

# The Business Capture Process

April 28, 2006

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- What 12 Questions must be Answered Before any New Bid?
- 10% New Business Funds are Discretionary
  - “Blue Sky” Ideas are Allowed/Encouraged

### The 12 Questions

#### 1) Introduction

Presenter. Who is the Capture Manager (if different than the Presenter)

Opportunity Title

Brief Description of the Opportunity

Customer – Identify all related customers. Buyer and User. Have we met with them? Are Senior Management customer visits required? Who and when? (See Capture Plan)

#### 2) Strategic Plan Applicability

Where does it fit within the Company Strategic Plan?

Near Term and Long Range

#### 3) Business Potential

Estimated dollar value. Multi-division pursuit? Show shared sales value

Customer Funding Available? Identify funding source/budget line item

Probability of Program Go/Our Probability of Win. Why?

Follow-on Potential?



## The Capture Process(Cont.)

### 4) RFP Data

Release Date

Response Time

Anticipated Award Date

### 5) Contract

Is the Company Prime, or Subcontractor? Other Teammates? %  
Work share?

Type of contract (cost plus, fixed price, etc.)

Fee

Duration. Are there multiple phases or options?

Tasks to be performed by the Company

Unique Terms and Conditions? OCI Issues?

Small business requirements? Key personnel clauses?

### 6) Security

Foreign disclosure? Classified contract with security requirements?

Does the Company have a sufficient number of cleared people to  
work on classified tasks?

### 7) FAR Compliance

Make sure the Opportunity has been checked for FAR compliance.



# The Capture Process(Cont.)

## 8) Background

- Related CRAD (Contracted R&D)

- Related IRAD (Independent R&D)

- Associated B&P, marketing, or other previous related/similar programs

## 9) Strategic Value to the Company

- Pros for Bidding

- Cons for Bidding

## 10) Competition

- Who are they? What do they offer? What does their team look like?

- How are we different? Why will the Customer select us over the Competition?

- What is our win Strategy? What is our Major Business Offering?

- Pricing Strategy?

## 11) Proposal Schedule

- Proposal Manager? Dates for preliminary and final review teams, and team leaders

## 12) Requirements

- B&P funds. Estimate how much. Source? (Is it available, or does it come from another program?)

- Manpower. For the Proposal. When the effort is won. (Do we have the resources?)

- Facilities. For the Proposal. For the Contract



## The Capture Process(Cont.)

- The Executive Steering Team gives the Bid/No Bid Decision
  - And the Resources for the Pursuit
- The Capture Manager Updates the EST and Prepares the Capture Plan (3 Pages)
  - What you Plan to do Over the Next 30-60 Days
  - Briefings, Senior Management Meetings, Customer Visits, White Papers, Legislative Actions, Others
- Provides Weekly Updates (1 Page or Less)
  - Status of the Capture Plan, Actions, Accomplishments for the Week, Plans for Next Week

