

# SBDG DSBS Keyword AI Analysis



## NAICS Codes Included:

541611, 611430

## PSC Codes Included:

R405, R406, R408, R410, R426, R497, R499, R699, R707, R799, U006, U008, U009, U099

## Primary Keywords Included:

COACHING	CONTRACT ADMINISTRATION	INSTRUCTIONAL SYSTEM
TRAINING	ACQUISITION LIFECYCLE SUPPORT	PROCESS IMPROVEMENT SERVICES
LEADERSHIP	EXECUTIVE	TEAM BUILDING
DEVELOPMENT	VIRTUAL	PROGRAMMATIC ACTIVITIES
PROCUREMENT	FACILITATION	STRATEGIC PLANNING
SOFT SKILLS	ADMINISTRATIVE SUPPORT SERVICES	ACQUISITION SUPPORT SERVICES
COMMUNICATION	CAREER COUNSELING	STRATEGIC PLAN
PUBLIC SPEAKING	CLASS	BUSINESS PROCESS IMPROVEMENT
BUSINESS WRITING	FACILITATION SERVICES	MANAGEMENT SUPPORT SERVICES
CONTRACT CLOSEOUT	HUMAN CAPITAL	TEAM MEETING
PROGRAM MANAGEMENT	SUBJECT MATTER EXPERTISE	STRATEGIC PLANNING SERVICES
PROJECT MANAGEMENT	SUBJECT MATTER EXPERT	TECHNICAL MANAGEMENT SUPPORT
CONTRACT MANAGEMENT	INSTRUCTIONAL SERVICES	ANALYTICAL SUPPORT SERVICES
MENTORING ACQUISITION	CONSULTING SERVICES	CONTRACT ADMINISTRATION SUPPORT
WORKFORCE DEVELOPMENT	INSTRUCTIONAL PROCESS IMPROVEMENT	VIRTUAL INSTRUCTOR LED

**The list is broken into 3 segments:**

### **Segment 1 – Keywords of SB Awardees from the Think Acquisition Target Dataset**

*We've collected and aggregated all the keywords from every small business awardee within your target dataset. Of the 1,192 total awardees, 857 have DSBS profiles that contain a total of 11,915 keywords.*

**Vendor profiles analyzed – 857 | Total keywords – 11,915**

### **Segment 2 – Keywords Within Award Descriptions, Think Acquisition Target Dataset**

*We've collected and aggregated all the keywords from every small business award description within your target dataset. There are a total of 3,596 awards within the target dataset.*

**Award descriptions analyzed – 3,596**

### **Segment 3 – Keywords from Solicitations from the Think Acquisition Target Dataset**

*We've collected and aggregated all the keywords from every listed federal solicitation posted at SAM.gov. In total, there were 11,307 solicitations evaluated, with a total of 84,984 keywords analyzed*

**Solicitations analyzed – 11,307 | Total keywords – 84,984**

# THINK ACQUISITION LLC

Unique Entity ID  
**M2M1NJSD9FD3**

*Registration Status*

● Active Registration

*Expiration Date*

May 22, 2023

CAGE/NCAGE  
**89V37**

Purpose of Registration  
**All Awards**

Physical Address  
**25 Castle Haven RD STE 1102  
Hampton, Virginia  
23666-6032, United States**

Mailing Address  
**25 Castle Haven RD STE 1102  
Hampton, Virginia  
23666-6032, United States**

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative	Keywords
1	<a href="#">THINK ACQUISITION LLC</a>	WILLIAM RANDOLPH	<a href="#">25 CASTLE HAVEN RD STE 1102 HAMPTON, VA 23666-6032</a>	Acquisition/contracts training and consulting and management and leadership coaching and training	Acquisition Procurement Consulting Leadership

We Suggest You Retain:

Acquisition, Procurement, Consulting, Leadership

Please indicate which keywords you would like to add:

## Segment 1 – Keywords of SB Awardees from Think Acquisition Target Dataset



word	count	relevance	word	count	relevance
management	1067	0.146	leadership development	34	0.185
training	707	0.268	data analytics	30	0.185
consulting	318	0.187	risk management	30	0.166
leadership	206	0.132	system engineering	29	0.139
project management	161	1	professional services	27	0.146
program management	156	0.933	administrative support	26	0.113
communications	114	0.094	organizational development	24	0.106
strategic planning	103	0.583	graphics design	23	0.146
logistics	76	0.104	supplies chain	21	0.093
management consulting	74	0.172	customer services	20	0.113
change management	71	0.444	professional development	20	0.099
facilitation	70	0.155	system integration	19	0.126
human resources	60	0.291	data analysis	19	0.113
process improvement	60	0.291	acquisition support	19	0.106
management training	55	0.106	staff augmentation	18	0.113
information technology	51	0.232	portfolio management	18	0.099
software development	47	0.245	enterprise architecture	18	0.099
business process	46	0.166	technical assistance	17	0.099
leadership training	44	0.225	curriculum development	17	0.099
help desk	44	0.212	record management	16	0.106
executive coaching	43	0.172	knowledge management	16	0.099
team building	39	0.132	emergency management	16	0.099
human capital	38	0.152	program evaluation	15	0.093
cyber security	37	0.225	grant management	14	0.093
financial management	34	0.212	business process improvement	11	0.109



## Segment 2 – Keywords Within Award Descriptions, Think Acquisition Target Dataset



word	count	relevance	word	count	relevance
management	679	0.098	strategic planning services	20	0.127
management support services	158	1	instructional services	20	0.084
training course	153	0.595	technical management support	19	0.12
administrative support	138	0.553	technical training	16	0.067
program management support	134	0.848	instructional process improvement	14	0.089
oversight	134	0.101	instructional system development	14	0.089
project management	121	0.51	process improvement services	14	0.089
leadership development	87	0.367	centralized training course	12	0.076
education	86	0.048	federal consulting group	12	0.076
acquisition support services	79	0.5	training program manager	10	0.063
consulting services	72	0.266	contract closeout services	10	0.063
executive	70	0.05	communications training workshop	10	0.063
subject matter expert	63	0.399	grant management support	10	0.063
training services	60	0.253	analytical support services	9	0.057
management oversight services	57	0.361	management consulting services	9	0.057
virtual training	55	0.232	center administrative support	7	0.044
career counseling	30	0.127	training program support	7	0.038
retirement training	30	0.127	program support	7	0.004
facilitation services	30	0.127	integrated program management	6	0.038
human capital	26	0.105	senior leadership program	6	0.038
business process improvement	24	0.152	leadership team	6	0.025
communications support services	23	0.146	equivalent training	6	0.025
training solutions	22	0.093	assistant training program	5	0.032
program management services	21	0.133	human capital planning	5	0.006



### Segment 3 – Keywords from Solicitations from Think Acquisition Target Dataset



word	count	relevance	word	count	relevance
training	302	0.266	learning specialist	4	0.205
services	254	0.223	chris finley	4	0.205
support services	66	0.767	coaching services	4	0.153
amendment	26	0.276	chemical processing industry	3	0.23
training course	26	0.205	adkar change management	3	0.23
solicitation	18	0.244	project finance specialist	3	0.23
personal services contractor	15	0.997	cancer prevention fellowship	3	0.23
sole source	15	0.665	prevention fellowship program	3	0.23
usaid	12	0.183	offshore u.s. personal	3	0.23
training services	10	0.205	professional development training	3	0.23
consulting services	9	0.256	statement of work	3	0.23
technical assistance	8	0.256	children care subsidies	3	0.23
small business	7	0.205	services of tlo	3	0.23
administrative support services	6	0.46	change management training	3	0.23
leadership development program	6	0.46	nci cancer prevention	3	0.23
project management training	6	0.46	indonesia ii compact	3	0.23
certification services	6	0.205	processing industry osha	3	0.23
notice of intent	5	0.384	equal employment opportunities	3	0.23
training support services	5	0.384	local liaison advisory	3	0.23
based training	5	0.205	care subsidies program	3	0.23
u.s. personal services	4	0.307	leadership training course	2	0.153
liaison advisory services	4	0.307	factors analysis training	2	0.153
proposed contract action	4	0.307	community health representative	2	0.153
compact development team	4	0.307	contractor support services	2	0.153
american foundation	4	0.205	data quality assessment	2	0.153

# Comparison DSBS Profiles

In this section, we've collected the Capabilities Narratives and Keywords of the small businesses that have won the most contracts for the specific type of work your seeking. Here is the breakdown of the information provided:

Your Capabilities Narrative		
COMPANY NAME Number of contracts they've won for this targeted dataset Dollars they've won	Capabilities Narrative	Keywords

Use this information to further refine / enhance your DSBS profile Capabilities Narrative and Keywords

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative	Keywords
1	<a href="#">THINK ACQUISITION LLC</a>	WILLIAM RANDOLPH	<a href="#">25 CASTLE HAVEN RD STE 110 HAMPTON, VA 23666-6032</a>	Acquisition/contracts training and consulting and management and leadership coaching and training	Acquisition Procurement Consulting Leadership

## Suggested Changes

Capabilities Narrative
Think Acquisition is led by William Randolph, a retired former Head of Contracting Activity for DHS, Senior Executive Service member, and 26-year veteran of Acquisition, Program Support & Procurement. Think Acquisition (SDVOSB) has won federal contracts for training and leadership development with DHS and Washington Headquarters Service. Think Acquisition has developed numerous strategic relationships to bring a unique, holistic approach to govcon solutioning for both federal and commercial entities.

# Comparisons

See accompanying Spreadsheet for Competitor Analysis.