

# Government Contractor

How well do we know  
the customer?

Find Opportunities

How well does the  
customer know us?

Evaluate to "Go or No Go"

Who will be our  
teaming partners?

What is the underlying  
problem the customer is  
trying to solve?

Who will we be  
competing against?

Bid

Not to Bid

Evaluate Next  
Opportunity

Prime or Sub?

Are we price  
competitive?

Identify existing platforms, key personnel,  
budget parameters and constraints

Create a Win Theme &  
Submit Proposal

Win

Lose

# Government

There is a need!

How do we  
satisfy the need  
on time, and on  
budget?

Market Due Diligence

Articulate the need

Get the Money!

What is the  
underlying  
problem we are  
trying to solve?

Identify existing platforms, key personnel,  
budget parameters and constraints

Write the Request for  
Proposal

Determine the  
procurement strategy

Build, Buy,  
Augment?

Evaluate Proposals

How do we  
mitigate risk?

Succeed

Award a Contract

Fail