

CAPTURE 2 PROPOSAL

CAPTURE MANAGEMENT PLATFORM CAPABILITIES

OPPORTUNITY-CENTRIC MARKET INTELLIGENCE

procurement opportunities with the industry's most comprehensive and intelligently correlated and linked data set

PURSUITFLOW -CAPTURE MANAGEMENT AND TEAM ORCHESTRATION

Identify teaming partners, orchestrate capture efforts, and dynamically calculate and update probability of winning across all capture efforts

SECURE ENCLAVE FOR PROPOSAL DEVELOPMENT

Meet and exceed the controls requirements for DFARS 252.204-7012 and NIST 800-171 requirements for controlling unclassified information for DoD proposals

Click <u>Here</u> for more information on Capture2's Capture Management Platform

CAPTURE (2) Growing with Broad Agency Announcements

ager, business development leader, or executive

As a capture manager, business development leader, or executive working with the federal government focused on winning advertised procurements sales qualification is often captured in the RFP and clearly understood:

Budget - yes, of course, this is a funded program.

Authority - yes, it is under a contract vehicle that is funded and the KO is the decision maker.

Need - yes, absolutely, otherwise there would not have been an RFP release.

Timing - clearly stated in the RFP due date and anticipated award date.

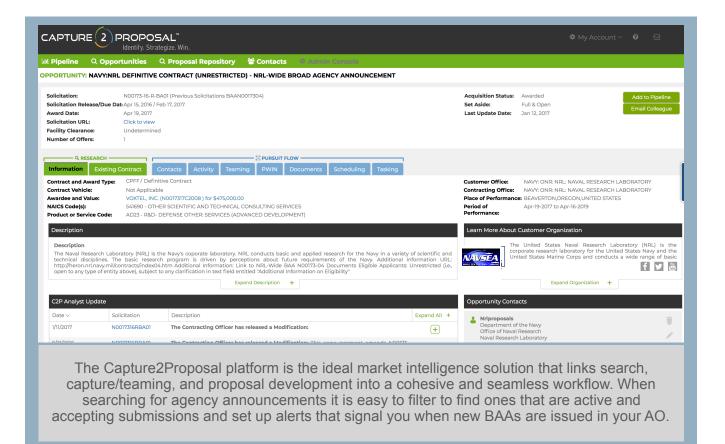
There is however, a scenario that provides a potentially lucrative opportunity for innovative small businesses to get their ideas in front of the government customer that is outside of the traditional RFP and Capture cycle - leverage the Broad Agency Announcement.

In short the BAA is a solicitation method that federal agencies use to signal industry that "we need help!" Some are extremely specific such as 'Grid Spectral Management for Nuclear Enterprise' while others are much broader shouts-from-the-rooftop for innovation in a wide variety of areas ranging from Network Operations, to C4ISR and Cyber, to Environmental Monitoring.

Unlike traditional procurements the BAA is your chance to get in front of the customer with your ideas, bring something new and novel to fulfill a need, and turn that into an exclusive procurement that can often use the Other Transactional Authority (OTA) process and result in a quick and competition free award.

Finding the Right BAA

When searching <u>FBO.gov</u> for "BAA" or "Broad Agency Announcement" the site returns over 40,000 announcements, far more than most busy capture managers want to sift through. Using the Capture2Proposal system and filtering for BAAs that are expiring in the next year that have had a successful award in the Defense Sector and excluding attachments the result quickly



narrows to **only sixty-two**, a much more manageable method to identify interesting opportunities.

Prepare your Concept Paper - A simple five-page paper outlining your solution is all you need to kick off the process. Your paper should include a thorough discussion of your unique and innovative approach to solve the government's challenge or to introduce a mission-impacting capability. . Be sure to include key information like your past experience with this technology or innovation in the government and commercial sectors as well as your planned approach to prove the concept and deliver demonstrable and measurable results.

The managing agency for the BAA will share your concept paper with the sponsoring agencies and if it is of interest you will be contacted by the agency to provide more information. It is entirely possible that your solution may be of interest to several agencies who will contact you for more information with many questions and requests for oral briefings. Yes, the government may end up soliciting you!

Procurement - A BAA can use any contracting option, so you can steer the PM toward a vehicle you are prime on. However, the most common vehicle is the OTA (Other Transaction Authority) which allows the PM to fund prototypes, evaluations, and move directly into production....at a DFAR waived speed to production!



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