



rTurner Solutions
Value - Integrity - Excellence

Technology Automation & Management, Inc. (TeAM)

Statement of Objectives

September 2025





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Statement of Objectives

PROPOSAL RESPONSE

Partnership for Success



- **Successful Small Business IT Service Provider**
- \$12 million annual revenue
- 70 - 80 FTE's (estimate)
- Primary Customers

Agency Customer	Sum of Federal Action Obligation
TRICARE MANAGEMENT ACTIVITY (TMA)	\$ 55,351,148.05
DEFENSE HEALTH AGENCY (DHA)	\$ 44,479,564.84
DEPT OF THE ARMY DA (DOA)	\$ 29,063,209.62
DEFENSE MICROELECTRONICS ACTIVITY (DMEA)	\$ 21,909,430.06
DEPT OF THE NAVY DoN (DON)	\$ 19,746,452.11
DEFENSE FINANCE AND ACCOUNTING SERVICE (DFAS)	\$ 19,452,128.41
DEPT OF THE AIR FORCE (DOAF)	\$ 17,075,819.45

- FY 2026 BD Objectives to support Revenue Goals:
 - Refine Offerings and align with Customers and Partners
 - Recommend additional Key Personnel
 - Build a Strategic 24-month Pipeline
 - Deliver Capture Support for Key Programs
 - Enhance and Strengthen Proposal Capability
 - *Build the infrastructure to support repeatable growth*



- **Boutique GovCon Growth Consultancy**
 - Significant Program Wins across DOD and Civilian Government Agencies
 - Extensive, scalable GWAC/IDIQ Expertise
 - GOVCONplus suite of BD Support Tools
 - FedPipeline, FPDSplus, RFQplus, SAMplus, CRMplus
 - Extensive pipeline sourcing, reporting, analytics, bid qualification and BD management capabilities
 - Supports a data-driven approach to GovCon growth
 - Sr. Consultants with a broad range of experience and capabilities across the spectrum of GovCon BD
 - BD, Capture, Proposals, Market Intelligence, Competitive Intelligence, Labor Pricing, Network of Government SME's
 - Supported by a back office team of analysts



rTurner Consulting – Robert W. Turner

- Federal Business Development, Capture and Proposal SME and Business Advisor. Leads a diverse team of consultants supporting large and small business clients with strategic BD, capture, and proposal efforts
- 30+ years experience in technical sales, marketing, consulting, business development and capture.
- Large program wins within DOD, Healthcare and Civilian Agencies
- Extensive experience with GWACs, IDIQs and Multiple-Award Captures
- Building new platforms and applications to accelerate capture and reduce B&P costs – especially for small business GovCons
- **GOVCONplus**
 - Integrated suite of BD Support applications
 - FedPipeline, FPDSplus, RFQplus, SAMplus, CRMplus
 - Market Intelligence Service
- GWAC Proposal Factory
 - Scalable process, accelerators and best practices
- ISO Accelerators (9001, 20001, 27001)



rTurner Consulting – Jim Barrineau

- GovCon SME with 41+ years in the Federal Government
 - 27 years career Army Signal Officer
 - 11 Years Corporate
 - 3 Years Independent
- Experience spans Strategic Initiatives, Program Management/Operations, Business Development, Capture, Contract Transition
- Extensive experience with GWACs, IDIQs and Multiple Award, both in winning the contract and in winning task orders
- Company Program Manager for ITES-2S and ITES-3S; *winner of TOs on both, and TO Program Manager on both*
- Focus on DOD, mostly Army, but also some experience with Fed Agencies; won ITES-3S TO at FEMA, then delivered it



Linda Remick

- 30+ years of Federal Market experience: Proposal Management, Capture, Business Development, Program Management, and Sales.
- M.B.A., B.B.A.
- ITIL v3, Master's Certificate in Federal Project Management.
- Live and work in Alexandria, Virginia.
- **SB & OTSB experience:** AT&T Federal, DMI, Advanced Systems Development (ASD), By Light Professional IT Services (By Light), American Communications Solutions (ACS)
- **Customer experience:** Executive Office of the President, Department of State, Pentagon (Joint Service Provider - JSP), White Sands Missile Range (WSMR), Missile Defense Agency (MDA), Veterans Affairs (VA), Defense Information Systems Agency (DISA), US Army, Department of Homeland Security (DHS), US Air Force, US Space Force, US Patent and Trademark Office (USPTO), and General Services Administration (GSA).



CMI - powered by GOVCONplus

Strategic & Tactical Lead Generation

IDENTIFY

- Searching
- Identification
- Lists of RFQ's

QUALIFY

- Read RFQ docs
- Store information
- Build Reports

PURSUE

- Capture Planning
- Bid position
- Teaming
- Past Performance
- B&P Investment

CAPTURE

- Capture Plan Execution
- Formalize Team
- ID and Plan for SME
- Build Proposal Plan

BID

- Write Proposal



Bid Qualification & Scoring



Procurement Data Search & Analytics



GovCon CRM with Active AI



Private Network Gen-AI Proposal Toolbox



- Although the growth principals are the same, your organization is unique. Specific growth plans must reflect these realities.
 - Build on strengths and successes
 - Mitigate and overcome weaknesses and challenges
- Source expertise from an integrated team
 - No one consultant or BD SME knows everything
- Begin with a data-driven approach
- **Curated Market Intelligence**
 - Capture and refine the CLIENT's 24-month strategic growth plan
 - Align CLIENT service offerings with Customer Needs and Strategic Priorities.
 - Build Pipeline to support that plan. Pipeline must include market and competitive intelligence
 - Organize the Proposal Library ("lego blocks") to support pipeline. Include the "smart" use of AI as an accelerator.
 - Use **GOVCONplus** tools to maintain battlefield awareness and market currency re: the growth plan
 - Review Strategic Growth Plan Quarterly
 - Aggressively collect Lessons Learned, Evaluate All Activity, Ask the hard questions, Make the hard decisions
 - Fail Forward and Make intelligence bid decisions (positive + negative)

TeAM SOW - Strategic Vision + Pipeline Build

Primary Objectives

1. Refine offerings to develop differentiators that clearly state “Why TeAM?”
2. Align offerings to target agencies in need of TeAM solutions
3. Identify strategic Large Primes for partnerships and access to new markets
4. Recommend key hires to facilitate growth
5. Build 24-month pipeline to support (2) proposals/month/fiscal year

Summary Goal: Sharpen service offerings to increase competitiveness with USG clients as Prime and Industry Partners as a Subcontractor. Collaborative project between rTC and TeAM

Consulting Engagement CONOPS

- 45-day engagement from mid-September through end of October
- ROM = \$17,000
 - Principal Consultant (lead)
 - Business Analysts (research, analysis, documentation)



Strategic Planning - Scope*

1. **Kickoff Meeting to Define/Discuss (request source docs)**
 - a. Corporate Capabilities
 - b. 5-year contract base (prime + sub)
 - c. Company Key Personnel
 - d. Current Customers
 - e. Schedule Strategic Growth Planning Session (will need separate session)
 - f. Corporate Strengths and Weaknesses (SWOT Analysis)
 - g. Homework and Deliverables from each team (rTC + TeAM)

2. **RESEARCH AND ANALYSIS**
 - a. Pipeline
 - b. Proposals Won/Loss
 - c. Bid Submission Rate
 - d. Subcontractors/Teaming Partners
 - e. Competitors and their wins within customer base
 - f. Customer Contract Portfolios
 - g. DOD and Civilian Agencies that buy TeAM services
 - h. Target Customer Contract Inventories
 - i. Future Competitors and Teaming Partners
 - j. Agency Customer Directions and Strategic Plans

3. **DELIVERABLES**
 - a. 6 - 24 month pipeline of qualified deals
 - b. List of 3-5 Target Agencies that use TeAM vehicles and buy our services
 - c. **PROFILES**
 - i. Target Agency Profiles
 - ii. Target Prime Profiles
 - iii. Primary Competitive Profiles
 - d. Leverage current Contract Vehicles
 - i. Army ITES-3S
 - ii. GSA MAS
 - iii. GSA OASIS+SB
 - iv. CIO-SP3-SB
 - v. Navy SeaPort-NxG
 - vi. FAA eFast
 - vii. GSA HCaTS (will be OASIS+ Human Capital domain)
 - e. Identify new strategic Contract Vehicles
 - i. Average contract value of 5-6 million per year

**This workstream covers both Strategic Vision and Pipeline Development from the published SOO.*



Pipeline Development - Strategies Deployed

- **Corporate Pipeline**
 - RFQ/RFPs that are estimated to be released in the next 6 - 24 months
 - Quantity to support 24 annual proposal
 - TCV, PWin, Factoring, Dates will be used to create pipeline volume
- **Leverage Current Key Contracts**
 - DMEA ITSS / ITSS 2
 - ANG SETS
 - DHA LAN/WLAN
- **Target TCV** between \$5 and \$50 million
- **Mix** of discrete contracts and task order proposals
 - 20/60/20 mix of contracts
 - 20% large and strategic
 - 60% \$5-\$25 million
 - 20% tactical task order requests
- **FedPipeline reports** to source existing contracts within target agencies that expire in the next 6-24 months
- Source **competitive intelligence** from GovWin and multiple sources to qualify each deal
- Assign **PWin and Priority** values to each pipeline deal to factor revenue and allocate resources
- **Challenge** the team to complete an objective, detailed SWOT analysis
- Build **profiles** in RFQplus and SAMplus to source qualified bids posted daily
 - Sources Sought, Justifications and Award Notices that open doors of opportunity and provide market intelligence on strategic pipeline
 - New non-pipeline bid opportunities that can be won



Capture Planning Framework - Strategies Deployed

- **Key Deliverable:** Capture and Engagement Framework
- Capture Planning that lands deals requires a strategic, market intelligence approach to positioning and winning
 - Services aligned to Customer Needs
 - Sober acknowledgement of competitive threats and open opportunities
 - Leverage network of Government SMEs and specialized consultants that for a few hours labor can provide valuable insights into customer needs, vendor success and competitive threats
 - Aggressive use of contract data reports and market intelligence databases.
- **Capture Framework** will include:
 - Effective use of Databases, LinkedIn and USG websites to identify decision makers
 - Strategies to reach decision makers and how use upper management and colleagues as influencers
 - Effective Capability Statements and Marketing Materials
 - Customized Capture Plan for TeAM
 - Draft Capture Plan for the #1 Strategic Bids
- **Capture Training**
 - “Effective Use of Capture Plans”
 - “Identifying Decision Makers and Influencers”
 - “Best Practices in the source competitive intelligence”
 - Training Sessions will be recorded, transcribed and materials updated based on CLIENT conversations
- **Estimated LOE: \$20,000 FFP**
 - Consultation with CLIENT and Production of a Capture Management Framework for TeAM personnel
 - This phase follows Strategic Planning and Pipeline Build



Proposal Framework - Strategies Deployed

- **Key Deliverable:** New Proposal Framework

- Templates with Content
- Solutioning
- Technical Presentation
- Interconnection of Proposal Volumes

- **Approach**

- Review Current Proposal Process and Suggest Improvements and Process Changes
- Conduct rigorous Red Team reviews on 2 recent proposals and provide feedback and recommendations for improvement
- Develop standardized templates with interchangeable sections – Executive Summary, Organization, Staffing Plan, Labor Cat charts
- Database Management discussion and recommendations
 - Incorporating the use of AI into search for content
 - Structuring historic proposals, white papers, and other content
- Best Practices for Solutioning and Content Reviews
- Standard graphics for IT processes, management of contracts, staffing, HR processes, Onboarding, clearance verification, etc.
 - Examples: DevSecOps, SAFe, SDLC, Engineering.

- **Deliverables**

- Proposal Process Flowchart and Definition
- Updated Proposal Style Guide and Template
- Edited Proposal Templates
 - Management
 - Technical
 - Executive Summary
 - Staffing Plans, etc.
- Solutioning Recommendations
- Recommendations for AI use in proposals
- Proposal Reuse Recommendations
- Proposal Process Training (slides + recordings)
- Proposal Review Feedback on 2 recent proposals

- **ROM:** \$10,000 FFP for the Proposal Development workstream

- **Ongoing Proposal Management Support**

- \$160/hour T&M
- Coaching, Leading, Support, Training as required.
- Used to support “*working hand in hand on one or more proposal efforts to provide internal guidance and training*”.



Ongoing Capture Support - Strategies Deployed

- Capture Planning that takes a strategic, market intelligence approach to positioning and winning
 - Services aligned to Customer Needs
 - Sober acknowledgement of competitive threats and open opportunities
 - Leverage network of Government SMEs and specialized consultants that for a few hours labor can provide valuable insights into customer needs, vendor success and competitive threats
- Complete transparency
 - Record all pipeline deals, activities and people in a CRM database
 - Weekly review of pipeline updates, activity, progress, challenges.
- Leverage back office team of analysts to perform research, write white papers, design marketing materials and support deal capture
- **Available Resources:**
 - Capture Manager: \$200/hour
 - Business Analyst: \$110/hour
 - Focused on capturing specific details with the strategic pipeline
 - Target ROM and LOE to be established in advance for each capture effort
- **Curated Market Intelligence**
 - Monthly Recurring LOE = \$4,000/month
 - Pipeline Maintenance and Updates
 - New Deals, Updates, Draft RFI's
 - Subscriptions to **GOVCONplus** tool suite (ALL)



Engagement Summary

#	PHASE	DURATION	PRICE (FFP)
1	Strategic Vision + Pipeline Build	45 days	\$17,000
2	Capture Planning Framework	45-60 days	\$20,000
3	Proposal Development Framework	30 days	\$10,000
4	Curated Market Intelligence	Monthly	\$4,000





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THANK YOU!

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