



Give Me 5 Presents: Growing Your Business with Federal Contracting



Program Partners:



Florida Institute of Technology
Women's Business Center



SCORE[®]
Counselors to America's Small Business



Give Me 5 Presents: Growing Your Business with Federal Contracting

Disney Entrepreneur Center
June 29th, 2010



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Mapping the Plan for Federal Dollars: Developing a Detailed Strategic Guide

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'Self Awareness'



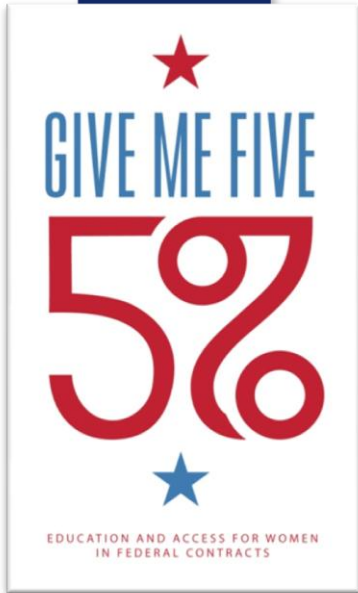
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Before the Shift

- I don't work well for others
- I can do it better than anyone else
- I'm great to partner with
- Why doesn't anyone believe me??





After the Shift

- Separate from the “noise”
- Get crisp on my message
- Time to completion:
 - *if you're still in business you're never done*



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‘Talking to the woman in the mirror’
Or
‘It’s lonely at the top’



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Baseline Today

- Company Foundation
- Important Goals for the Company
- What trends/competitors should be monitored to create these opportunities?
- What customers and markets should be targeted?



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**‘You can sell what you want
all day, but if they’re not
buying it really doesn’t
matter’**

Or

‘Market Trickery’



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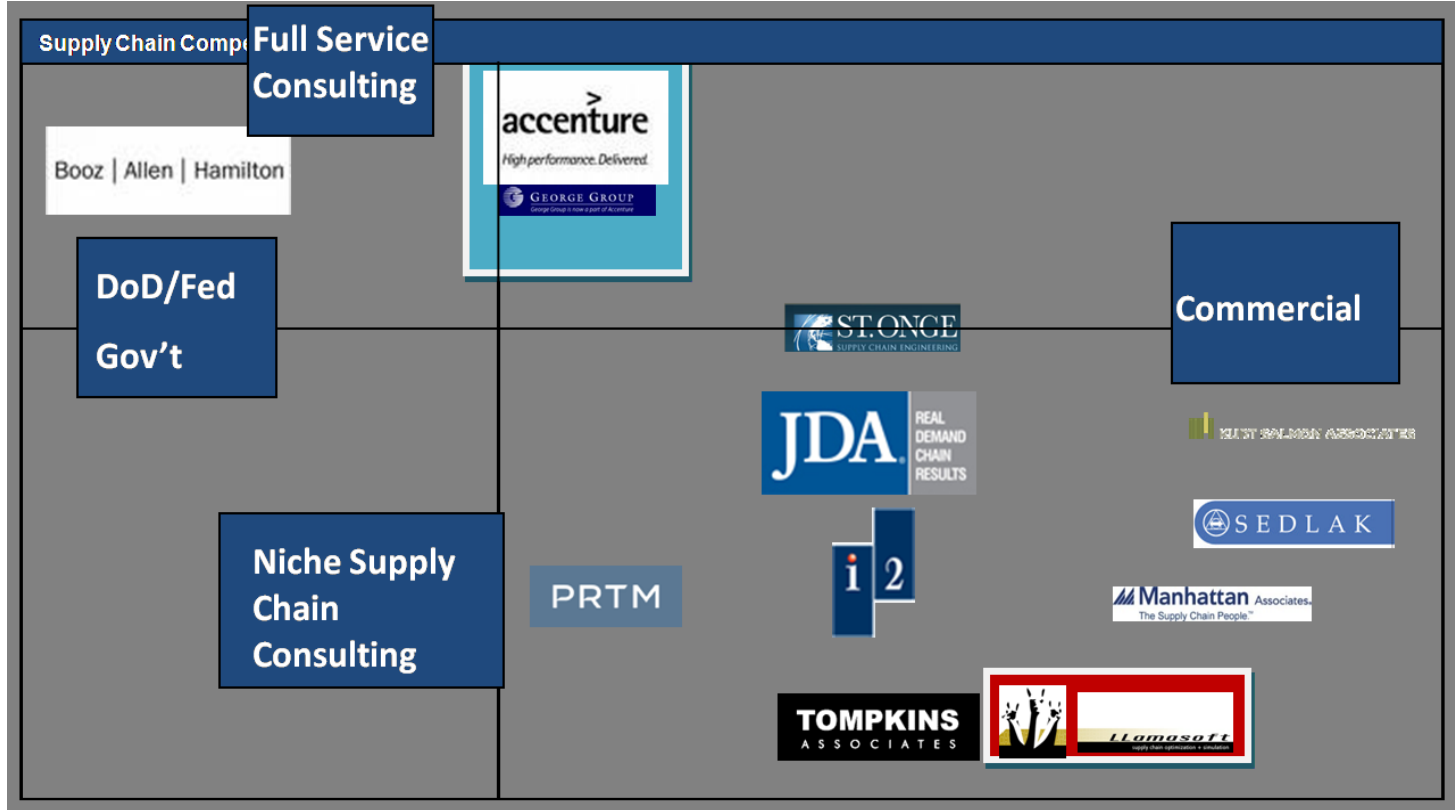
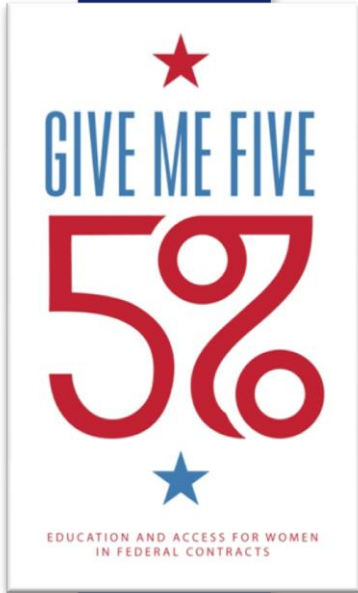




Reality Check

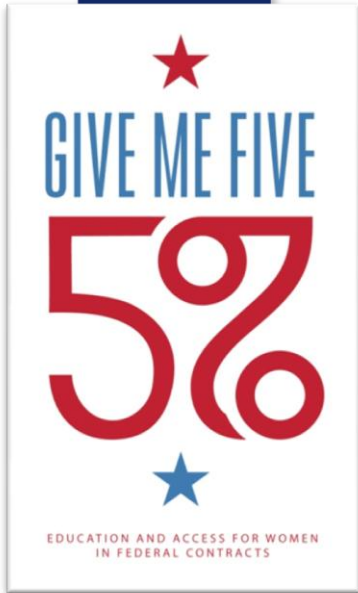
- Analyze existing marketplace for competition
- Define key market characteristics
- Link strategy with market characteristics
- Analyze current contracts and identified future opportunities for alignment
- Update Game Plan

Marketplace Analysis

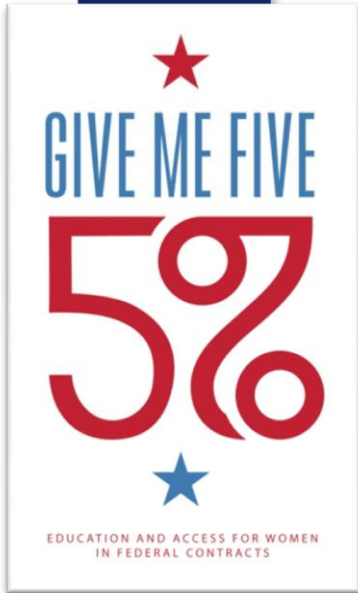


Key Marketplace Characteristics

- Section 1 – Key Messaging
- Section 2 – Industry/Services Analysis
- Section 3 – Creative Elements

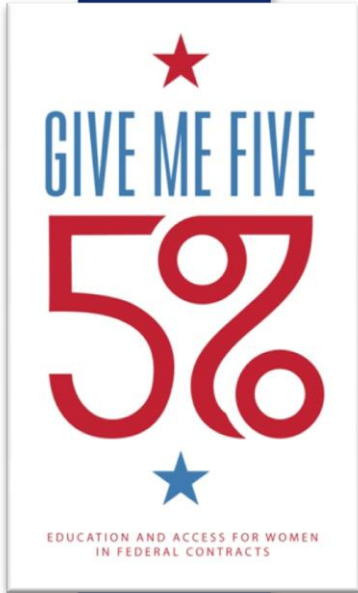


Key Messaging



	Booz Allen	Accenture	George Group	PRTM	Tompkins Associates	St. Onge	Manhattan Associates
HQ location	McLean, VA	Hamilton, Bermuda	Dallas, Texas	Mountainview, CA	Raleigh, NC	York, PA	Atlanta, GA
Practice Name with Supply Chain	Supply Chain and Logistics		Consulting	Supply Chain Innovation	Consulting	Consulting	Consulting
Positioning	“Brand Name” Thought leader, Strategy and implementation	“Brand name” Thought leader, Strategy and implementation	Thought leader, Lean six sigma experts	Create and execute operational strategy	Execution assistance; supported by thought leadership & linkage to client resources	Execution assistance; supported by thought leadership	SCOPE: Supply Chain Optimization-Planning through Execution; supported by thought leadership & linkage to client resources
Strategy Relevant Notes	3 of 4 leaders are in the fed gov/DOD space; also in Organization and Strategy; Modeling and Simulation (smaller practices)	Added six sigma and 250 ees in 2007	Acquired by Accenture – 9/4/07	GSA Schedule Developed SCOR model implemented by the DoD; authoring software study for next 5 years	2008: Tompkins acquired Shanghai-based Technomic Asia. Strategic cooperation agreement - Tompkins & ROI Management Consulting in Europe.	SCOPE Conference sponsor	Growth through acquisition; global expansion – est. science advisory board (recruiting thought leaders from institutions like MIT / Wharton
Target	Fortune 500, global	Fortune 500	Fortune 500, 54 countries	Global 2000 companies	Global companies; Offices in U.S., North America, Asia, Europe	Global companies	Global customers; 10 offices; network of partners is 6 continents

Industry/Service Analysis



	Service Companies										Software Companies				AKA
	Booz	Accenture	George	PRTM	St. Onge	Tompkins	Salmon	Sedlak	Rockford*	Bain	Manhattan	JDA	I2	Llamasoft	
Commercial															
3PLS															Logistics Service Providers, Freight & Logistics
Airline															
Apparel & Footwear															
Automotive															
Building Materials															
Chemicals															
Construction Materials															
Electronics & Computing															
Banking & Financial Services															
Food & Grocery															
Forest Products														Life Sciences	
GHG - Carbon Footprint Modeling															
Health and Life Sciences															
High Tech														Industrial	
Manufacturing															
Media and Entertainment															
Medical Devices															
Metals															
Network Design															
Packaging															
Pharmaceuticals															
Retail & Consumer Industries															
Sourcing															
Telecomm & Communications															
Transportation	Done through partners														
Travel															
Utilities															
Warehousing & Distribution															
Wholesale Distribution															
Government															
Aerospace & Defense															
Banking														Energy & utilities	
Energy															
Ports & Maritime															

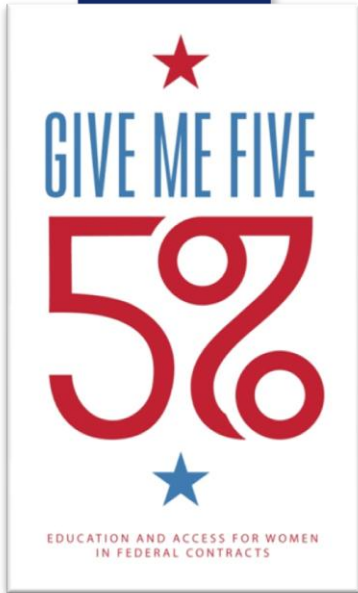
	Commercial	Booz	Accenture	George	PRTM	St. Onge	Manhattan
3PLS							
Aerospace & Defense							
Airline							
Apparel & Footwear							
Automotive			X				
Banking							



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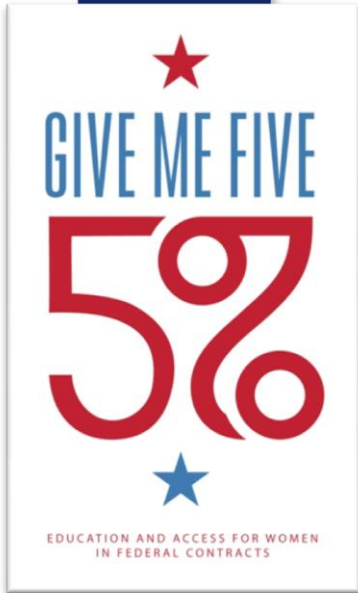


**‘Get ready...because we are’
Or
‘How I want to be remembered’**



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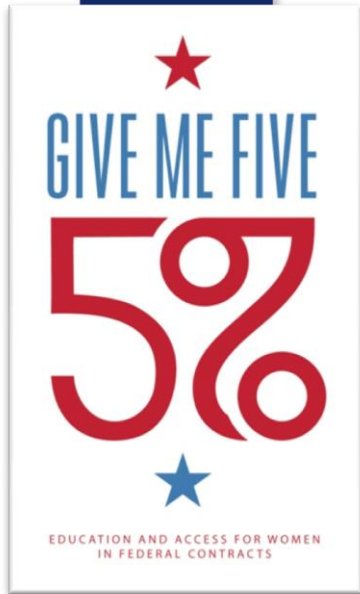
Target Calling Plan

- Existing Contacts at the Company/Agency
- Priority of outreach to contacts
- Who could introduce me to the people I need to speak with?
- Leverage 'on purpose' introductions
- Priority of how to reach out to those people
- Date of call/result of call/next steps

Target Scouting Report

- Meeting Details, i.e. who was there, the participants hierarchy
- How meeting came about/is the access path repeatable for others
- Influence of each participant on decision making
- How does my product/service contribute to the company's/agency's mission, i.e. what is the priority?
- Is this a strategic initiative or tactical/in the weeds
- Will this be a long term relationship or a quick fix for their problem etc





‘So, how’d we do?’



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INTEROS

Intelligent, Innovative, Integrated
Supply Chain Solutions

Firm Overview & Capabilities

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INTEROS

Reducing Your Supply Chain Risk



Corporate Capabilities

Interos Solutions

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About Interos

Using our proven business architecture approach, Interos helps our clients to define smart, tactical business solutions that generate measurable performance, cost avoidance, and security results, specifically in areas such as Supply Chain Risk Management.

Each of the firm's experienced advisors brings deep commercial and Government experience to help civilian, defense and intelligence agencies proactively preempt and mitigate risk to optimize outcomes.

Interos At-a-Glance

- **Award-winning, woman-owned, supply chain consulting firm**
- **The Company is built on two principles:**
 - ✓ (1) the belief that the best solutions are built with an in-depth understanding of the supply chain domain and;
 - ✓ (2) the real understanding of the customer and the complexities of their business environment
- **Each seasoned Supply Chain Risk professional has more than 15 years of commercial and federal government supply chain experience**
- **Sample past performances include:**
 - ✓ Department of State
 - ✓ Department of Homeland Security
 - ✓ U.S. Naval Forces
 - ✓ Defense Logistics Agency
 - ✓ U.S. Customs and Border Protection

Interos 2010

Why Interos?

- **We have what it takes to help agencies reduce risk to critical missions.**
- **Government Focus.** Interos specializes in reducing supply chain risk for civilian, defense and intelligence agencies.
- **High Value Expertise.** Each Interos team member has more than 15 years of direct experience designing, developing and optimizing supply chains.
- **Multi-Dimensional Problem Solving.** Because our team members have deep domain experience in supply chain management techniques and technologies, they are able to approach government supply chain issues from all perspectives.
- **Process Transformation.** Experience is paramount to helping agencies achieve process transformation to reduce risk. Understanding government challenges and how to

➤ Target Agencies

✓ DoD

- Navy
- DLA

✓ IC

- DIA
- State

✓ Civilian

- DHS
- FDA

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NAICS CODES: **541611** Administrative Management and General Management
Consulting Services

541614 Process, Physical Distribution and Logistics Consulting Services

541512 Computer Systems Design Services