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B&P ACADEMY

TEDCO BRIDGE Proposal Lab

Cohort Lab #2

12/10/2025

www.ostglobalsolutions.com

AGENDA

- **About OST**
- **BRIDGE Overview**
- **Program Details**
- **Return on Investment**
- **The Process**
- **Cohort # 1**
- **How OST Can Help You**

OST: A BIT ABOUT US

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HIGHLIGHTS

- Won $27B+ for our clients in funded awards since 2005
- Nearly 20 years in GovCon BD: home of the GovCon Incubator
- AI in BD course (launched 2024) delivered to 112 companies

Bid & Proposal Academy

- 18 Courses: Foundations through Advanced Capture and Proposal Management
- Customized Corporate Training
- DoL-certified Government BD Apprenticeship Program

GovCon Catalyst

- Pipeline services that deliver a full business development strategy backed by real human intel that results with winnable opportunities and measurable ROI.

Capture and Proposal Services

- A **Capture** process that includes customer engagement, intelligence gathering, win strategy development, competitive analysis, teaming, and solution development.
- Developing entire **Proposals** from start to finish, collaborating with SMEs, providing surge support, or offering targeted proposal guidance and color team reviews.
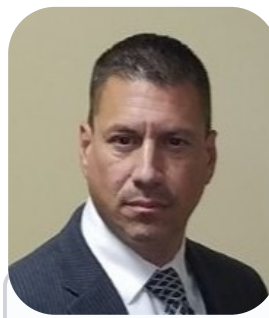
THE OST BRIDGE TEAM

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Val Bryan

GovCon Catalyst Lead with expertise in business development and pipeline management to help entrepreneurs scale and compete.
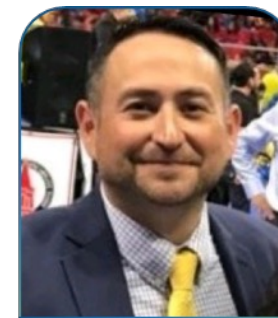
Bill Schalik

OST President and Partner with over 22 years of BD management experience for companies in the private and public sectors.

Sofia Velasquez

OST Chief of Staff brings a blend of instructional leadership and analytical rigor to guide entrepreneurs through proposal development.

Andy Altamirano

Senior Proposal Manager at OST with expertise in professional and technical communication and a track record of proposal success.

OVERVIEW

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What is the Bridge Proposal Lab?

- U.S. Department of Treasury, SSBCI funded, intensive **BUSINESS DEVELOPMENT ACCELERATOR PROGRAM**
- Offered through the Maryland Technology Development Corporation **(TEDCO)**
  - **OST** is a Subcontractor

Who Should Participate?

- Socially and Economically Disadvantaged Companies: 51% or more owned and controlled by a **SEDI**
- Very Small Businesses (**VSB**): No more than 15 employees*, with average annual revenue that does not exceed $1M
- Registered **GOVCON'S** From: **MD, DC, VA, and DE**

What is this Program's Objective?

- Offer **TRAINING and WORKSHOPS** that focuses on **PIPELINE, CAPTURE, and PROPOSALS**
- that supports the ability to **IDENTIFY, QUALIFY, and SUBMIT** winning proposals!

How many companies will be selected for this cohort (#2)?

- **24 SEDI's and VSB's**

U.S. DEPARTMENT OF THE TREASURY

WHAT THE PROGRAM ENTAILS

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- **310 hours** of **instruction and coaching** in **business development, capture, and proposal development**
- Hands-on pursuit **workshops** targeting live opportunities in the federal market
- Certified training through OST's **Business Development Apprenticeship program**
- Tailored **mentorship and teaming support** from **OST** and **TEDCO** experts
- Access to **WinMoreBD.ai**, OST's proprietary AI platform for smarter pipeline building
- Robust **alumni network** to expand your reach and strengthen future bids

VERTICALS

Information Technology (IT) Services

Professional Services (Management, Financial, and Business Services)

Health Services and Health IT

BID & PROPOSAL ACADEMY

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Classroom	Workshops	OJL Supplements
Foundations of Federal Business Development (14 hours)	Take Advantage of Government Fiscal Year End Spending Rush (2 hours)	Module 1: Federal Contracting Overview (10 hours)
Foundations of Capture Management (14 hours)	Capability Statement Workshop, How to Qualify Opportunities for Your Pipeline (1 hour)	Module 2: Strategic Planning, Market Research, Marketing (10 hours) Module 3: Pipeline Development & Opportunity Qualification (10 hours)
N/A	Keeping Capture Momentum (1 hour)	Module 4: Capture Overview & Customer Engagement + QA (10 hours)
Proposal Theme Statements and Win Strategy Training (7 hours)	Strategies for Winning Proposals After RFP Release and Proposal Submission (1 hour)	Module 5: Information Gathering and Win Strategy (10 hours)
N/A	Teammate Value Proposition Development (1 hour)	Module 6: Competitive Analysis and Teaming (10 hours)
Foundations of Proposal Management (14 hours)	Get Inside the Government Evaluator's Mind (1 hour)	Module 7: Solution Development and Capture Management (10 hours)

DOL CERTIFIED TRAINING PROGRAM: 310 HOURS - OST BUSINESS DEVELOPMENT BEST PRACTICES

BID & PROPOSAL ACADEMY

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Classroom	Workshops	OJL Supplements
How to Develop a Compliant Proposal (14 hours)	What a Great Proposal Looks Like (1 hour)	Module 8: Framework for Developing a Compliant and Compelling Proposal (10 hours)
Writing Persuasive Government Proposals (14 hours)	N/A	N/A
Winning Government Cost Proposals (14 hours)	How to Develop Proposal Outlines (1 hour)	Module 9: Developing a Winning Proposal Document (10 hours)
Proposal Editing Workshop (14 hours)	Understanding the RFP (1 hour)	Module 10: Increasing your Proposals' Persuasiveness to Win (10 hours)
Proposal Graphics Conceptualization and Design (7 hours)	N/A	Module 11: Proposal Management, Reviews, Production, Debrief, and Lessons Learned (10 hours)
Desktop Publishing for Proposal Professionals (7 hours)	Importance of Reading Your Government **Contracts** (1 hour)	Module 12: Organization, Gates, and Other Ways to Scale your Government Business Development Machine (10 hours)

UPON PROGRAM COMPLETION: DOL CERTIFICATE

THE LEARNING ROAD MAP

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THE ROI

OST's BUSINESS DEVELOPMENT BEST PRACTICES

- **Increased Knowledge**
  - Pipeline Development
    - Opportunity Identification and Qualification
  - Capture and Pre-Proposal Preparation and Planning
    - Win Themes, Teaming Strategies, Ghosting
  - Proposal Submission
    - Creation, Scheduling, Compliance
- **Business Development Support Group:**
  - Stand-Up New Office / Improve Existing Capabilities

MENTORING

- **From Pipeline Development to Proposal Submission**
  - Opportunity Identification and Qualification
  - Win Theme Engineering
  - Cost Volume Coaching
  - OST-staffed Color Team Pink, Red, Gold)

This support converts theory into award-ready submissions while cohorts are in session

NETWORKING AND TEAMING

- **Alumni Support**
  - Participate with the follow-on cohorts
- **Networking** with your fellow business owners
- Access to other **TEDCO BRIDGE TA Programs** and beyond
- **Cohort portal** for opportunity posting and team formation

PIPELINE AND REVENUE GROWTH

- **Pipeline**
  - OST provides and maintains a living list of opportunities
  - Incorporate your solicitations
- **Proposal**
  - Delivery: Management, Writing, Editing, Graphics
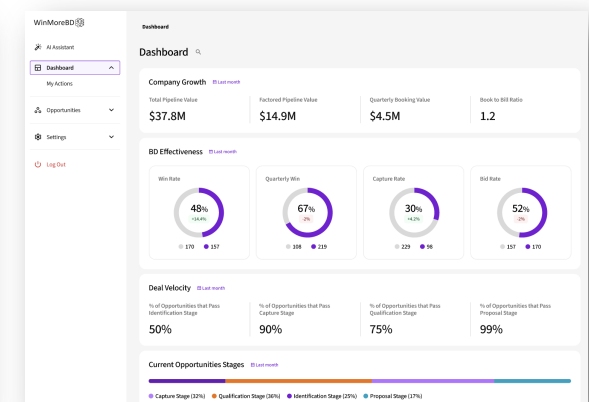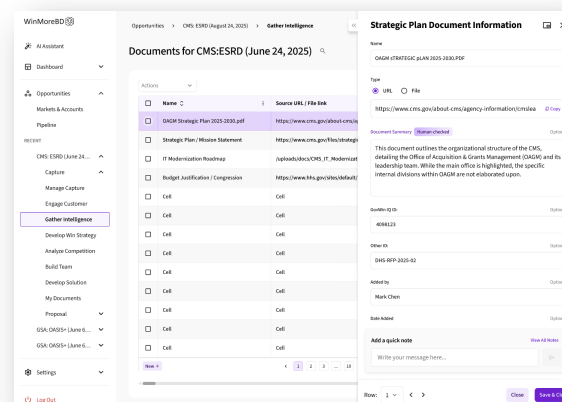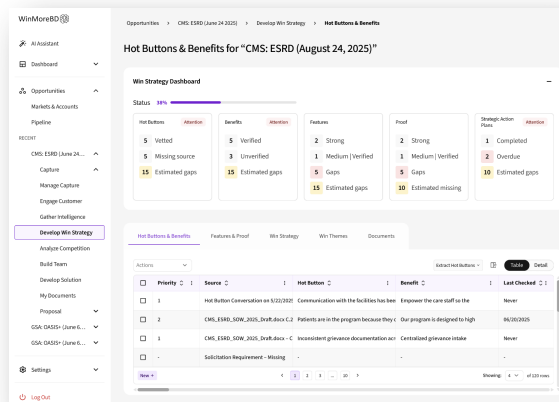 - Creation and Submission
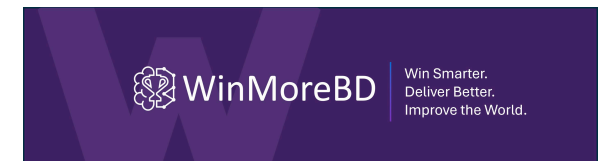
WinMoreBD.ai

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- 6-month AI license
- Purpose-built for government contracts and grants
- AI trained to think like top business developers

The only AI platform built for the complete capture lifecycle, orchestrating your entire capture strategy

THE PROCESS

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COHORT 2 SCHEDULE

- Application Deadline: December – January 14, 2025
- Start Date: January 21, 2025
- End Date: September 1, 2026

1. Training: Self-Paced Registered Apprenticeship for a Well-Rounded Understanding of Government Contracts and Grants **(1 year)**
2. Proposal Support: Hands-on OJT for Anchoring Training Results and Obtaining Capital **(6 months)**
3. Business Development AI License to Aid in Capture and Proposal Development **(6 months)**
4. Networking for Stronger Teams and Support **(Month 2 and Beyond** for Sustainable Growth)

- **Step 1:** Apply with **TEDCO**: https://tedco.my.site.com/s/login/SelfRegister
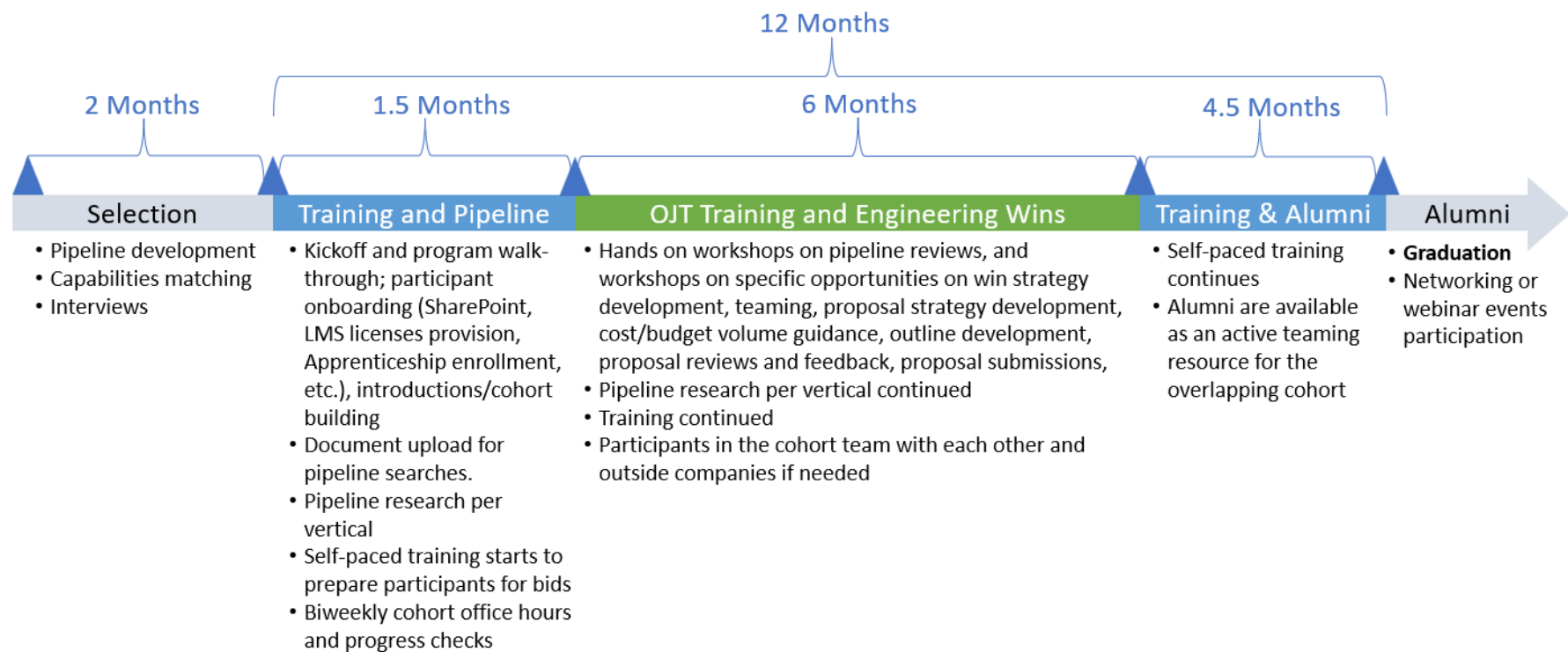
- **Step 2:** Apply with **OST** https://www.ostglobalsolutions.com/government-contracting-accelerator-application/

- **Step 3: OST** will contact you to complete an interview

  o Verify that if selected you will have a strong ROI

- **Step 4:** Awardee Notifications

- **Step 5:** Scheduling and Orientation

- **Step 6:** Become a BD SME and Grow Your Network and Business Revenue

THE JOURNEY

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12 Months

2 Months   **1.5 Months**   **6 Months**   **4.5 Months**

Selection	Training and Pipeline	OJT Training and Engineering Wins	Training & Alumni	Alumni

- Pipeline development
- Capabilities matching
- Interviews

- Kickoff and program walk-through; participant onboarding (SharePoint, LMS licenses provision, Apprenticeship enrollment, etc.), introductions/cohort building
- Document upload for pipeline searches.
- Pipeline research per vertical
- Self-paced training starts to prepare participants for bids
- Biweekly cohort office hours and progress checks

- Hands on workshops on pipeline reviews, and workshops on specific opportunities on win strategy development, teaming, proposal strategy development, cost/budget volume guidance, outline development, proposal reviews and feedback, proposal submissions,
- Pipeline research per vertical continued
- Training continued
- Participants in the cohort team with each other and outside companies if needed

- Self-paced training continues
- Alumni are available as an active teaming resource for the overlapping cohort

- **Graduation**
- Networking or webinar events participation

COHORT #1

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THE AWARDEES

- **Applied Memetics** https://amllc.co/
- **Asc3nd Technologies Group** https://www.asc3ndtech.com/
- **ATALAYA** https://theatalaya.com/
- **Blue Whale Apps** https://bluewhaleapps.com/
- **Capstone Tech** https://capstonetech.co/
- **Cloudware** http://www.cloudwareit.com
- **Core Services Group** https://coreinc.biz/
- **CoreTech Consulting** http://www.coretechctc.us
- **Dark Horse Technologies** https://dhtechllc.com/
- **End to End Enterprise Solutions** https://eecomputing.com/
- **Inner Core Consulting** https://innercorellc.com/

- **Kandih Group** https://kandih.com/
- **KTech** https://k-techllc.com/home/
- **MA Technologies** https://matechnologiesllc.com/
- **Mavros** https://www.mavrostechnology.com/
- **MelaTech** https://melatech.space/
- **MMC Investments** https://www.mmcgovsolutions.com/
- **Optumize Solutions** https://optumize.net/
- **Paratusec** https://www.paratusec.com/
- **Pittman Consulting Group** https://pcgnetwork.com/
- **Programatics** https://www.programatics.us/
- **RestonLogic** https://www.restonlogic.com/
- **RoDa Business Solutions** https://rodabusinesssolutions.com/

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23 COMPANIES: 100% Satisfaction

OST Team,

It has been a fantastic journey so far. I heard your request for feedback, and I'm eager to share my experience if it can benefit the OST team. I am truly impressed so far.

Here are some additional thoughts I'd like to share:

What I particularly appreciate is how the program is designed with the Business's success at its core. Having participated in at least four other programs, I can say this one is uniquely impactful.

What is working well:
1. The mix of online, team, and offline learning—such as in-depth recorded sessions—is very effective. The active assignment, working in small teams on a live proposal, offers real-world experience and the chance to apply what I'm learning to this ongoing RFP.
2. Accessible expert help is available if I encounter challenges or questions while working on the proposal.
3. The live sessions are engaging and paced perfectly, with ample Q&A time to address each business's unique situation on their journey.
4. The offline webinars are excellent, complemented by quizzes to ensure understanding and reinforce learning.
5. The team is incredibly supportive, especially Bill, Val, Sofia, and Andy.

Areas for improvement:
1. I can't think of much since you've covered most aspects. One area I'd like to explore is how to incorporate AI into various phases of procurement, especially for small businesses with limited budgets. Learning how to use AI tools for identifying opportunities through keywords, NAICS codes, and search terms on platforms like SAM and eBuy would be beneficial. Developing workflows with AI agents for analyzing opportunities, conducting gap analyses, and supporting go/no-go decisions could save significant upfront costs and optimize our time.

Overall, I'm grateful to be part of this cohort. I would love to continue collaborating with you even after the program, if possible.

Thank you, OST team.

Sincerely,

Pathik Jayani, CEO
Blue Whale Apps, Inc

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ITEMS OF INTEREST

- More about the program: https://www.ostglobalsolutions.com/bridge-proposal-lab/

- Be prepared to treat this opportunity with the seriousness of a business investment in their future success

- Participation in the BRIDGE Proposal Lab Requires
  - Commitment to winning grants and contracts through training, collaboration, and measurable deliverables
  - Active participation in cohort-based activities

Failure to meet assigned deliverables—such as insufficient progress with the Training modules, incomplete proposal submissions, or lack of participation in workshops and team reviews may result in dismissal from the program

LET'S PARTNER IN WINNING BUSINESS

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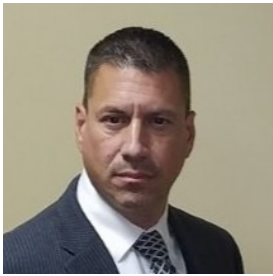
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