



# Gaining the Competitive Edge with Fedmine, a GovSpend Solution

May 16th, 2024

# Agenda

- Introductions
- Presentation
- Q&A – Please use the Q&A feature to ask question

Note: The presentation and Link to the recording will be sent

# About Us

GovSpend's vision is to be the leading trusted source of data, analytics, and insight for organizations buying and selling in the public sector marketplace.

Our Federal solution, Fedmine, empowers you to make better decisions, foster collaboration, and builds a greater sense of community in the government procurement ecosystem.

Our SLED solution provides relevant intelligence using spending, contract, contact and bid data directly from thousands of State, Local and Educational agencies.

Our new module, Meeting Intelligence, which utilizes AI to transcribe countless agency meetings to deliver insights directly to your inbox.

# Fedmine

Fedmine's purpose-built advanced data platform provides contractors and agencies decision-quality information derived 19 seamlessly integrated federal contract data sets.

Founded in 2004, Fedmine is now a GovSpend solution.



# Our Presenters

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# Competitive Analysis Versus Price to Win

- **Competitive Analysis**

- If conducting one will better help you evaluate your probability of win
- If the program is critical to your company's growth
- To address your weaknesses and the competitors strengths
- To strengthen your win strategy

- **Price to Win**

- On a per proposal basis, Price to Win (PTW) provides a detailed, results based assessment of the price that your competitor(s) is most likely to bid.
- Your PTW should be derived from your knowledge and research; your actual proposed price should be based on your capability using a cost-up approach.
- **Understand how you map against the evaluation criteria compared to the competition**



# How to Conduct a Competitive Analysis

- Identify the competition
- Identify two to four other likely strong or “representative” competitors
  - Based on agency past performance
  - Strong reputation with client
  - Bid and capture experience
  - Include the incumbent if one exists
  - Consider dark horse competitors
- Consider a self-assessment
- Determine the criteria you want to collect
- Determine your sources of data
- Start collecting against a SWOT model and highlight discriminators and examples of past success



# Utilize the Right Sources

Consider every possible source of competitive intelligence, then “consider the source.”

- Government personnel (through lawful disclosures only)
- The Freedom of Information Act
- Un-related in-agency prime contractor and subcontractor personnel
- Industry publication archives
- Internet sources, including competitor websites, agency past performance databases, etc.
- Existing awarded contracts and task orders issued
- Prior source selection documents (typically redacted)
- Protest documents (typically redacted)
- Employees of vendors, suppliers, subcontractors and other partners
- **Competitive research firms**
- Prior news articles
- Internal win/loss data (including debrief documents)
- FPDS.gov



# How to Assess the Competition

After collecting all of the data:

- Develop a high-level summary of all competitors' strengths, weaknesses, and discriminators
  - Prime Awards
  - Sub Awards
  - By Agency
  - By Contract Type
  - G&A Information
- Develop your approach of how to compete against them
- Create honest scoring based on collected competitive information

**If it is determined that you will not be able to overcome significant strengths that the competition presents, this should factor into your bid/no-bid process.**



# How to Support Your Bid Based on the Competition (Teaming, Customer, etc)

## **Based on competitive analysis results, determine next steps strategy**

- Prioritize capture “gaps” based on this overall competitive assessment
  - If technical gaps exist, look at teaming strategy or hire expert technical consultants or reach out to your Mentors
  - If key personnel are not as strong, emphasize recruiting tasks
  - If management approach is lacking discriminators, develop creative workarounds. For example, dedicated recruiters for staffing or dedicated advisory members for executive oversight
  - If knowledge of customer environment is not sufficient, revisit teaming strategy or consultants
  - If pricing compared to competitors is higher, develop cost and price strategies
  - If there is an identified strength of a competitor that matches your capability, develop metrics to turn that into your discriminator



# How to Identify Competitors

Using the Contract data to search for possible competitors. Filter your search using:

- Agency
- Keywords
- NAICS
- Place of performance

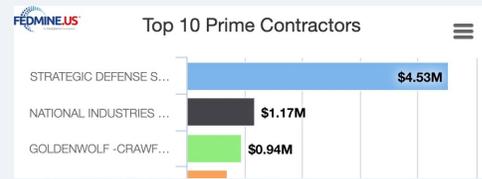
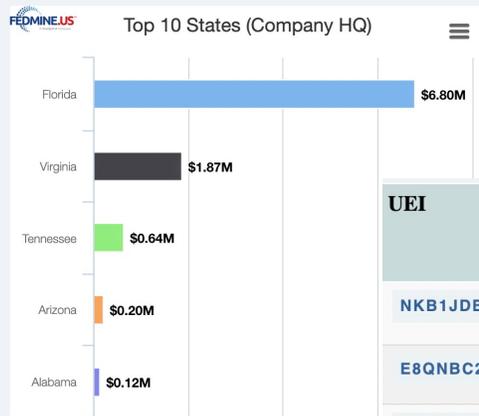
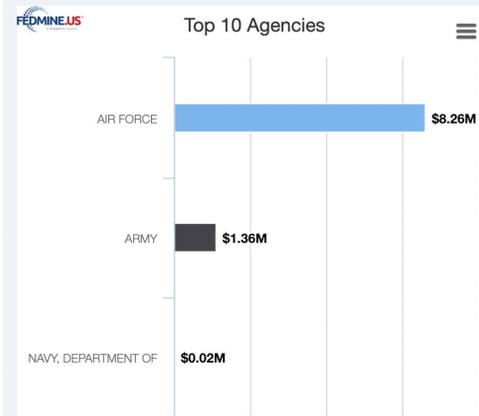
# How to Identify Competitors - Contd

**Selected Criteria**

Display: By Company Year: all Type: By (Contracting) Agency Agency (Contracting): 5700 - AIR FORCE, 2100 - ARMY, 1700 - NAVY, DEPARTMENT OF

Principal NAICS Code: 541611-Administrative Management and General Management Consulting Services MSA(Place of performance): 45300 - Tampa-St. Petersburg-Clearwater FL Signed

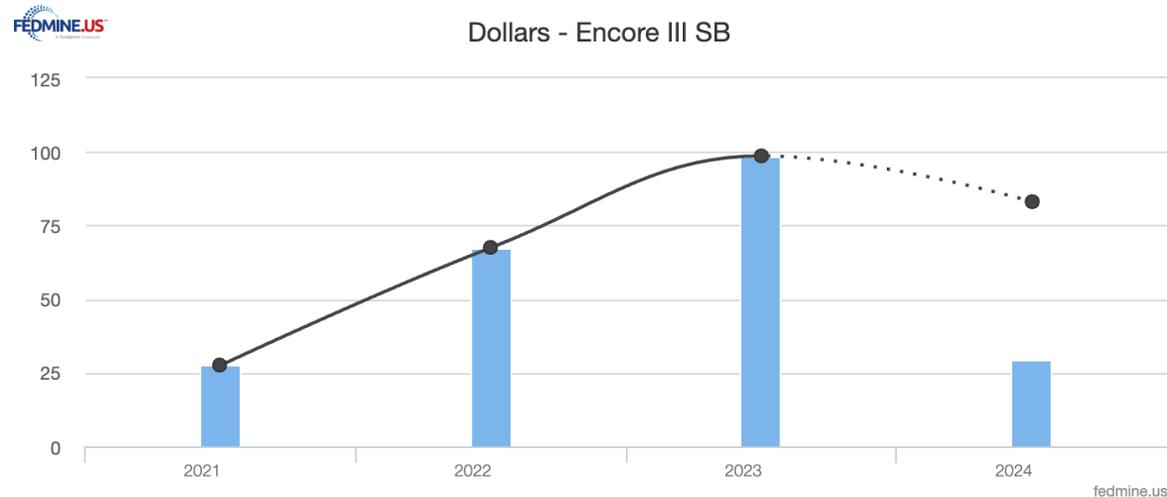
Date Range: 10/01/2020 - 05/13/2024



UEI	Company Name	Division Name	# Employees	Total Dollars	No of Actions	%	NAICS Code	PSC Code	State (HQ)	State (POP)	Base
NKB1JDBA6SW4	STRATEGIC DEFENSE SOLUTIONS, LLC		7	\$4,531,895.49	6	47.04 %	541611,	R499,	Florida	FL-Florida	Scott
E8QNBC287DY4	NATIONAL INDUSTRIES FOR THE BLIND		136	\$1,171,334.66	6	12.16 %	541611,	R499,	Virginia	FL-Florida	Scott
V6MFMBQ9ACH6	GOLDENWOLF - CRAWFORD CONSULTING SERVICES JOINT VENTURE, LLC		0	\$941,702.24	1	9.78 %	541611,	H356,	Florida	FL-Florida	LOUISVILLE
QVEKLLJUGHJ7	LMI CONSULTING, LLC		0	\$699,802.11	2	7.26 %	541611,	R499,	Virginia	FL-Florida	
EVXWPRRN68E1	SYNERGY SOLUTIONS, INCORPORATED		95	\$639,981.00	2	6.64 %	541611,	R499,	Tennessee	FL-Florida	Scott
GCDRRLH96BP3	LINCHPIN SOLUTIONS INC.		4	\$387,355.44	2	4.02 %	541611,	R431,	Florida	FL-Florida	Scott
NDYNH8RJT3G8	WITTENBERG WEINER CONSULTING LLC		20	\$334,800.84	3	3.48 %	541611,	R499,	Florida	FL-Florida	NORFOLK
EKSBBFNJ5739	STRATEGYGEN CO.	StrategyGen	3	\$262,200.24	4	2.72 %	541611,	R699,	Florida	FL-Florida	Scott
HWK8Z3QLANJ4	TASK SOURCE INC.	Task Source Inc.	132	\$251,495.88	1	2.61 %	541611,	R699,	Florida	FL-Florida	TOPEKA
EYHNRSJXNGK9	A2M CONSULTING LLC		15	\$199,450.80	2	2.07 %	541611,	R699,	Arizona	FL-Florida	Scott

# Looking at IDIQs & GWACS

- Understand the IDIQs that are used by an agency
- See the companies that are under a vehicle and winning contracts
- What type of work are they winning
- Any pricing insights?



# GSA Labor Rates

- Use the Labor Rates on various schedules to get an understanding of how the companies are pricing the services

# GAO Protests

- Insights on how an agency is procuring
- Pricing

# Questions

# Upcoming Webinars

For our upcoming webinars please visit  
<https://govspend.com/webinars/>

GovSpend

THANK YOU

