

## Capture Process Questions

### 1. Opportunity Title -

Capture Manager  
Proposal Manager  
Opportunity Description  
Customer

### 2. Strategic Fit

Does the contract fit within the Strategic Plan? Y/N  
If No- Why Pursue?

### 3. Contract and Investment

Contract Value \$  
Contract Type (Cost Plus Fixed Fee, Fixed Price, Etc.)  
Contract Duration Years  
Funded Program? Y/N  
Company Investment Required? Y/N  
How Much? \$  
Describe Company Investment - IRAD, SBIR, Marketing, Facilities, Etc

### 4. Request for Proposal (RFP)

RFP Release Date  
Proposal Due Date  
Anticipated Award Date

### 5. Proposal Requirements

B&P Funds Estimate \$  
Proposal Labor Hours Estimate #

### 6. Contract Tasks

Company Tasks - Summation of Contract Deliverables

### 7. Past Performance

Relevant Experience that Differentiates Firm  
What relevant past performance benefits the company?

### 8. Discriminators

Firm Differentiators  
Company capabilities that make it a strong potential winner

### 9. Competition

Who are the Competition- Their Differentiators,  
Incumbency Status, Marketing Strategy

As much information  
about the competition as  
possible - specific  
marketing information  
and intelligence

**10. Bid/No Bid**

If No Bid, are there teaming opportunities?

Bid/No Bid

Does it make sense to  
consider teaming, as  
opposed to pursuing this  
opportunity alone, if the  
company is reluctant to  
bid the opportunity?



