



PRESENTERS: Olessia Smotrova, Lindsay Carry

FEDMINE.US™
Big Data Simplified. Real Time.



OST GLOBAL SOLUTIONS

Strategies for Entering a New Agency and Building a Footprint

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About Us



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Fedmine

- Fedmine is a web-based business intelligence platform that helps you to make intelligent decisions through better understanding of market data
- Aggregates 16 federal procurement data sources and makes available via an intuitive user interface
- Allows you to view the level of detail you need to make smart business decisions

OST Global Solutions, Inc.

- Help businesses grow through:
 - GovCon Incubator
 - Business Development Center of Excellence
 - Bid & Proposal Academy
- Won \$22 Billion+ since 2005
- Supported 18 out of the top 20 federal contractors, and hundreds of small businesses

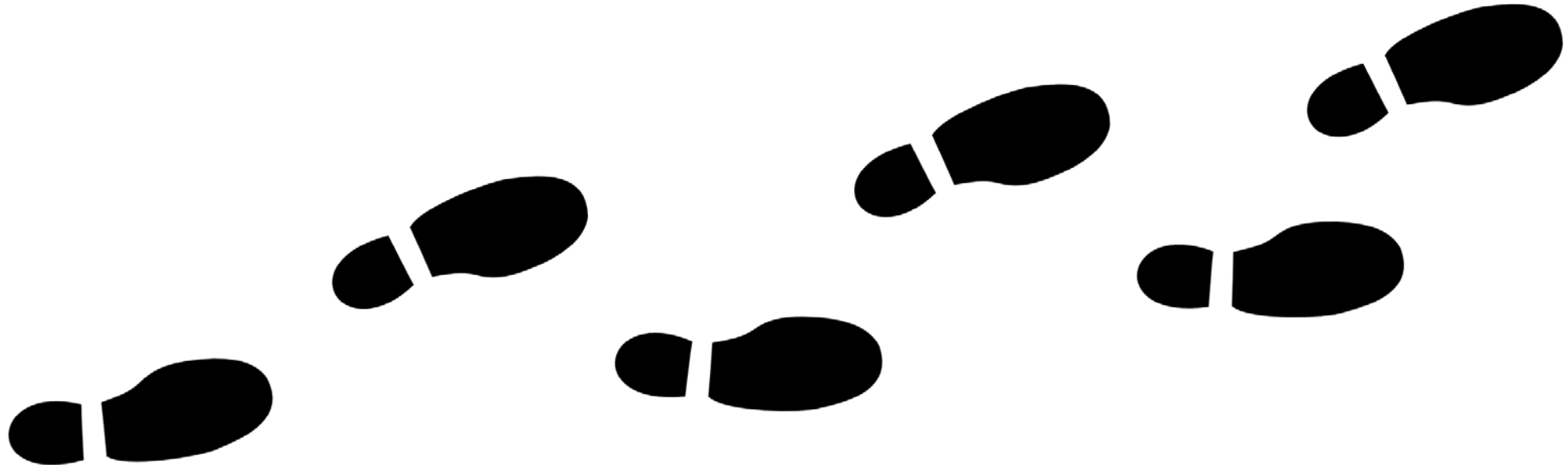


Challenge: How do You Start at a New Agency



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- Develop an account plan to approach partners and the government
- Build a gradual footprint through subcontracting
- Use your staff that's already at the agency to expand the footprint

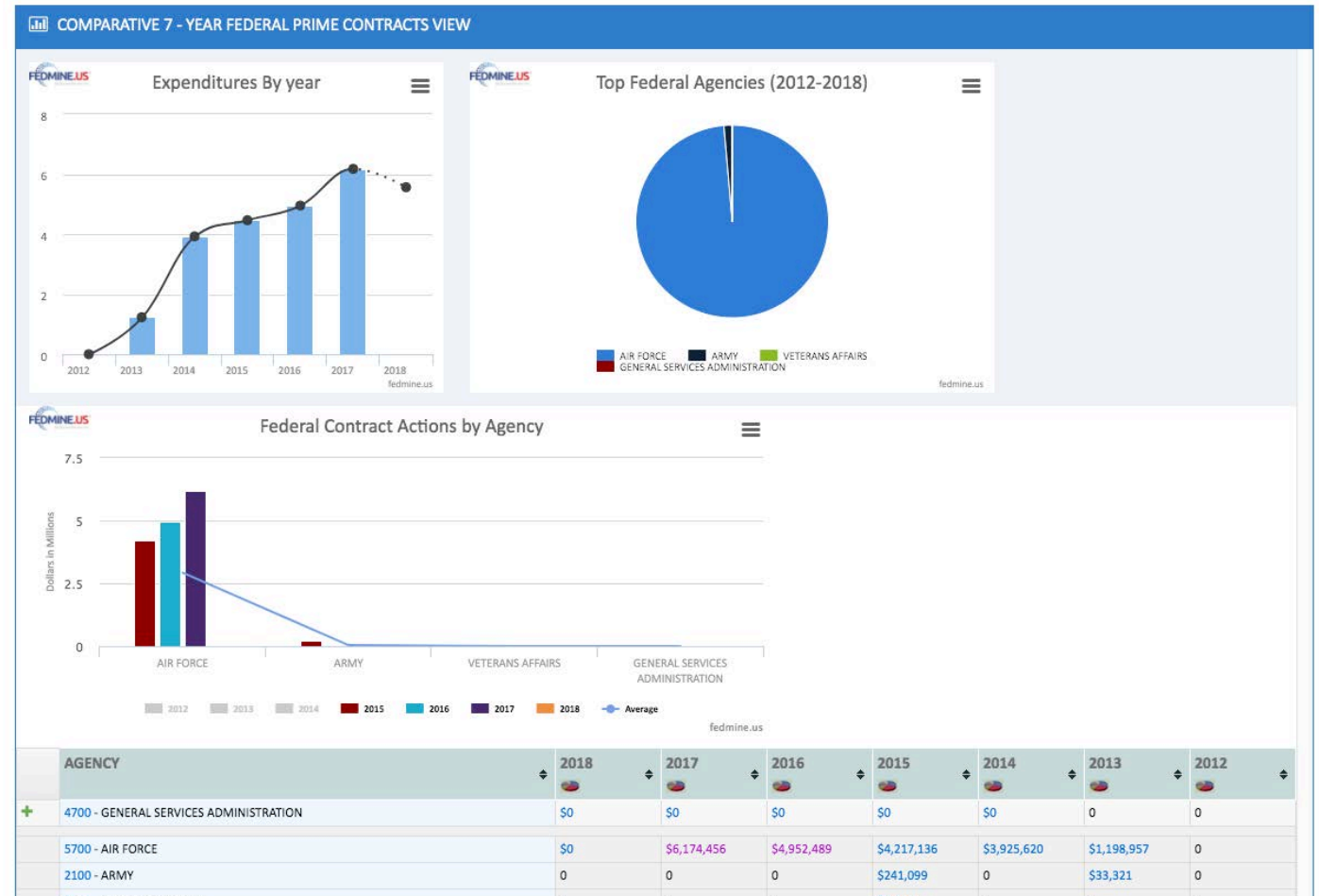


Case Study – Applied Training Solutions



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- Fedmine Company Profile
- Company Website
 - Provide disaster management simulation software for a training simulator that is highly beneficial in preparing for natural disasters
 - EDMSIM (Emergency & Disaster Management Simulation)
 - CMST (Consequence Management Staff Trainer)
 - MSEL (Master Scenario Events List Tool)
- Customers at Air Force (primary), Army, VA, GSA, but not DHS
- FEMA-compliant but no direct FEMA or DHS contracts yet either as prime or sub
- Veteran Owned Small Business
- Federal revenue grew from \$1M to \$6M in 4 years

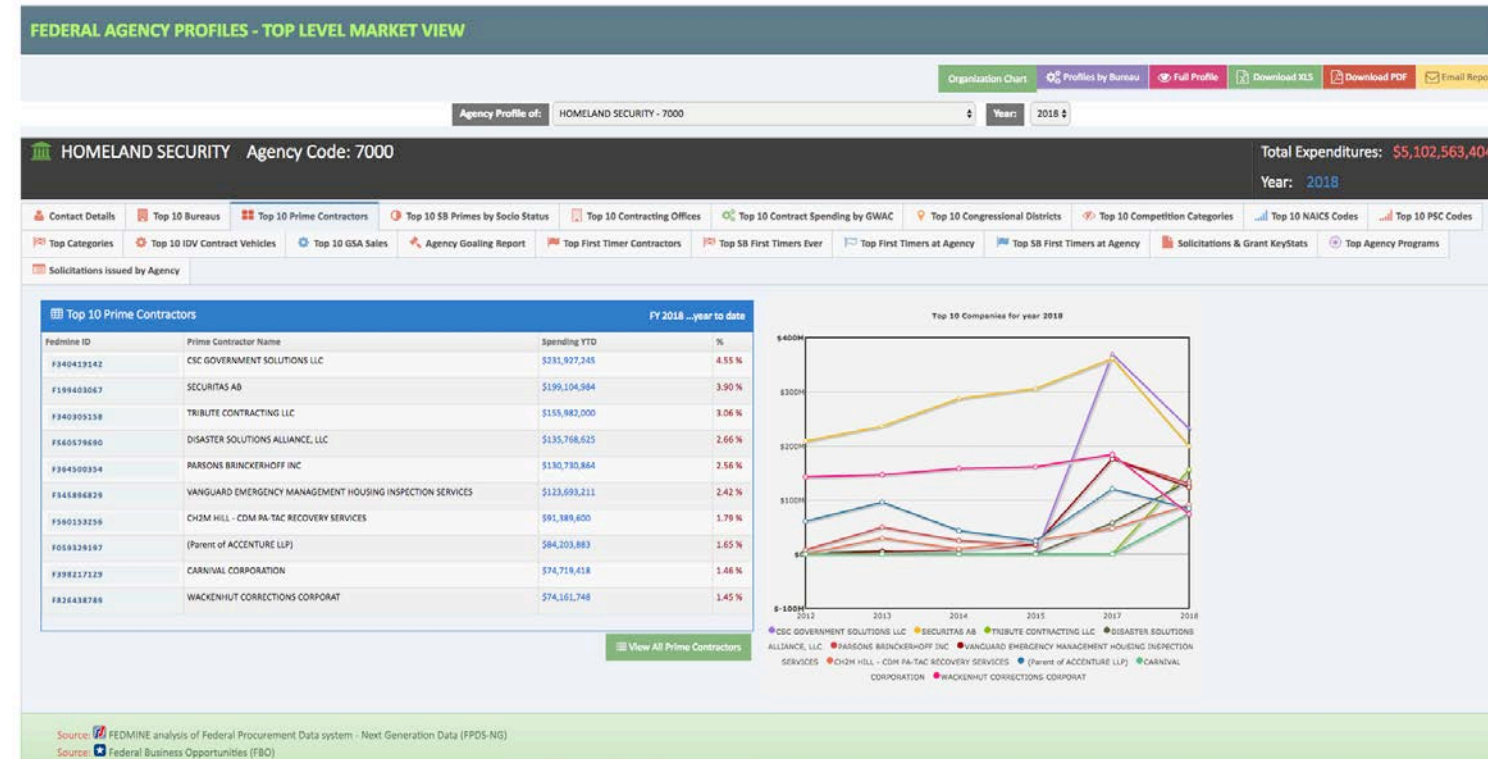


Build an Account Plan



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- Identify:
 - Top large and small business primes within agency
 - Top vehicles used
 - Upcoming opportunities and recompetes
 - Contacts (government + primes)
 - Any trends, latest news, rules, strategic plans
 - GAO protests filed at agency
 - Procurement trends
- Search for Industry Day to find opportunities and special notices; pull out contact names
 - Look up contact information and try to find out what projects they manage through OSDBU or other contacts



Build Footprint via Subcontracting

- Use the Account Plan to correlate top contractors with upcoming opportunities where you could provide value
 - Create a mini-pipeline for each prime you target
 - Research opportunities in greater depth
- Determine customer's hot buttons, opportunity history, likely winners
- Develop your value proposition



SUBCONTRACT

VALUE PROPOSITION



- Prepare for your call to set meeting
 - Give the prime a compelling reason to agree to meet with you
 - Use your value proposition – why would you be useful to them?
 - Don't go into too much detail but prove that you have studied the pursuit and have prepared
 - Tease them a bit in order to agree to dedicate 30 minutes to a meeting
- Create the value proposition
 - Showcase your customer relationship
 - Cite your relevant past performance
 - Show why you want to team with them specifically
 - Advertise what you can bring to the table



Challenge: Restrictive Teaming Agreements

- If you are a sub – check what your Teaming Agreement states
- What do you do if your prime prohibits you from marketing?
 - Send in BD staff to discuss other subject matters
- What if you have a designated POC and the government doesn't want you to talk to anyone else per your contract?
 - Expand your connections
 - Ask for introductions

Expand Footprint with Company's Project Personnel at Agency

- **Train personnel in business development:**
 - **Overcoming reluctance to sell**
 - **Rules not to break (ethics, procurement, etc.)**
 - **How to identify potential opportunities**
 - **Who are the POCs for new opportunities in your company's organization – whom do they talk to when they discover a new lead?**
 - **How could they help with white papers and unsolicited proposals, or drive scope to an existing contract?**
 - **How else could they help in the capture and proposal effort?**
 - **Have everyone on the same page with the company's value proposition**



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