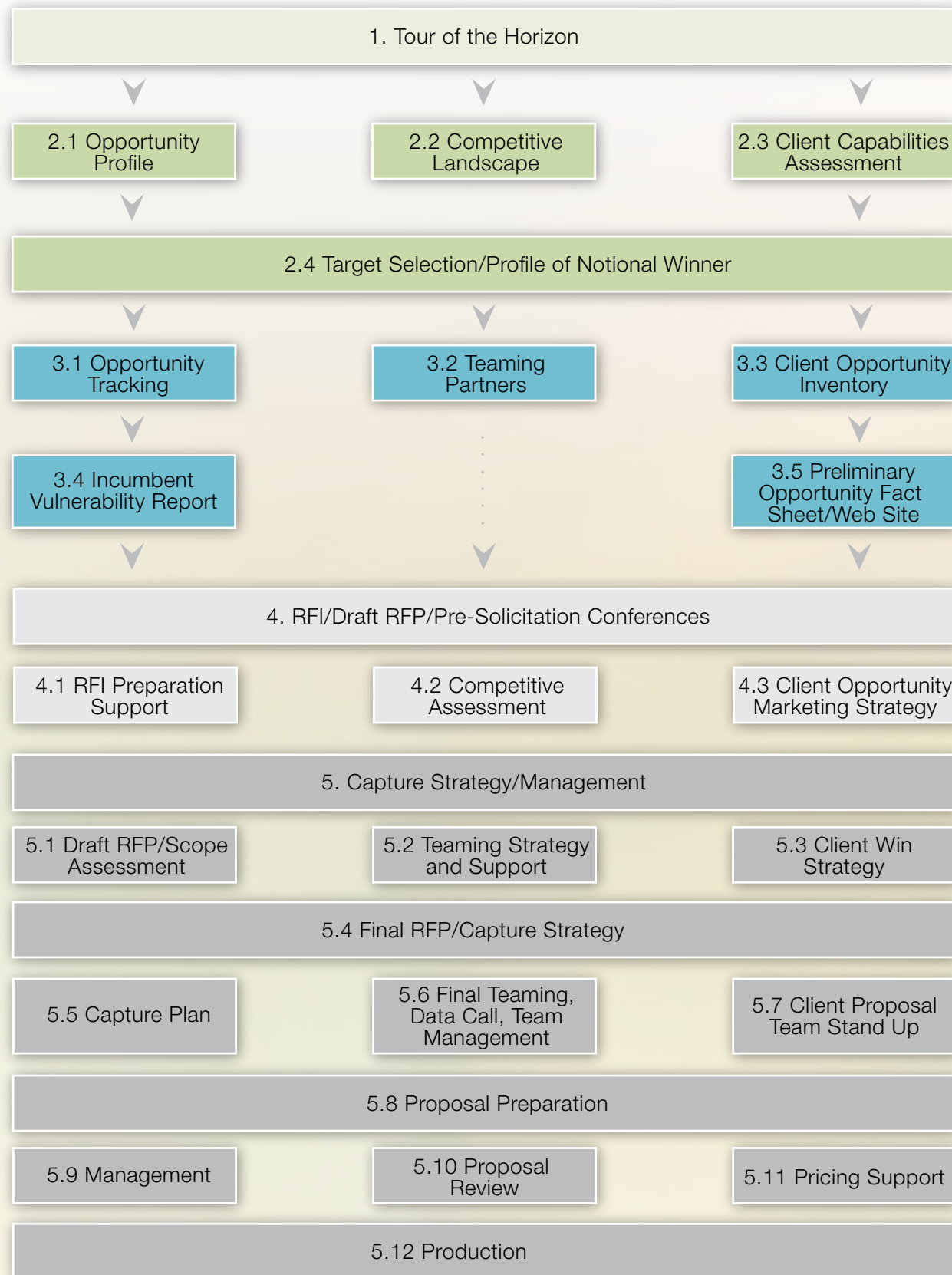




AOC CAPTURE SERVICES

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AOC offers our clients and partners a comprehensive suite of Capture Services. Our Capture Services are designed to support initiatives in the identification and pursuit of major new market/business targets through a progressive set of services in Blocks that follow the four steps of opportunity development. AOC will always tailor these services a la carte to the specific objectives and specifications of our clients.



1. Tour of the Horizon

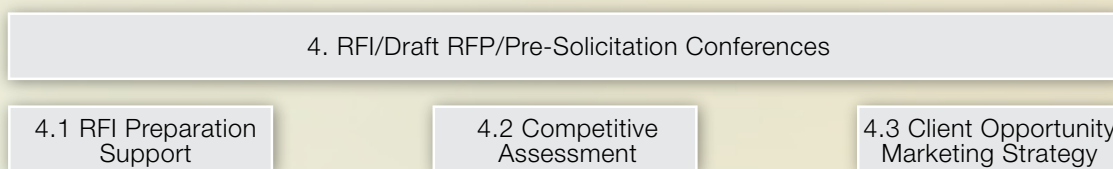
BLOCK 1 – TOUR OF THE HORIZON	
<i>AOC will develop and present a comprehensive overview of Federal markets based upon client defined objectives and criteria using federal and commercial sources. Deliverables under this Block include:</i>	
1.1 – Facility Program Inventory	This provides the location and description of major facilities and programs in the US, including the Atlantic and Pacific Oceans, providing a geographic look at market opportunities. This does not include foreign military installations, programs, or Ongoing Overseas Contingency Operations.
1.2 – Inventory of Facility/Program Contracts	An Inventory of Facility/Program Contracts currently ongoing at the Major Facilities/Programs focused on Client's criteria and/or specifications. This will provide contract scope, contractor, value, and term. This will include the identification of any Agency with oversight for such contracts, as well as Points of Contact.
1.3 – Target Search Report (TSR)	AOC will provide a TSR of specific near term (next three years) potential opportunities based upon noticed requirements or projected from expiration dates of existing contracts.
1.4 – Tour of the Horizon Report	Tour of the Horizon Report and PowerPoint Presentation, including a briefing to Client executives will be provided to present overview of markets, environment, and opportunities. Based upon the results, our Clients could task AOC to perform additional tasks based upon the Client's selection of specific targets or markets.



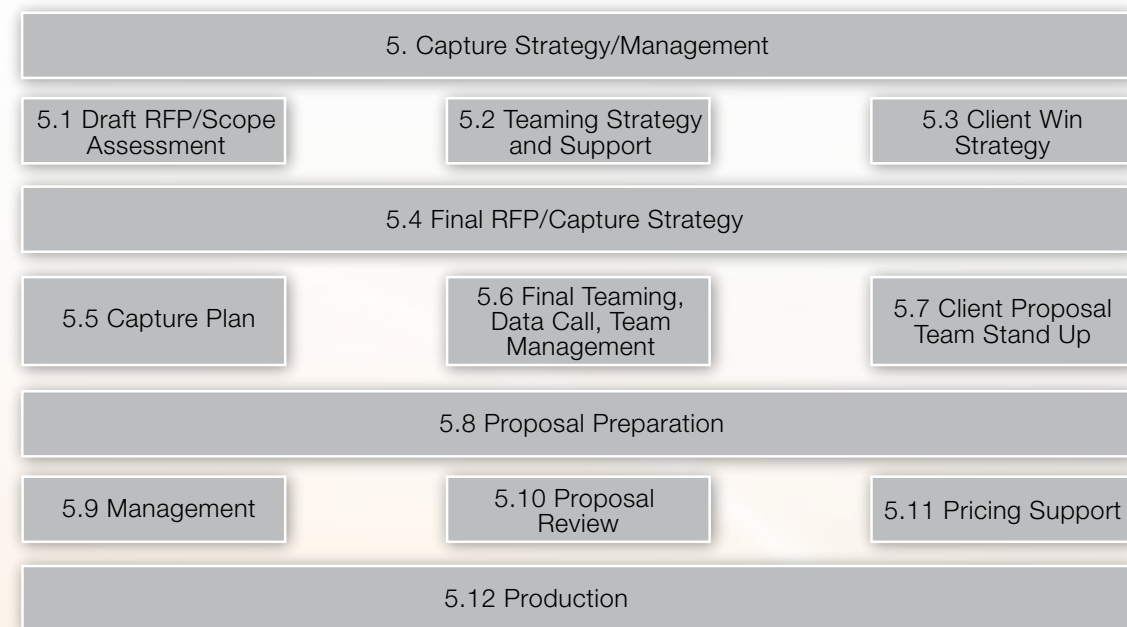
BLOCK 2 – TARGET IDENTIFICATION	
<i>Clients request AOC to track and analyze specific targets of opportunities with the objective to qualify and develop targets into future bid opportunities for our Client. Deliverables under this Block include:</i>	
2.1 – Opportunity Profile	Detailed Opportunity Profile that provides the Client executives with specific details about a business opportunity at the early stages of a pursuit, including: facility data, procurement history, site issues, customer agendas, funding profile, incumbent performance, technical competencies, statement of work, staffing and organization, competitive activity, risk and liability issues, proposal requirements, and other pertinent data.
2-2 – Competitive Landscape	A model for assessing and scoring known and potential competitors within markets and sectors. The identification of competitor's strengths and weaknesses allows appropriate assessments of capabilities that our Client will have to defend against. AOC compiles and publishes the likely win strategies of a full range of competitors. Armed with this knowledge, our client is able to anticipate the strategic moves of the competitor and move to offset them.
2-3 – Client Capabilities Assessment	Based upon a specific market or opportunity AOC will work with the Client to develop an inventory of capabilities, strengths, and experience to match up to the requirements for markets and targets identified in the Tour of the Horizon. By creating a detailed Inventory of Client Capabilities against the market and opportunities, AOC can also identify areas that need to be addressed by teaming, and provide insight to Client leadership on what type of experience is required to improve our Client's success in pursuing markets and winning opportunities.
2-4 – Target Selection/Notional Winner Profile	Notional Winner Profile for specific Targets as a theoretical collection of the credentials, experience, and attributes of the likely winner or winning team that is developed from research of historical scope of requirements. The Notional Winner Profile becomes the benchmark against which decisions on strategy, teaming, and bid/no bid decisions/competition decisions are made.



BLOCK 3 – TEAMING AND ANALYSIS	
<i>Clients request AOC to track and analyze specific targets of opportunities with the objective to qualify and develop targets into future bid opportunities for our Client. Deliverables under this Block include:</i>	
3.1 – Opportunity Tracking	Through ongoing retainers, AOC will monitor, track, report and update Opportunity Profiles to keep Clients informed of the status of major opportunities.
3.2 – Teaming Partners	AOC will collect industry, competitor, and market information on likely bidders, suppliers, and interested parties and evaluate the potential benefits for participation with its clients to meet performance and program objectives.
3.3 – Client Opportunity Inventory	For a specific opportunity, AOC can assist clients in evaluating the capabilities, relevant experience, key people, technologies and processes against opportunity requirements. An inventory of opportunity requirements vs. client capabilities and experience is then developed to assist in improving areas of weakness through hiring, subcontracting, teaming or all of the above.
3.4 – Incumbent Vulnerability Analysis	Many programs have incumbent personnel and/or firms providing services. Where desired, AOC can support the acquisition and analysis of incumbent contractors or program participants to identify key issues, staffing, costs and quality of services. AOC can pursue contract and change order information, FOIA data, OSHA performance and other contract deliverables and analyze such information to assist clients in preparing vulnerability analysis.
3.5 – Preliminary Opportunity Fact Sheet/ Web Site	AOC will assist clients in the development and publication of Preliminary Opportunity information for a specific Opportunity to provide the client with marketing materials, advertisements, and websites to help communicate with internal personnel, client and industry. These Fact Sheets will be updated as teaming and the opportunity matures.



BLOCK 4 – PRE-SOLICITATION, RFI, CAPTURE PLAN DEVELOPMENT	
<i>AOC will work with the Client to prepare for a proposal in advance of a formal solicitation, including RFI responses, competitive assessments and marketing strategies. Deliverables under this block include:</i>	
4.1 – RFI Preparation Support	AOC will assist its clients in the preparation of information and materials in response to industry surveys, Requests for Information, and Industry Day briefings to ensure that the client's interest is expressed to the government.
4.2 – Competitive Assessment	Based upon the understanding of the requirement and the competitive landscape, AOC can provide a 3rd party assessment of competition by evaluating competitor capabilities/experience vs. our client's capabilities and teaming approaches.
4.3 – Client Opportunity Marketing Strategy	AOC will support clients' development and implementation of agency marketing strategy with the emphasis on our client having the time and opportunity to improve its name recognition, exposure, and acceptance by the federal agency.



BLOCK 5 – CAPTURE STRATEGY AND MANAGEMENT	
<i>AOC will provide the Client with proposal management and support, including writing, editing, graphics, proposal preparation, and other services as desired. Deliverables under this block include:</i>	
5.1 – RFP Draft/Scope Assessment	As an Opportunity moves toward competition, AOC can support a clients evaluation of draft RFPs and/or scope of services to define the expected requirements, areas of expertise required and provide an assessment of final teaming and/or scope enhancement recommended.
5.2 – Teaming Strategy and Support	AOC can support clients in the recommendation, solicitation and discussion of teaming and subcontractor selection with an emphasis on meeting needed scope and experience requirements, and agency past performance. AOC can support client's documenting agreements and identifying proposal support requirements from such team members.
5.3 – Client Win Strategy	AOC can support clients in the development of the Opportunity Win Strategy including support to client Bid/No Bid processes and the integration of client objectives with teaming strategies to win.
5.4 – Final RFP/ Capture Strategy	With the issuance of the final RFP AOC can support the Client in the development and presentation of the overall Capture Strategy and identify critical factors for success to win.
5.5 – Capture Plan	AOC will assist clients in the development of a comprehensive Capture Plan, Proposal Plan, Evaluation Scoring Tree, and Proposal Integration and Compliance Matrix (PICM). These documents are a comprehensive plan of attack for the entire proposal, including schedule, detailed proposal outline, assignments, and page counts.
5.6 – Final Teaming, Data Call, Team Management	AOC can support our clients in the final identification, discussions and agreements for teaming to win. Once the team has been formed, AOC has designed a comprehensive Data Call process and data management platform using SharePoint. Accessible by all team participants. AOC will work with team members to obtain the types of data needed.
5.7 – Client Proposal Team Stand Up	AOC can support the standup, training, and coordination of complex proposal teams to include Client personnel, team member personnel, and 3rd party consultants. AOC can providing training, editorial and proposal preparation instruction, and document configuration management.
5.8 – Proposal Preparation	AOC has the capacity to support all areas and phases of proposal preparation from planning to management, coordination, authoring technical and management plans. AOC has a cadre of SME's and relationships with other organizations to support any size and scope proposal effort.
5.9 – Management	AOC has 25 years leadership in directing complex proposal efforts with a record of winning work.
5.10 – Proposal Review	AOC can support teams to review and improve the quality and scoring of the proposal. The Pink Team examines the early drafts of the proposal. The Red Team is during the more mature stages of proposal development, just before final submission. Members of the Red Team are asked to assume the role of a member of the Source Selection Board. AOC has developed a set of processes, procedures, and forms for use on Pink/Red/Gold Teams.
5.11 – Pricing Support	AOC has 25 years of pricing experience with fully compliant pricing and accounting practices.
5.12 – Production	AOC has full graphics, production and publishing resources to support client proposal.



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