMANCE CITY:	COLORADO SPRINGS		SHAH, PINAKIN
PLACE OF PERFORMANCE ZIP:	80914-1200		AT&T GOVERNMENT SOLUTIONS, INC.
PLACE OF PERFORMANCE STATE:	Colorado		WILLIAM SHERMAN CORP
PLACE OF PERFORMANCE CONG. DIST:	05		EXOANALYTIC SOLUTIONS, INC.
PLACE OF PERFORMANCE COUNTRY:	USA -		JACKSON AND TULL, CHARTERED ENGINEERS
LOCATION CODE:			
AGENCY ID:	5700 - AIR FORCE	IDVPIID:	GS00Q14OADS607
CONTRACTING OFFICE AGENCY ID:	5700 - AIR FORCE		
CONTRACTING OFFICE ID:	FA2517 - FA2517 21 CONS, BLDG 350 CP 719 556 4924, 135 DOVER ST STE 1055, PETERSON AFB , CO , 80914, USA		

Contract transaction award integrated with subcontractors, solicitation, and Ex. 53 & 300 in some cases



U.S. GOVERNMENT ACCOUNTABILITY OFFICE

441 G St. N.W.  
Washington, DC 20548

Comptroller General  
of the United States

**DOCUMENT FOR PUBLIC RELEASE**

The decision issued on the date below was subject to a GAO Protective Order. This version has been approved for public release.

## Decision

**Matter of:** Rocky Mountain Mobile Medical

**File:** B-418788.2; B-418788.3; B-418788.4

**Date:** December 23, 2020

Shaun C. Kennedy, Esq., Thomas A. Morales, Esq., and Han Holland & Hart LLP, for the protester.  
Bradley L. Dreil, Esq., and B. Gene Taylor, III, Esq., Gold, We & Rundell, for Med-Express Ambulance Services, Inc., the inter Laura B. Bauza, Esq., Alexis J. Bernstein, Esq., Katie Illingwo K. Suehiro, Esq., Department of the Air Force, for the agency. Evan D. Wesser, Esq., Christopher An, and Edward Goldstein General Counsel, GAO, participated in the preparation of the

### DIGEST

1. Protest that agency impermissibly allowed the awardee to page limits is denied where the record demonstrates that the quotation conformed to the applicable page limits, and a non-introduction was not provided to the technical evaluators or of agency.

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Agency: 9700 - DEFENSE, DEPARTMENT OF

Showing 1 - 50

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# Of Recs: 50 Go

No of Protests : 4020

Sr No.	Solicitation No.	Protestor	Agency	FileName	Filed date	Due date	GAO Attorney	Date Decided	Outcome	File
1	HC101320R0001	Inmarsat Government, Inc.	Department of Defense : Defense Information Systems Agency	B-419583.2	Mar 04, 2021	Jun 14, 2021	Stephanie B. Magnell		Not Decided	
2	HT001520R0063	Excalibur Healthcare, PA	Department of Defense : Office of the Under Secretary for Personnel and Readiness : Defense Health A	B-419616.2	Mar 01, 2021	Jun 09, 2021	Alexander O. Levine		Not Decided	
3	SPE2DE-21-R-0003 (Rfp not available)	Becton, Dickinson and Company	Department of Defense : Defense Logistics Agency	B-419633.1	Mar 01, 2021	Jun 09, 2021	Mary G. Curcio		Not Decided	
4	(Rfp not available)	Orbital Effects, Inc.	Department of Defense : National Reconnaissance Office	B-419635.1	Mar 01, 2021	Jun 09, 2021	Michael P. Grogan		Not Decided	
5	SPE8EG-20-R-0008	Sea Box, Inc.	Department of Defense : Defense Logistics Agency	B-419552.3	Mar 01, 2021	Jun 09, 2021	Heather Weiner		Not Decided	
6	SP7000-21-R-1001	Coast to Coast Computer Products, Inc.	Department of Defense : Defense Logistics Agency	B-419624.1	Feb 26, 2021	Jun 07, 2021	Jonathan L. Kang		Not Decided	