



WinMoreBD

Win Smarter.
Deliver Better.
Improve the World.

Turning Customer Insights into Win Strategy

17 February 2026

Partnered exclusively with



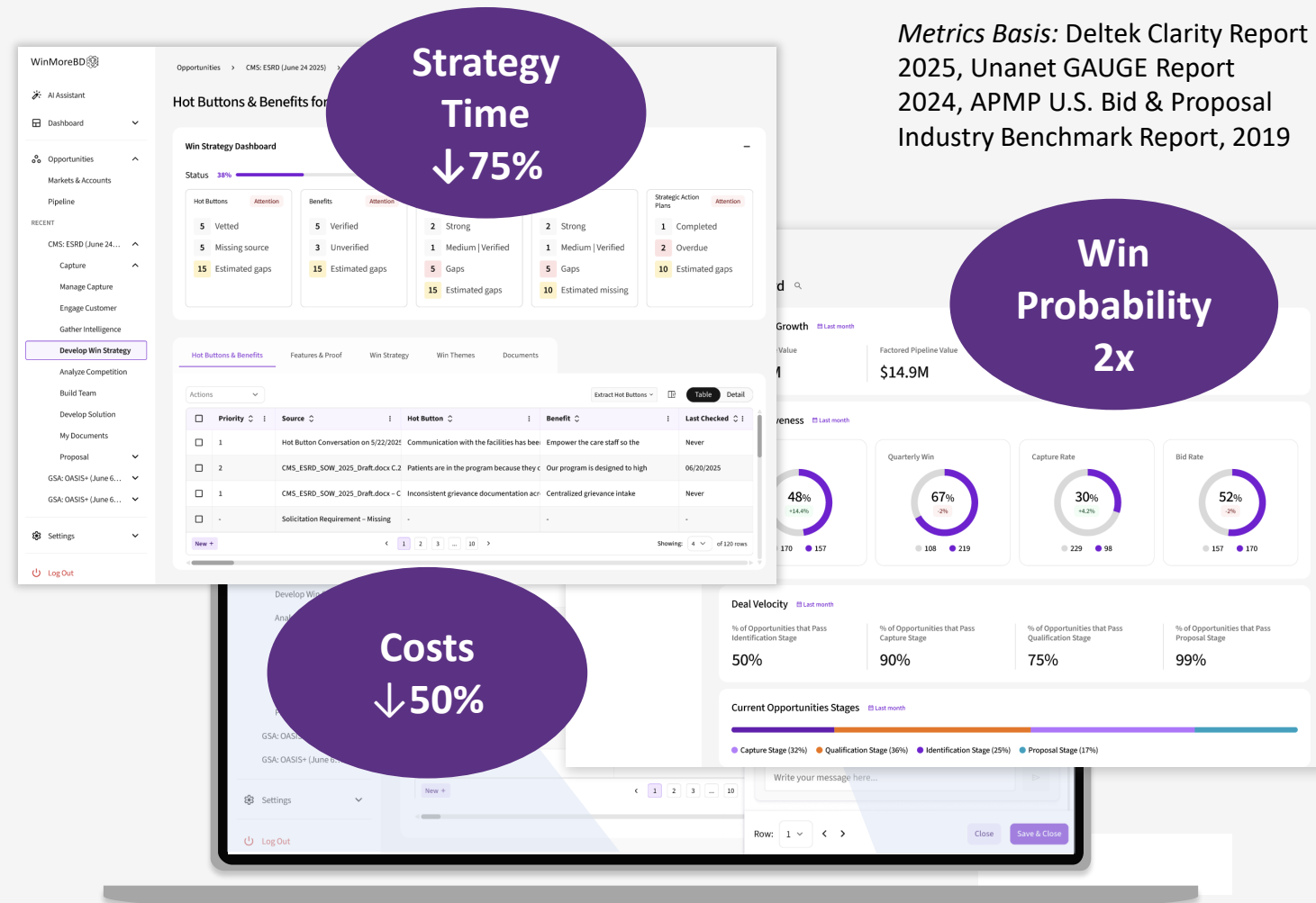
OST GLOBAL SOLUTIONS

WinMoreBD.ai

Delivers More Wins at Lower Cost



- A convergent, coherent system driving enterprise productivity
- Automating the hardest part of winning contracts consistently: Capture
- WinMoreBD enforces winning behavior and makes performance accountable





Engage
Customer

OST's Capture Process

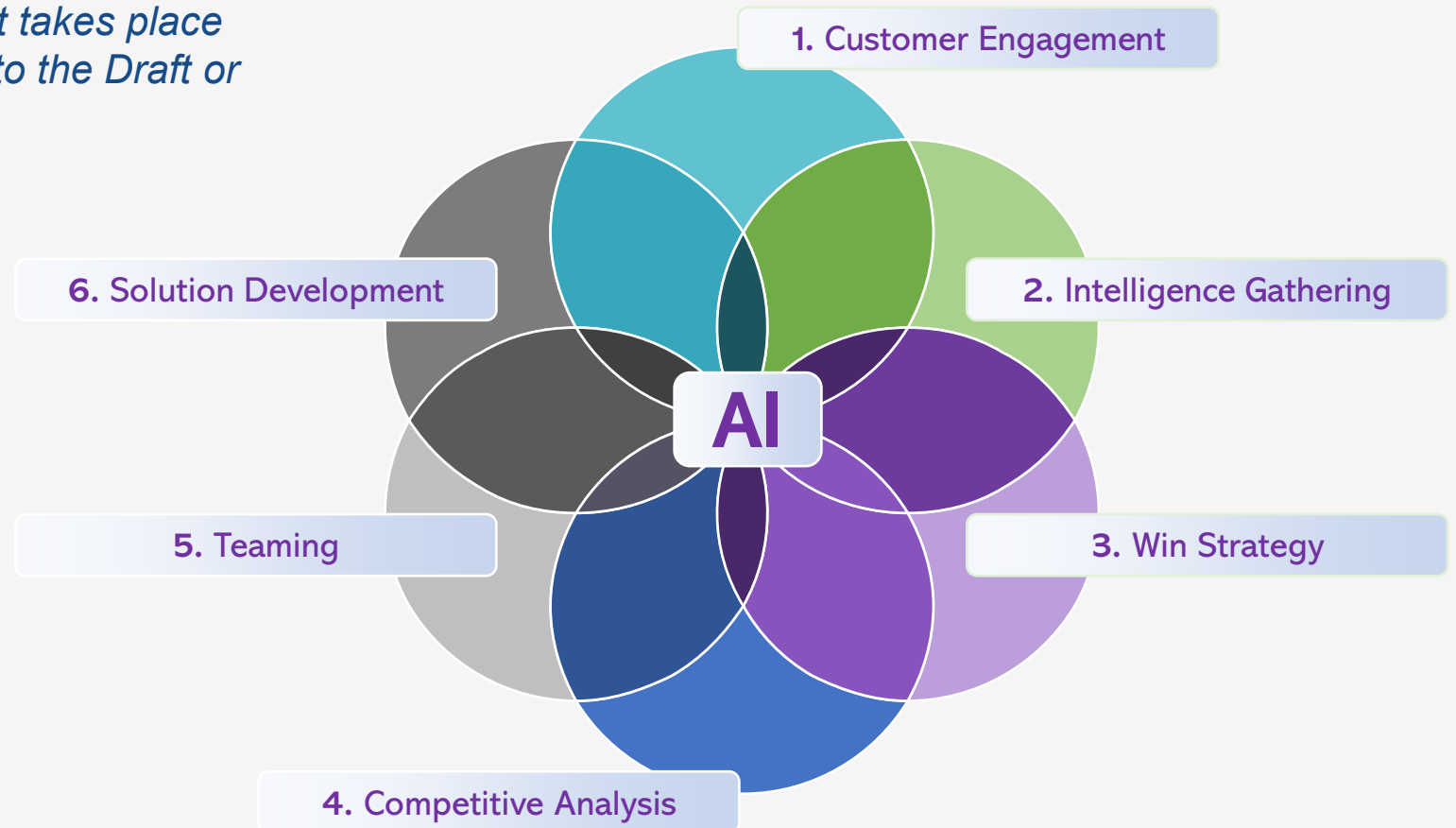


Automating the Important Time Consuming Tasks

Capture is pre-proposal preparation that takes place from deciding to pursue an opportunity to the Draft or Final RFP issuance.

**Capture
to proposal
is what attending the course
is to passing the final exam**

**(If you miss the course, you
will have trouble acing the
exam)**



Customer Engagement

The Obvious Component that Affects Everything – 5 Tasks



 Identify the right decision-makers

 Build the relationship

 Collect and document intelligence

 Influence the requirements

 Vet your solution



Buyer Modes



Posture Drives Openness & Willingness to Share Information



Growth

- Wants procurement out "yesterday"
- Cares about the agency
- Wants improvements



Trouble

- Highly motivated
- The situation is dire
- Needs help urgently



Stable

- NOT very motivated
- No pressing need to change
- Delays procurements for years



Overconfident

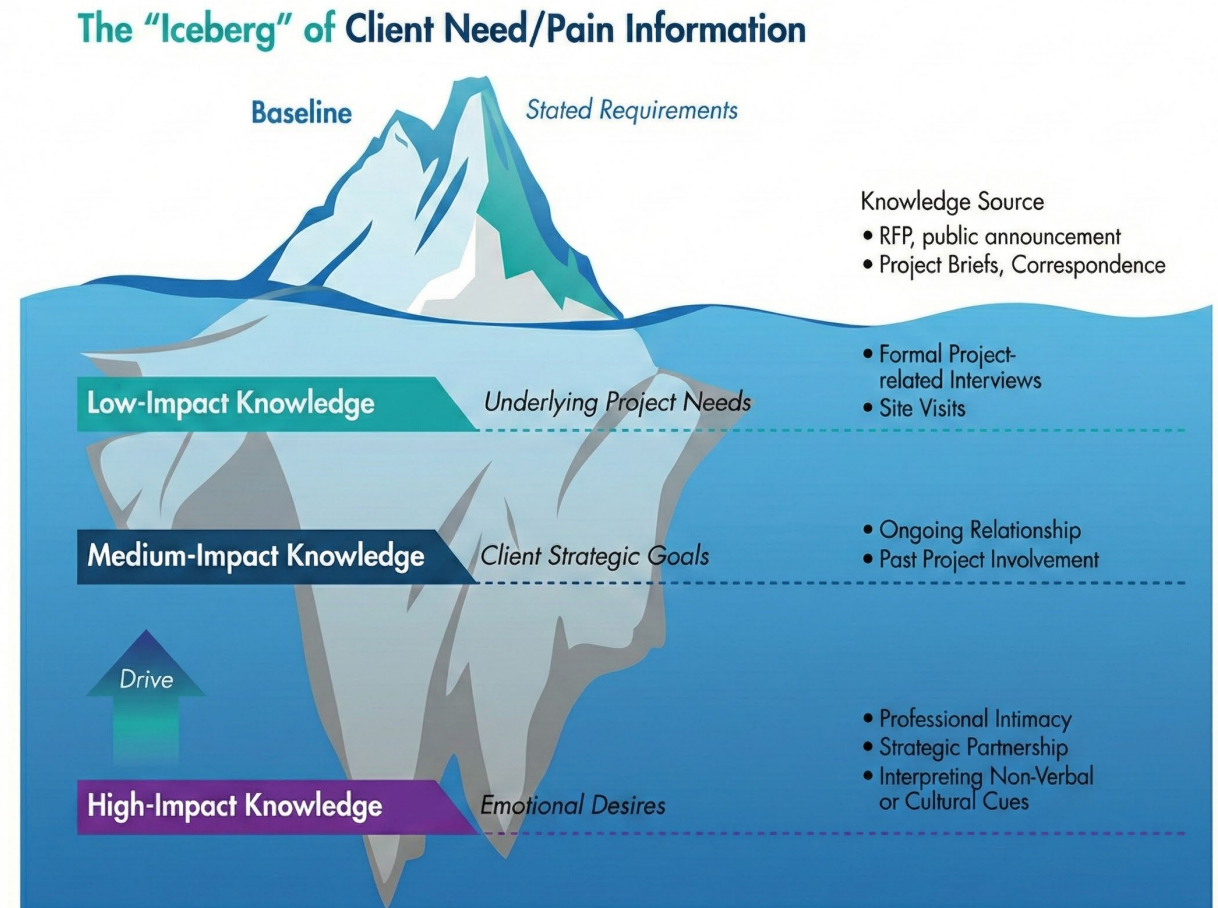
- NOT buying quickly
- Won't share useful info
- Low opinion of contractors

Find the Customer's Hot Buttons



A cue that triggers an emotional response in your customer

- Awareness
- Understanding
- Client Pain
- Pet Peeve
- Must-have requirements
- What could break down – risks and worries that keep the customer up at night



Source: *Engineering a Win Theme: A Scalable Proposal Method for Technical Sales Environments*, Michael Rochon, APMP Body of Knowledge



Win Themes

No Matter What Form Your Themes Take



A conclusive set of reasons “WHY US” – why the customer should select us, and not the competitors

They are either potent, or they are weak and general. Their strength depends on:



Capture Effort

How good of a capture effort you have had — intelligence gathered and relationships built



Customer Focus

What this specific customer is looking for — their hot buttons, pain points, and evaluation criteria



Team Diligence

How diligent the team is in developing them correctly using Feature-Benefit-Proof structure

Most useful structure: Pithy statement, 1–3 sentences long

Purpose of Win Themes

A major component of proposal persuasion



During Capture

- Help define win strategy
- Create customer messages to position the company
- Highlight competitive advantages
- Document reasons why we should win



During Proposal

- Focus proposal team's writing on what it takes to win
- Make benefits of your solution obvious
- Contrast strengths with the competition



During Evaluation

- Recur throughout to make proposal memorable
- Answer: "Why should we select you?"
- Help in award justification

Typical Problems with Win Themes



Most win themes take an inordinate amount of time or are missing altogether

Missing Entirely

Plain writing without a hint of persuasion

Low Quality

Customer doesn't care about what you think is your advantage

Take Forever

The process is "unnatural" to most technical people

Fail Substitution Test

If you swap company names and it still works, it's too generic

Lack Proof

Unverified facts: "hundreds of thousands in savings"

Self-Centered

About you, not the customer; recycled from other proposals

Win Themes Rules of Thumb



Win themes are the statements an evaluator is likely to remember after they read your proposal

- Win themes appear two ways:
 - Standing on their own, or
 - Woven into text
- Win themes can be at the proposal and section levels
- Optimal number of proposal-level overarching win themes is 1–5
- Try not to exceed 8 proposal-level themes or the customer may get lost
- At the subsection level, themes are simply benefits

1–5

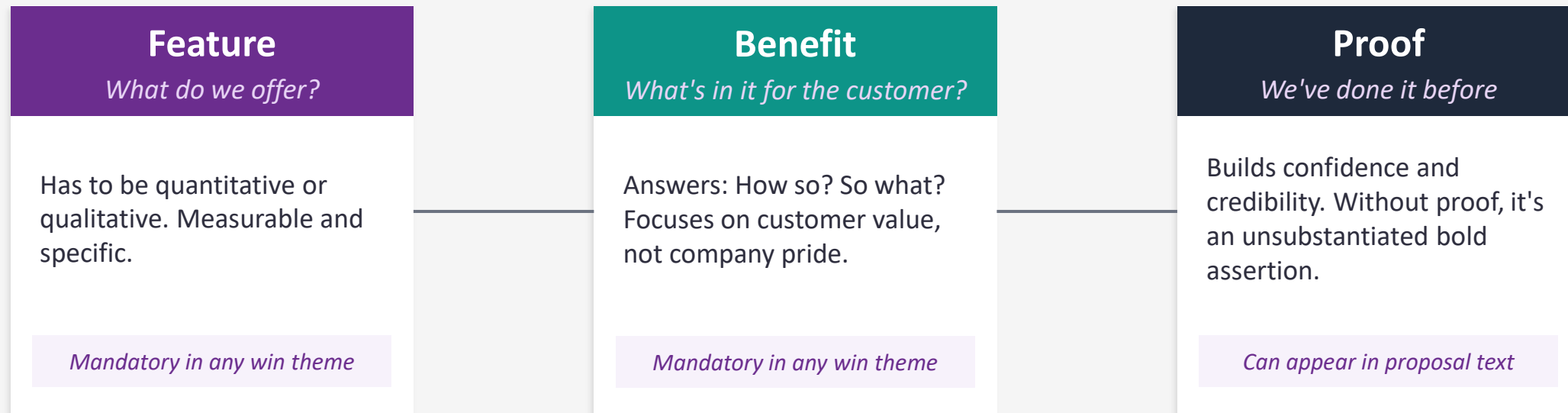
Optimal Proposal-Level
Win Themes

*Max 8 before you
lose the evaluator*

Building Blocks of Effective Win Themes



Win themes have to have at least 2 components, and often all three



Feature & Benefit: Must be Together | Proof: Can Appear Elsewhere in the Section

Win Themes Based on the Benefits



Great win themes should be built in by design if you use the process – but just in case....

Great Win Themes:

- ✓ Reflect benefits to the customer (not the writer)
 - ✓ Answer the "so what" question well
 - ✓ Come across as credible through proof
 - ✓ Address what the customer wants and cares about
 - ✓ Distinguish you from the competition
- ✓ Are substitution-proof
 - ✓ Relate to evaluation criteria and capture intel
 - ✓ Persuade the evaluator
 - ✓ Permeate your entire proposal

Test: If you put another company's name in your win theme, would it still sound true? If yes, rewrite it.



WinMoreBD Hot Buttons & Benefits



DHA OMNIBUS IV



- The Defense Health Agency Contracting Activity (DHACA) has announced plans for an on-ramp to their OMNIBUS IV Multiple Award IDIQ contract, a major military medical research and development services vehicle.
- This \$10 billion contract, originally awarded in June 2022, has already demonstrated significant activity with over \$600 million awarded across 51 task orders.
- The contract encompasses four key market segments:
 1. Research and Development
 2. R&D Support Services
 3. Regulatory Processes
 4. Translational Science Support
- Key Contract Parameters:
 - Total contract period: 10 years (5-year base period 2022-2027, 5-year option 2027-2032)
 - Contract ceiling: \$10 billion
 - Set-aside status: Exclusively for SBA 8(a) certified small businesses
- RFP expected to release end of February

ONMIBUS – 8(a) On-Ramp Hot Buttons



Opportunities > Develop Win Strategy > ONMIBUS IV – 8(a) On-Ramp

ONMIBUS IV – 8(a) On-Ramp

Hot Buttons & Benefits

Features & Proof

Win Strategy

Win Themes

Documents

Actions ▾

New +

Extract Hot Buttons from Document

<input type="checkbox"/>		Priority	Source	Hot Button	Benefit	Last Updated
<input type="checkbox"/>	⋮	1	DHS_CISA_SOC_Recompete_Exec_Alignment_Call_2026-06-12.docx	Accelerate translation of R&D into clinical practice and fielded capabilities. DHA is ...	Accelerate DHA's "lab-to-field" pipeline by converting research outputs into deploy...	06/12/26
<input type="checkbox"/>	⋮	2	DHS_CISA_SOC_Recompete_Exec_Alignment_Call_2026-06-12.docx	Enhance force health readiness and combat casualty care. Readiness is positioned ...	Deliver R&D outcomes that directly strengthen medical readiness and combat casu...	06/14/26
<input type="checkbox"/>	⋮	3	CISA_Division_Chief_Strategy_Session_Notes_2026-06-05.pdf	Establish collaborative medical R&D partnerships across industry, academia, and ...	Expand DHA's access to breakthrough ideas, specialized facilities, and emerging sci...	06/05/26
<input type="checkbox"/>	⋮	4	DHS_Program_Executive_Update_Meeting_Transcript_2026-05-28.docx	Regulatory non-compliance in human/animal research protections. Requirements ...	Reduce the probability of compliance failures (human subjects, animal use, FDA pa...	05/28/26
<input type="checkbox"/>	⋮	5	Threat_Intelligence_Integration_Discussion_2026-05-30.docx	Research funding instability disrupting program continuity. Budget volatility/CR im...	Sustain progress through funding turbulence with flexible staffing/execution and c...	05/30/26
<input type="checkbox"/>	⋮	6	AI_Triage_Demo_Feedback_Session_CISA_2026-06-16.pdf	Quality, safety, security, and surety standards failures. Biosurety/BSL/select agent/...	Protect DHA labs, personnel, and mission execution by enforcing rigorous safety/s...	06/18/26
<input type="checkbox"/>	⋮	7	DHS_Program_Executive_Update_Meeting_Transcript_2026-05-28.docx	Preference for CRO-based business models and university-affiliated research. DHA ...	Provide research-ready infrastructure (IRB/IACUC-ready operations, embedded co...	05/28/26
<input type="checkbox"/>	⋮	8	Threat_Intelligence_Integration_Discussion_2026-05-30.docx	Emphasis on worldwide performance capability, including deployed/OCONUS envi...	Execute R&D and supporting operations in austere/deployed/OCONUS settings wit...	05/30/26
<input type="checkbox"/>	⋮	9	DHS_Program_Executive_Update_Meeting_Transcript_2026-05-28.docx	Preference for demonstrated FDA pathway expertise and regulatory navigation. FD...	Shorten time-to-fielded medical products and clinical solutions by applying prove...	05/28/26

ONMIBUS – 8(a) On-Ramp Hot Buttons



Hot Buttons

1. Accelerate translation of R&D into clinical practice and fielded capabilities. DHA is elevating translational science as a differentiator, including the new Translational Science market segment and “lab-to-field” focus.
2. Enhance force health readiness and combat casualty care. Readiness is positioned as the overarching outcome DHA evaluates against; combat casualty care and readiness narratives dominate the framing.
3. Establish collaborative medical R&D partnerships across industry, academia, and DoD. DHA explicitly calls for collaboration across industry/academia and structures work to attract non-traditional partners.
4. Regulatory non-compliance in human/animal research protections. Requirements cite multiple regulatory frameworks; the risk is program disruption, oversight, and reputational damage.

Benefits

- Accelerate DHA’s “lab-to-field” pipeline by converting research outputs into deployable capabilities and clinical knowledge products sooner—improving adoption in MTFs/deployed settings and maximizing return on R&D investments.
- Deliver R&D outcomes that directly strengthen medical readiness and combat casualty care—improving survivability, rehabilitation outcomes, and operational performance where DHA measures mission impact most.
- Expand DHA’s access to breakthrough ideas, specialized facilities, and emerging science by building high-functioning cross-sector partnerships—accelerating discovery and improving the relevance and quality of R&D deliverables.
- Reduce the probability of compliance failures (human subjects, animal use, FDA pathways, privacy, tech transfer) by embedding disciplined regulatory governance—protecting programs from shutdowns, delays, and negative oversight.

ONMIBUS IV Hot Buttons



WinMoreBD

Bid Assistant

My Actions

Company Library

Opportunities

RECENT

Scientific Registry of Trans...

Capture

Manage Capture

Engage Customer

Gather Intelligence

Develop Win Strategy

Analyze Competition

Build Team

Develop Solution

Opportunity Library

Proposal

Draft Sections

System Configuration

Corporate

Users

Subsidiaries

Log Out

Opportunities > Develop Win Strategy

ONMIBUS IV – 8(a) On-R

Hot Buttons & Benefits

Actions > New +

Priority

1

2

3

4

5

6

7

8

9

Impersonating: OST Global Solutions, Inc.

OST Global Solutions, Inc.

Edit Hot Button

Update hot button details

Priority

3

Source

CISA_Division_Chief_Strategy_Session_Notes_2026-06-05.pdf

Hot Button *

Establish collaborative medical R&D partnerships across industry, academia, and DoD. DHA explicitly calls for collaboration across industry/academia and structures work to attract non-traditional partners.

Benefit

Expand DHA's access to breakthrough ideas, specialized facilities, and emerging science by building high-functioning cross-sector partnerships—accelerating discovery and improving the relevance and quality of R&D deliverables.

Document Summary

Program Structure and Scope:
The contract is organized into four market segments, engaging 56 Prime Contractors, with more than half (30) being Small Business entities. The program encompasses ten critical program areas, including: - Medical Simulation Technologies, - Infectious Diseases Research, - Military Health & Performance, - Joint Battlefield Healthcare, - Radiation Health Effects, - Clinical & Rehabilitative Medicine, - Chemical & Biological Readiness, - Clinical Investigations & Health Science Education, - Genomics/Omics Research, and - Emerging Science & Technology.

Notes

Enter notes

☐ Verified

Extract Hot Buttons from Document

Search...

Last Updated	By
06/12/26	Sarah Chen
06/14/26	Sarah Chen
06/05/26	Sarah Chen
05/28/26	Sarah Chen
05/30/26	Sarah Chen
06/18/26	Marcus Johnson
05/28/26	Sarah Chen
05/30/26	Sarah Chen
05/28/26	Sarah Chen

Showing 1 to 9 of 9 results | Page size: 30

ONMIBUS IV Hot Buttons



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Scientific Registry of Trans...

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Log Out

Opportunities > Develop Win Strategy > Scientific Registry of Trans...

ONMIBUS IV – 8(a) On-Ramp

Hot Buttons & Benefits

Actions New +

	Priority	Source
<input type="checkbox"/>	1	DHS_CIS
<input type="checkbox"/>	2	DHS_CIS
<input type="checkbox"/>	3	CISA_Div
<input type="checkbox"/>	4	DHS_Prc
<input type="checkbox"/>	5	Threat_I
<input type="checkbox"/>	6	AI_Triage
<input type="checkbox"/>	7	DHS_Prc
<input type="checkbox"/>	8	Threat_I
<input type="checkbox"/>	9	DHS_Prc

Impersonating: OST Global Solutions, Inc.

OST Global Solutions, Inc.

Edit Hot Button

Update hot button details

Priority6SourceAI_Triage_Demo_Feedback_Session_CISA_2026-06-16.pdf

Hot Button *

Quality, safety, security, and surety standards failures. Biosurety/BSL/select agent/GxP/personnel reliability are central concerns; failure can trigger shutdowns and accreditation loss.

Benefit

Protect DHA labs, personnel, and mission execution by enforcing rigorous safety/security/surety practices—reducing incident likelihood and preventing mission-impacting stand-downs, investigations, or loss of accreditation.

Document Summary

OMNIBUS IV is a significant \$10 billion Indefinite Delivery/Indefinite Quantity (IDIQ) contract focused on military medical research and development, awarded in June 2022 for a 10-year period. This program succeeds previous OMNIBUS iterations (I, II, and III), which concluded in 2017 after delivering approximately \$1 billion in contracts over nine years. This contract represents a significant investment in military medical research and development, providing a comprehensive framework for advancing healthcare capabilities within the defense sector through structured task orders and diverse contractor engagement.

Notes

Enter notes

Checked / Updated byMarcus JohnsonDate06/18/2026

Verified

Extract Hot Buttons from Document

Search...

	Last Updated	By
deployable cap...	06/12/26	Sarah Chen
bat casualty care...	06/14/26	Sarah Chen
ging science by ...	06/05/26	Sarah Chen
, FDA pathways, ...	05/28/26	Sarah Chen
n and cost-effici...	05/30/26	Sarah Chen
safety/security/su...	06/18/26	Marcus Johnson
ided compliance,...	05/28/26	Sarah Chen
ings with proven ...	05/30/26	Sarah Chen
g proven FDA pat...	05/28/26	Sarah Chen

Showing 1 to 9 of 9 results | Page size: 30

ebd.ai

How AI Detects Hot Buttons



Signal Amplification Flow

Final Confidence: 0.82 → HIGH

DOCUMENT SIGNAL

LOW

1 mild mention in SOO
No repetition, no emotional language
Confidence: 0.35

OSINT CORRELATION

5 sources

GAO audit, CDMRP data, DHA
Strategic Plan, budget docs,
157-org advocacy letters

AMPLIFIED SIGNAL

HIGH

Weak document signal validated
by overwhelming external evidence
Confidence: 0.82

✗ WITHOUT AI CROSS-REFERENCING

A capture manager reads the SOO, sees **"funding sources at the task order level will be determined by scope and adherence to applicable law"** and thinks: *"Standard boilerplate. Next."* This hot button goes undetected. The proposal says nothing about funding flexibility.

✓ WITH WINMOREBD INTELLIGENCE

The AI reads that same sentence, then pulls 5 external sources showing **CDMRP was slashed 57% in FY25, zeroing out TBI and cancer research**. A LOW document signal becomes a HIGH-confidence fear. The proposal leads with cost-flexible staffing models and funding contingency plans — **directly addressing the #1 budget anxiety in DHA right now**.

Sources Are All-Important



Source Evidence

DOCUMENT SIGNAL

Statement of Objectives — Background



"...OMNIBUS IV TOs may receive **funding support from Defense Health Program RDT&E funds or other federal and non-federal sources** to the extent permissible by the **terms and conditions of the contract, law and federal regulations**."

SOO Section 1, Background — Line 24–27 • Mild administrative language, no emotional weight

OSINT — ADVOCACY COALITION

Defense Health Research Consortium



157 patient advocacy organizations sent joint letters to Congressional leadership demanding full CDMRP funding restoration. A separate bipartisan House letter signed by **103 Republican and Democratic Representatives** called for increases through the FY2026 Defense Appropriations Act.

DHRC • December 2024 & 2025 coalition letters • Public domain

OSINT — CONGRESSIONAL RESEARCH

CRS Report IF10349: CDMRP Funding FY2026



The FY2025 continuing resolution **cut CDMRP funding by 57%**, providing funding for only **12 of 35 programs**. Programs zeroed out included TBI/psychological health, vision/hearing, orthotics & prosthetics, and pancreatic, kidney & lung cancer — all vital to warfighter health.

Congressional Research Service • February 2026 • Public domain

OSINT — DHA STRATEGIC PLAN

DHA Strategic Plan FY2025–2030



DHA leadership acknowledges: "Years of fiscal challenges have tested us in unique ways. We've had a **relatively flat budget amidst rising inflation**. To help reduce costs, the delivery of care within our military hospitals and clinics **shrunk in favor of purchased care — yet, purchased care added to our costs**."

Lt. Gen. Telita Crosland, DHA Director • Health.mil • September 2024

OSINT — BUDGET ANALYSIS

DHP FY2026 Budget Estimates + MHS Annual Report



FY2026 Defense Health Program budget shows: **\$723M decrease** for FY25 one-time Congressional Special Interest adjustments | **\$20.1M decrease** for EIDS | **\$8M decrease** for Anomalous Health Incidents | **\$1.2M decrease** across research projects per Executive Order travel reductions. Meanwhile, FY25 annual report calls for "deliberate fiscal management and strategic prioritization" to "maximize the value of every defense health dollar."

DoD Comptroller FY2026 Budget Justification • Health.mil FY2025 Annual Report • Public domain

How AI Connects the Dots



Detection Pattern Analysis

SIGNAL TYPE	WHAT THE AI DETECTED	STRENGTH
Document Signal	Single mention of funding variability in SOO Background. No repetition, no emotional language, standard administrative phrasing. On its own: not a hot button.	LOW
OSINT Correlation	5 independent external sources all confirming severe funding instability: a 57% CDMRP cut, multi-area budget decreases, 157-organization coalition letter, bipartisan Congressional action, and DHA Director's own admission of flat budgets amidst inflation.	CRITICAL
Temporal Recency	The FY25 CDMRP cut happened within the last 12 months. DHA is still recovering. The FY26 appropriation only partially restored funding. This is an active wound, not a historical concern.	CRITICAL
Emotional Escalation	DHA Director's language ("tested us in unique ways," "shrunk," "added to our costs") shows institutional frustration rare in official strategic plans. 157 organizations writing Congress signals ecosystem-wide alarm.	HIGH
Structural Impact	Programs zeroed out (TBI, vision/hearing, cancer) are directly within OMNIBUS IV Program Areas 3, 6, and 8. This isn't abstract budget pressure — it's hollowing out the exact research this contract funds.	CRITICAL

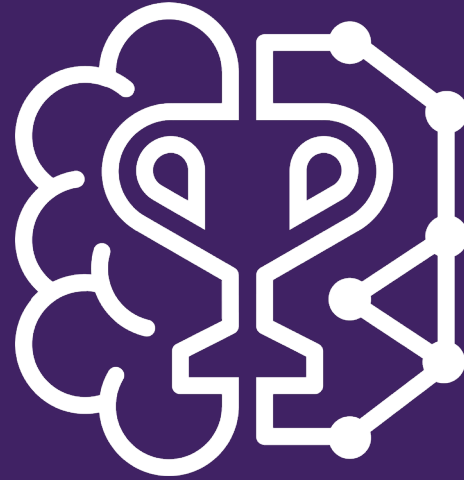
How AI Connects Hot Buttons and Win Strategy



What This Means for Win Strategy

This is a fear DHA will never put in a procurement document — because admitting funding instability undermines confidence in the vehicle. But every program manager, every COR, every requirements owner on OMNIBUS IV lived through the FY25 CDMRP disaster. They watched programs get zeroed out. They had to tell researchers their grants weren't coming.

Proposal guidance: Offerors who demonstrate cost-flexible staffing models (ability to ramp up/down without losing critical expertise), experience managing through continuing resolutions and funding gaps, and a track record of maintaining program continuity during appropriations uncertainty will directly address this hidden fear. **Don't just price competitively — show you can absorb fiscal volatility without the Government losing its research investment.**

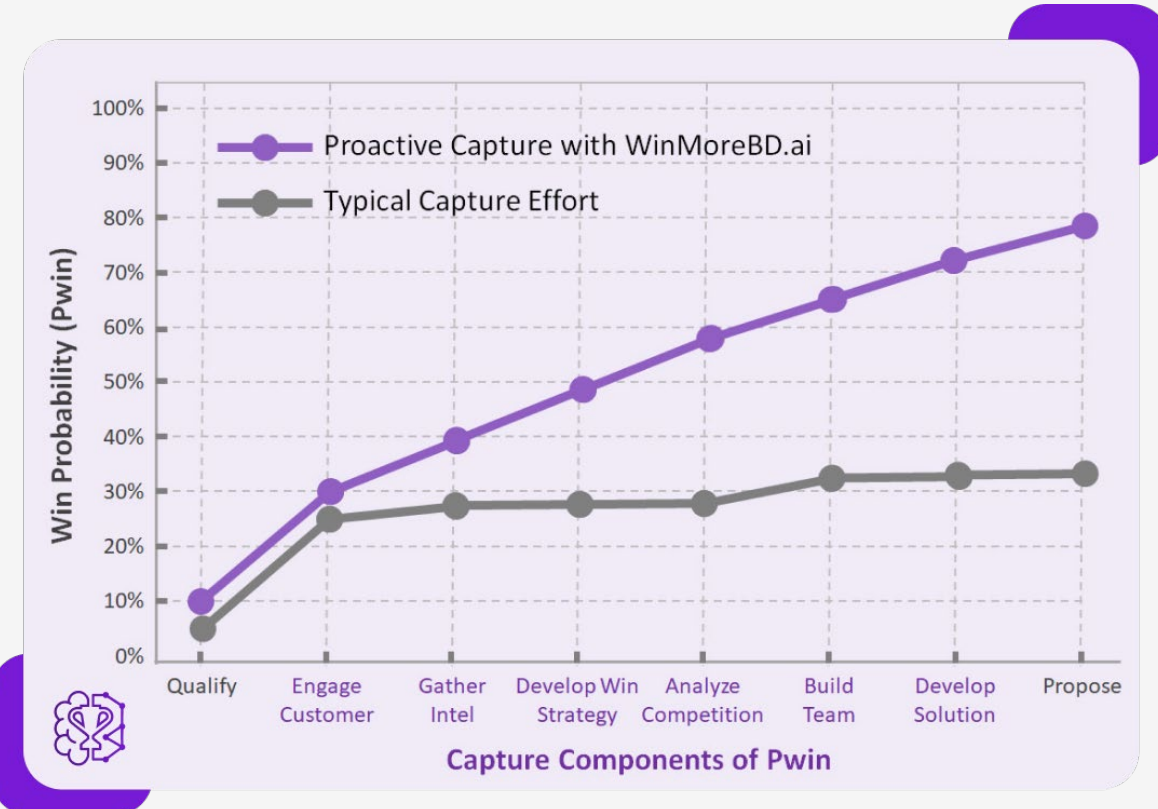


Join Our First 50 Customers to Harness AI for
Superior Capture and Shape the Roadmap As
We Grow Our Platform

Next Steps & Resources



- Companies who sign up now receive:
 - 5 licenses to the WinMoreBD platform at 33% off the first year licensing cost
 - 2 licenses to OST's self-paced training catalog; a \$24,000 value
 - White glove implementation and shaping the features on our roadmap
- Visit www.winmorebd.ai to learn more and schedule time to see the platform
 - Schedule demo: [WinMoreBD.ai — Meeting](#)
 - Subscribe to our newsletter: [AI-Powered Strategies for Capture & Business Growth](#)



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