



SET A VISION

Establish a strong focus for your company through an understanding of corporate values, company purpose, leadership's vision...and a Big, Hairy, Audacious Goal.

*Coaching, mentoring, facilitation,
organizational development.*



RESEARCH YOUR MARKET

Leverage our research processes, proven tools, market databases, trusted collaborators, and our relationships in federal and commercial markets. Ensure the viability of your market.

*Total addressable market analysis,
market research, business intelligence,
and budget analysis.*



LIVE BY A STRATEGY

Our established planning tools and processes create an actionable plan to grow through new infrastructure and new markets. Our one-page strategies guide daily decisions and help you adapt to change.

*Corporate campaigns, strategy integration,
competitive assessment, roadmaps,
and Price-to-Win.*



FIND OPPORTUNITY

Our proven research processes use multiple search engines and a network of more than a hundred collaboration partners. Intuitive web-based dashboards track your growth metrics.

*Build and evaluate corporate
pipelines, account planning, business
development operations.*



CAPTURE THE WORK

Use gate review processes to guide bid decisions. Our capture template leads your team in every aspect of capture activity and provides a pragmatic assessment of your win probability.

*Opportunity evaluation, shaping,
win strategies, themes and discriminators,
team building, Price-to-Win.*



PROPOSE TO WIN

You must write to win. Turn to us for proposal managers, volume leads, writers, data call support, graphic artists, publication experts, "color team" reviews, Subject Matter Experts, and production teams.

*300+ SMEs with nation-wide access
for technical and management content.
Write, edit, manage, review, illustrate,
format, and price.*



BUILD HEALTHY ORGANIZATIONS

Assess your organization's culture using quantitative measurements. Be honest about your shortcomings and develop your leaders to tackle hard problems. Invest in your workforce through employee engagement tools and actions.

*Proprietary tools assess resilience,
engagement, culture, and insider threat.*

**GROWTH THROUGH METRICS-BASED BUSINESS DEVELOPMENT
BUILT ON HEALTHY ORGANIZATIONS**

WHITESPACE BY THE NUMBERS



61% ANNUAL GROWTH OVER 8 YEARS – *Practice What We Preach*

165 CLIENTS IN 23 STATES, 5 COUNTRIES – *Customer Base*

100% CLIENT REFERRALS – *Corporate Growth*

23 FULL-TIME, 300+ PART-TIME – *Subject Matter Experts*

100+ CORPORATE PARTNERS – *Collaboration*

8,000+ BUSINESS CONTACTS – *Extensive Reach*

\$17B+ NEW BUSINESS WINS – *Leadership Team*

51% REVENUE FROM FORTUNE 500 – *Trusted by Industry*

WHAT GETS MEASURED GETS DONE



REALISTIC VISION

We Draw the Map to
Reach Your Destination



VIABLE MARKET RESEARCH

50+ Market Evaluations Per Year



ACTIONABLE STRATEGY

Built Winning Approach for
Targets \$100K to \$10B



PROFITABLE OPPORTUNITY

ID 100's of Relevant Opportunities
Built Dozens of Corporate Pipelines



EFFECTIVE CAPTURE

300+ Efforts to Shape Bids
and Engage the Customer



WINNING PROPOSALS

290 Procurements, 61.6% Win Rate
\$17B Non-IDIQ Wins

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BUILT ON HEALTHY ORGANIZATIONS**