

# Federal Market Analysis Report & Strategy

Review the entire federal research strategy and customer journey for the SBDG Federal Market Analysis Report & Strategy.

**Intake Form**



**1st Level Data Selection**



**Data Confirmation**



**Final Report Creation**



**Client Portal & Report Delivery**



**Ongoing Strategic Engagement**



Each section provides a brief overview of the highlighted stage and process.

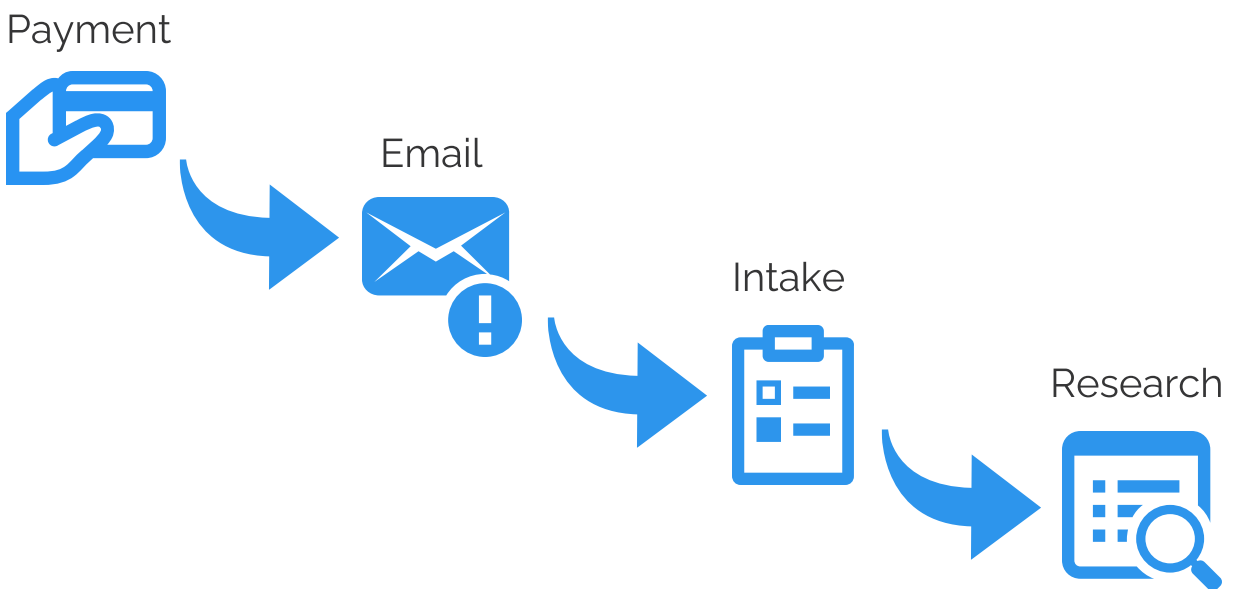
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# Intake Form

New clients are onboarded through our Intake Process. Upon successful completion of payment, we send you a link to a brief questionnaire that asks about your company, industry, description, codes, keywords and work area.

This information allows us to begin your federal market research effort.



**Federal Market Analysis Report & Strategy  
Intake Form**

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# Research Effort

During Level 1 Research, we complete a number of steps to refine your data.

## Form Review

Data from your Intake starts our process.



## Keyword Evaluation

We evaluate keyword relevance and frequency



## Code Alignment

We align your codes with federal spending categories.



## Competitor Analysis

We identify your top competitors.



## Agency Scorecard

We score agency match to your core offerings..



## Keyword Optimization

We uncover other keywords relevant to your business.



## Unpublished Contracts

We analyze opportunities not published at SAM.gov



## Single-Offer Contracts

We prioritize contracts that only received 1 bid.



## Subcontracting

We identify subcontracting opportunities.



## "Low-Hanging Fruit"

We identify the best customers from an ROI perspective.



## Targeting

We rank and target based on fit.



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Research Effort**

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# Data Confirmation

Once we've completed the first phase of research, we review NAICS codes, PSC codes and Keywords with you to determine what to include in your dataset, and what to eliminate.

Each category is sorted by contract count and value, so you have context when deciding what to include and what to leave out.

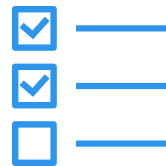
Research



Review



Select



Submit



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Data Confirmation**

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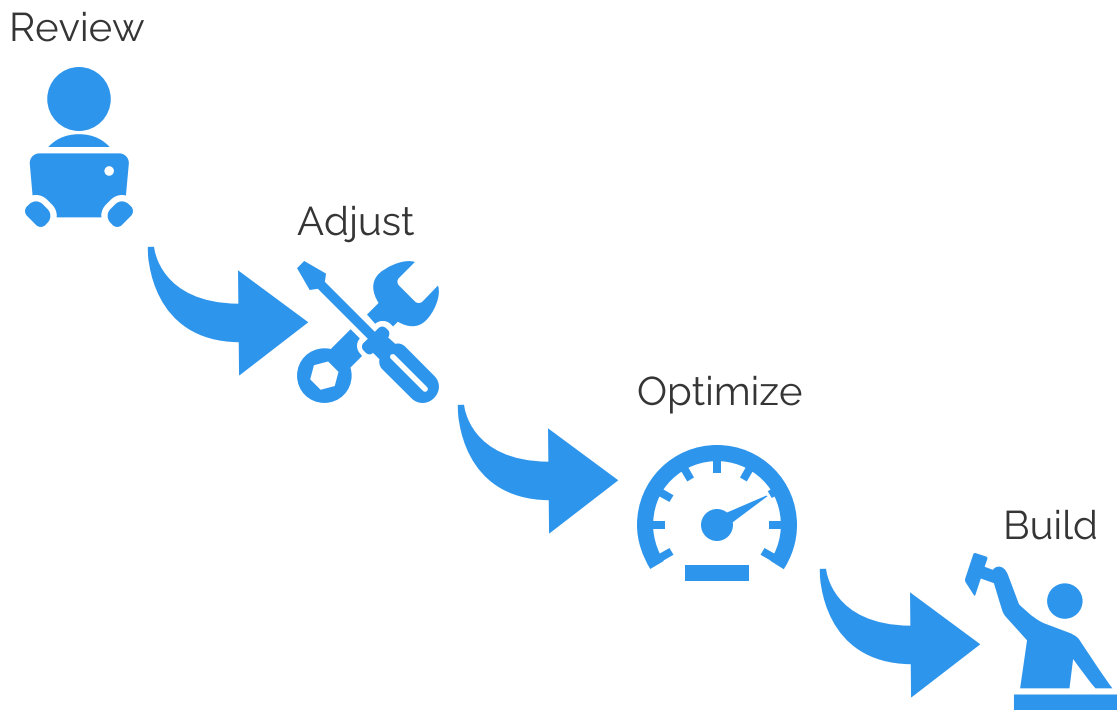


# Final Report

After you've completed the review of the initial data research effort and submit your response, we begin phase 2 of research.

Phase 2 includes incorporating your change requests and ensuring we have a sufficiently robust and accurate dataset.

Once we are confident in the quality of the data, we create your final report.



**Federal Market Analysis Report & Strategy  
Final Report**

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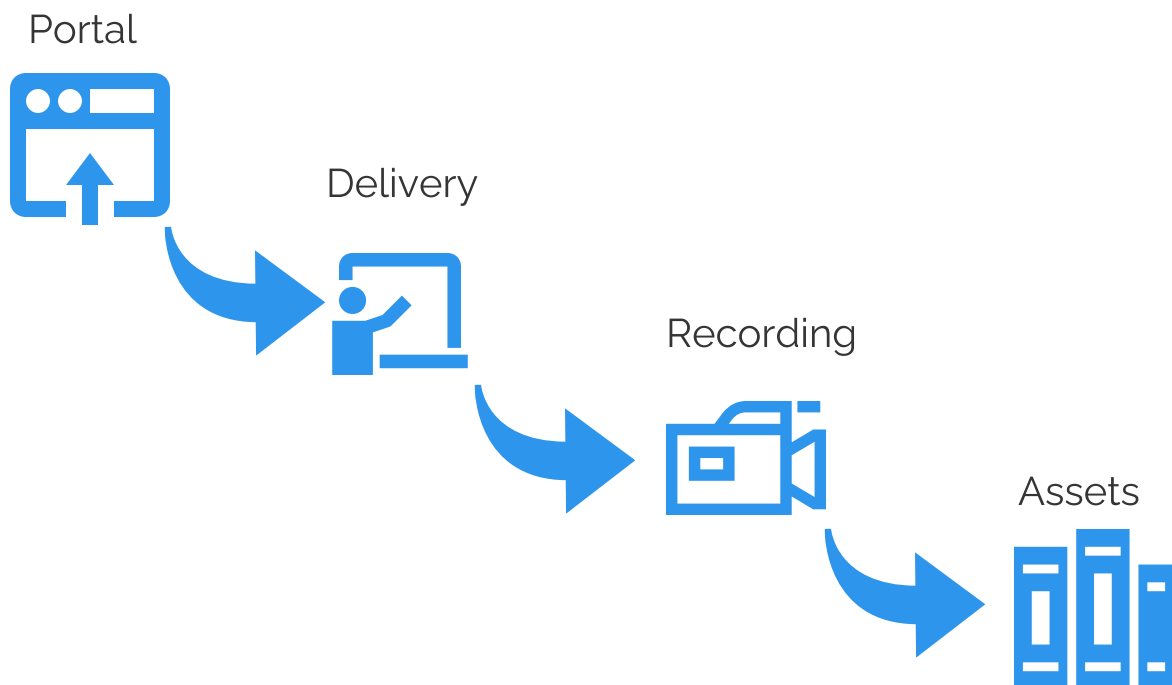
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# Client Portal Creation and Delivery

When your report is ready for delivery, we create a private client portal branded for your company and password protected.

Your report is delivered on a Microsoft Power BI framework, and the delivery call is recorded and stored on your client portal for your review, along with other assets such as the Engagement Strategy.



**Federal Market Analysis Report & Strategy**  
**Client Portal Creation & Delivery**

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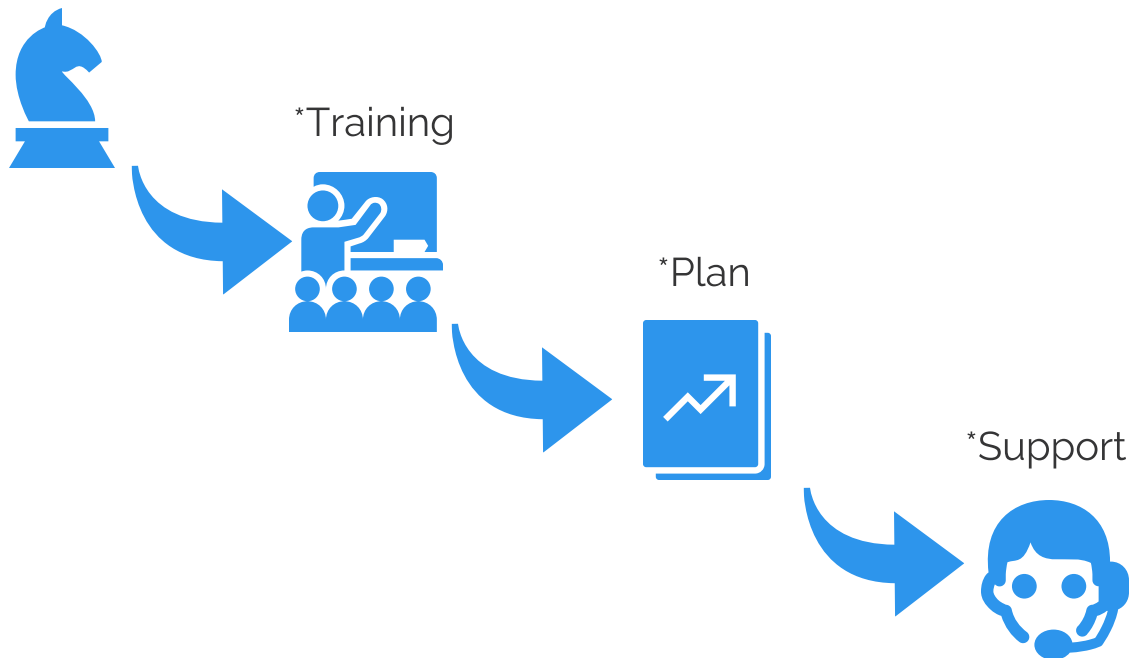


# Ongoing Strategic Engagement\*

During the delivery of your report, you'll be provided with insights about how to effectively engage your target audience (Small Business Specialists, Prime Contractors, etc.).

\*Those that purchase the package that includes engagement with William Randolph and Think Acquisition will be provided with more "Insider Strategies", including the Think Acquisition "7 Touchpoints" Federal BD Strategy.

Engagement



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Ongoing Strategic Engagement**

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