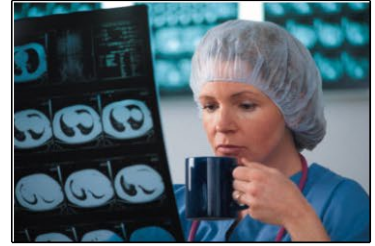


Professional Red Team

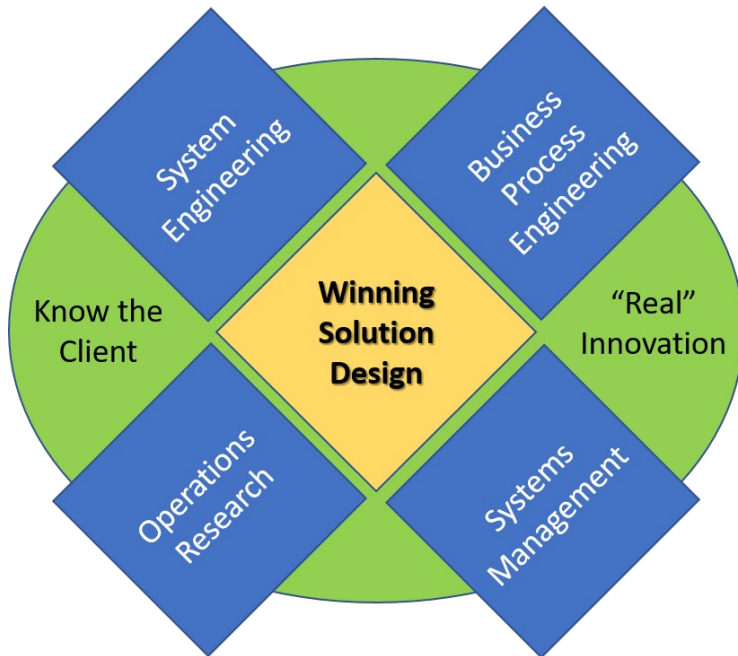
We Are Betting You Are Not as Good as You Think

Your company may have the best solution design team and the best proposal team and yet you don't win every proposal you think you should – for a lot of reasons. We are betting that our Professional Red Team (PRT) can show you a clearly discernable improvement or we'll refund 25% of our project fee.



What is a PRT and What Do They Do

Federal Proposals Solutions Design Teams
Center on the Key Disciplines Essential
To World-Class Solutions



A PRT is a group of exceptionally talented systems design and business process engineers, technical specialists, business development and proposal professionals, and researchers who focus on “client-centric” solution design to meet Federal solicitations. They are objective, creative, innovative, and disciplined not to fall in love with their own ideas. They can look at your company’s solution design and quickly identify shortfalls or lack of competitiveness and offer concrete actionable independent advice to improve your offering. Our lean-staffing approach means we call upon only the expertise we need for a specific project, and we focus on the big picture – those things that often differentiate the winner from the loser. We don’t waste time on the administrivia that burdens proposal teams.



What Does a Professional Red Team Have That You Don't Have?

Beyond the strong independent objectivity of our professionals, a PRT brings information your company is unlikely to have.

- ✓ Our PRT members are selected because they have experience with the Federal or State offering agency of interest and often have served on proposal teams for solicitations from the offering agency.
- ✓ Federal Proposals has developed and maintains an unmatched library of solicitation documents spanning most Federal agencies that include proposal debriefs for winning and losing proposals. We know what wins and what doesn't.
- ✓ We do it over and over, and continuously improve. Your in-house red team is unlikely to bring the skills, expertise, and experience of a Federal Proposals PRT.

What Does It Cost

Simply, a lot less than you might expect – and a huge bang-for-the-buck. We assign experts only as the project requires and we focus on value-added. If we can't markedly improve your offering, we will tell you as soon as it's apparent and withdraw from the project.

Total PRT costs are highly dependent upon the complexity of the solicitation. We are pleased to offer an estimate for PRT services when you can describe the project or can point us to a pending solicitation. Contact don@federalproposals.com.¹

Employing a PRT may bring the single greatest improvement to your long-term proposal success. You will find out just how good is your internal team.

We offer Solution Design Team Services as an extension of our PRT.

"Federal Proposals PRT recommended a complete redesign of our technical approach (which we had great confidence in until the shortfalls were pointed out) and they proved correct – and we won. We will use them as part of our design team every time from now on. Better than any internal red team."CEO

¹ Minimum PRT fees are \$10,000.