



Government Market Systems

Build the foundation. Find the market. Pursue the right work.

OVERVIEW

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 staged: each tier is usable on its own, and each one earns the next.

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 — 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.

WHAT'S INCLUDED — BY TIER

■ Starter

MARKET READINESS AUDIT

A capable business that needs a clear public-market starting point.

Build the foundation. Registration and vendor-portal readiness, market fit, target buyers, and contract paths reviewed together.

Strengthen the presentation.

Capability material, proof, and gaps evaluated against how buyers will assess the business.

Choose the next move. A prioritized plan for accounts, events, targets, assets, and pursuits.

■ ■ Growth

FRACTIONAL BD SUPPORT

A company with some pipeline that needs structure, not more headcount.

The market, actually worked.

Ongoing opportunity and event research, qualification, and calendar management.

Assets that support action.

Capability material, capture plans, reusable proposal content, and response coordination.

Visibility and follow-through.

Monthly reporting, portal maintenance, and pathway strategy.

■ ■ ■ Custom

EMBEDDED CAPTURE PARTNER

A company that wants someone running the entire B2G motion.

NOT CURRENTLY QUOTABLE —
REQUIRES A PRIOR TRACK RECORD

End-to-end capture. Full capture management and proposal writing/orchestration across an entire pipeline.

Compliance handled. Compliance management and evidence-trail documentation built into every pursuit.

Through to delivery. Post-award handoff support once a bid is won.

WHAT'S NOT INCLUDED

- Legal, accounting, or contract review of registrations, certifications, proposals, or awards.
- Eligibility opinions or guarantees for socio-economic certifications or set-asides.
- Guaranteed award outcomes — capture support improves odds, it does not guarantee wins.
- Subcontractor or teaming-partner sourcing beyond strategic recommendations.
- Signing official representations, certifications, pricing, or legal attestations on the vendor's behalf.

* Boundaries inferred from scope, not itemized in the source contract — worth confirming case by case.

HOW IT WORKS

01

Map

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

02

Design

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

03

Build

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

04

Operate

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

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, are unwilling to provide accurate company information, or expect someone else to approve official representations for you.