



We pioneer fresh ideas.

# WHITESPACE

by the **NUMBERS**



- **331%** Average Annual Growth Rate over 4 years
- Client Base: **70 Companies** in **10 States**
- All **Growth** Through **Client Referrals**
- Employee Base: **15 Full-time, 100+ Part-time**
- **100+** Corporate Collaboration Partners
- Extensive Reach: **3,000+** Business Contacts
- Leadership Team: **\$7.6B+** New Business Wins

## WHAT GETS MEASURED GETS DONE



### VISION

**CEO/COO** Experience  
**10+** Tech Companies  
Formed • Grown • Rebuilt • Sold



### MARKET RESEARCH

**100+** Evaluations Per Year  
Identify Viable Markets



### STRATEGY

Our Staff Experience  
**114 YEARS**  
Define Actionable Strategies



### OPPORTUNITY

**1,000+** Identified Opportunities  
Qualify Realistic Procurements



### PROPOSALS

**111** Written/Supported  
Over **4 YEARS**  
Company Win Rate: **~60%**



### CAPTURE

**300+** Efforts to Shape Bids  
Engage With The Customer

## GROWTH THROUGH METRICS-BASED BUSINESS DEVELOPMENT



**EXCELLENCE IS A HABIT**  
- Aristotle



**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.

Know where you're going. Tend the seedling of your enterprise.



**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.

Plant yourself in the right market through careful analysis and prudent planning.



**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.

Anchor your growth with the roots of a sturdy plan.



**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.

Leads... like leaves... will capture the energy you need for growth.



**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.

Shape opportunities for success... and don't saw the limb off behind you.



**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.

Be the strong timber in your industry. Bid with confidence and write to win.

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CMYK - Cyan: 00, Magenta: 0, Yellow: 0, Black: 100



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