



Government Market Systems

The complete guide: philosophy, scope, tiers, and what happens at every phase.

This is the full reference for how AK Randall Digital helps capable businesses become public-market ready, find the right opportunities, and pursue them with a disciplined system — including the reasoning behind the scope, tiers, and boundaries. Read it end to end, or jump to the section you need.



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Overview & Philosophy

Government Market Systems work helps capable businesses build the foundation and discipline required to enter and grow in public markets. Support can begin with guided SAM.gov and vendor-portal setup, market selection, capability material, and event intelligence, then extend into opportunity research, capture planning, proposal coordination, and post-award handoff.

The approach is deliberately staged, and each tier is genuinely usable on its own — the audit isn't a sales pitch for the retainer, it's a standalone deliverable that pays for itself in recovered pipeline. Embedded capture support, at the top of the range, is something we scope only once a vendor has a track record to build on, because that tier requires trust we haven't yet earned on day one of a relationship.

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Why This Matters

Government and cooperative purchasing is one of the most reliable revenue channels available to vendors positioned to access it — and one of the least understood. Vendors without a system for tracking cooperative vehicles like GSA, TIPS, or H-GACBuy routinely lose opportunities they were qualified to win, simply because no one was watching for them, or a proposal calendar slipped.

Unlike private-sector sales, a missed government opportunity often can't be recovered later in the cycle — the vehicle closes, the solicitation clock runs out, and it's gone. The cost of not solving this isn't slower growth, it's revenue that quietly expires on a calendar nobody was watching.

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How We Think About B2G

Three things shape how we scope every capture engagement:

- **Most lost opportunities were never actually lost to a competitor.**
They were lost to nobody watching the vehicle or the calendar. The audit exists to find those before assuming the market itself is the problem.
- **Cooperative vehicles reward the vendors who track them consistently.**
GSA, TIPS, H-GACBuy and similar programs move on their own schedules — showing up sporadically means showing up too late, consistently.
- **Capture support improves odds — it doesn't manufacture a track record.**
We're direct about this because it shapes what tier makes sense: Custom-level embedded capture requires wins already on the board.

These are operating principles drawn from how we scope engagements, not third-party research citations — we'd rather tell you plainly how we think than dress up a generic statistic as if it were specific to your business.

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Tiers in Depth

	Starter — Market Readiness Audit	Growth — Fractional BD Support	Custom — Embedded Capture Partner
BEST FOR	A capable business that needs a public-market starting point	Active targets that need structure, assets, and follow-through	Someone to run the entire B2G motion
DELIVERS	Readiness review, target map, asset gaps, prioritized action plan	Account support, market and event research, capability material, capture and proposals	Full capture management, proposal writing, compliance, post-award handoff
FEE MODEL	Fixed fee	Monthly retainer + success fee	Not currently quotable

CUSTOM TIER IS ASPIRATIONAL — NOT CURRENTLY BOOKABLE WITHOUT A PRIOR TRACK RECORD OF WINS

Nearly every relationship starts with the Market Readiness Audit — a fixed-fee, standalone deliverable that clarifies the foundation, target market, asset gaps, and next actions before ongoing support is considered.

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What's Not Included

- **Legal, accounting, or contract review.** Have qualified counsel review registrations, certifications, proposals, pricing, and resulting contract terms when appropriate.
- **Certification eligibility opinions.** We can organize the readiness work; the relevant authority determines eligibility.
- **Guaranteed award outcomes.** Capture support improves odds; it does not guarantee wins.
- **Subcontractor or teaming-partner sourcing beyond strategic recommendations.** We advise on teaming strategy; sourcing the actual partners is the vendor's own outreach.
- **Signing official representations on the vendor's behalf.** We can guide account setup, prepare information, and coordinate the process; the business owns each account and approves or signs its registrations, certifications, pricing, and legal attestations.

* These boundaries are inferred from what's in scope, not itemized separately in every contract — worth confirming case by case.

A FEW QUESTIONS WE GET

"Can you guarantee we'll win?"

No — we improve positioning and process, but no one can guarantee a government award.

"We have no past performance yet — can we start at Custom?"

Not yet — Custom requires a track record. Starter or Growth is the right entry point.

"Can you help us set up SAM.gov and vendor accounts?"

Yes. We can guide setup, prepare the profile information, and build a renewal checklist. Your business controls the credentials and signs every official representation.

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How It Works, Phase by Phase

01 Map

We map registration and portal readiness, target buyers, buying paths, events, current opportunities, and the assets available to support them.

From you: accurate company information, current accounts, assets, opportunities, and any bid history.

02 Design

Findings become a prioritized market-entry or growth plan scoped to the vendor's capacity, buyer fit, and most useful next actions.

From you: a realistic read on internal bandwidth, goals, and market priorities.

03 Build

Accounts, capability material, event plans, capture plans, proposal content, and response calendars are built around real targets.

From you: timely approval plus technical, pricing, and customer input.

04 Operate

Reporting keeps the vendor informed of where each pursuit stands; at Custom, support continues through award and into post-award handoff.

From you: time for monthly review of reporting.

WHO THIS IS FOR

Capable businesses that need help becoming market-ready, choosing the right public buyers, or building a more disciplined pursuit system.

NOT A FIT IF

You want a guaranteed award, will not provide accurate business information, or expect someone else to approve official representations for you.

Starter: fixed fee. Growth: monthly retainer + success fee. Custom: not currently available.